Advertising Theories and Models – how well can these be transferred from text into reality?

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Executive Summary

The purpose with this study is to find out to which extent four of the existing advertising theories and models are relevant to the market today. This will be done by investigating the literature published on these in present literature.

This study has been examined an international organisation to get a deeper understanding over how they feel about using advertising theories and models. By interviewing a high positioned, Nordic Brand Manager, employee in the organisation the researcher has tried to find out what attitudes they have towards the theories and models used in this study. The study has also interviewed customers from the organisation that has been exposed to one of the organisations advertising campaigns and that has bought their products in the past. This has been done to see to how the use of these models has been apprehended by the customers.

The study has focused on finding out if there are any traces of the theories and models in the organisations advertisements. The models aim to point out the different steps that an advertisement has to take a customer trough before purchase, and this study has examined if the organisations advertisements has succeeded with this.

Advertising descends from marketing communications and to create a good advertisement the process must work from the beginning. For advertising to be successful, the literature claims that the organisation must be aware of the whole process.

The literature on Advertising can be traced far back in time and many different theories and models have been published. Most of the models taught to students today are built under the base of the old learning theory: A theory that has been the foundation to what advertising stands for today. Many authors have tried to develop this theory into new theories and models, but none of these seems to fit the market to one hundred percent, but they must have some meaning and usefulness or else they would not be published from the beginning.

Only four of the published theories and models have been used in this study to investigate to which extent they can be applied to reality. The study is focused on one organisation to see how they work with these models. The organisation is a large international organisation and to see to which extent they use the theories and models may be very interesting. Theories and Models are not developed to fit the market to one hundred percent, but they must have some meaning and usefulness or else they would not be published from the beginning.

This study has investigated this to the extension were it has drawn a conclusion of how well the discussed theories and models are relevant in reality. The study has also come to a conclusion on what it is that has to be done to the theories and models to make them applicable to the market as it is today.
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1. Introduction

1.1 Background

Marketing communications is an essential factor in the process of creating a trust among the customers for an organisation. It can be seen as the exchange of processes to create an over time contextual effect on the relationship between the organisation and its customers (Frankelius, 1997).

“Advertising, mass media advertising to be more precise, has played a major role in business to consumer marketing, and enabled companies to meet communication and other marketing objectives”. (Minh Hou Poh & Adam, 2007)

Marketing communications is one of the most important factors in an organisation’s success on the market. More and more organisations are moving forward to use marketing communication to reach its customers, and the competition is getting harder. Marketing communication can be used in several different ways and it is important to find the way that will gain the best result.

The purpose with marketing communications is to make the organisation and its products well known for its customers along with keeping the customers conscious about the organisation (Engdahl 2006, Iyer, Sobermann & Villas-Boas 2005).

There are two general forms of marketing communications that are being used by organisations on a daily basis: External and Internal Communications.

Internal communications means the communication that the organisation uses to reach out to its employees within the organisation. Employees work as an internal customer and it is as important to keep them satisfied as it is with the external customers.

The External communication on the other hand includes the communication that organisations uses to reach out to its external customers. By using external communication organisations hope to send a message to their customers that later on will result in the customer buying their products or services (Dahlqvist & Linde, 2002).

External Communications are important on the market today and it can be hard to find new ways to compete on. It is therefore very essential for organisations to work with External Marketing Communications on a regular basis and not only believe that one single campaign will do it all.

A customer usually starts its buying process by processing the information sent out by different organisations as mass communications, for example TV advertisement or outdoor Advertisements. They then build up a brand knowledge and creates a stronger need for the product in question. When the customer later on feels like they have a need for more information they reach out to the organisation, usually a sales representative, to find out more about the offer. The organisation then has their chance to convince the customer by relationship communications (Dahlqvist & Linde, 2002).
For advertising to be successful, it is not enough to send out a message and then hope for a result. Customers are today exposed to more advertisements each day and this can be annoying to them. On the market today, customers tend to have a more negative attitude towards advertising and this makes it harder for organisations to reach their audience. Because of all this advertising strategy is getting of higher importance and it essential for organisations to have a clear strategy to follow (Zanot, 1981). Many may believe that creating advertising is all about creating the ultimate message and choose the perfect media channel, but there is so much more behind all of that. The right strategies have to be created and an advertising plan has to be set in action. There are several theories and models on how organisations can create a good advertising campaign today (Jobber, 2004).

Literature on advertising contains several different models that have been published by authors over a long period of time. These theories and models are today being taught to advertising students around the world and may be seen as essential in the work within advertising. A high amount of Universities uses literature including these models as their core texts today (Lincoln University 2007, Univeristy of the Sunshine Coast 2007, Internationella Handelshögskolan i Jönköping 2007, Handelshögskolan i Göteborg 2007).

“For several decades, marketing executives and academics have attempted to develop formal theories of “how advertising works” with the aim of facilitating the design of advertisements and the practical execution of campaigns. These theories appear in marketing textbooks and have been taught by marketing educators to successive generations of students in the business and management field.” (Gabriel, Kottasz & Bennet, 2006, p. 505)

However, the models taught to students today have met a high amount of criticism on the market. The researcher in this study are one of the students that are being exposed to these models in the core literature at the University and does together with other students question how relevant these models are.

As Jobber (2004) says, it is hard to devise a theory on how advertising is effective. To set up theories and models on advertising is not always appreciated. “Business people, marketing and advertising professionals included, rarely have much time for theory.….. Advertising professionals are practical people who develop experience in particular areas and know what works for them in a given situation.” (Hackley, 2005, p.26-27)

If this is true and the models are being met with so much critique, why does Universities still use them in their teaching and how relevant are they to the market of today?
1.2 Problem definition

When looking in the core literature that universities are using today, when teaching on the subject advertising, they contain models and theories that aims to explain how advertising works. Students are taught these models and told that this is how advertising works in reality and that this is what they must learn. The literature also mentions the criticism towards these models, but not to the extent where it says that they do not work. The researcher for this study feels that these models are to strict to fit on advertising that is said to be a creative communication tool and will with this study therefore try to answer the question:

How relevant are four of the advertising theories and models published in literature to the marketing situation of today?

1.3 Purpose

The purpose with this study is to find out to how relevant four of the theories and models, published in literature, are to the reality of today. The focus will be to examine how well advertising theories and models convene with reality by looking into an international organisation. The researcher will explore to which extent this organisation uses these four advertising theories and models and how they affect their customers. The researcher want to find out if these models are as relevant and used as they are told to students.

1.4 Delimitation

This study will only focus on external marketing communication since advertising is an external marketing communication tool. Since advertising is such an exploding marketing tool right now, this study will not take any market changes into consideration. The information used in this study will be gained during the whole process, but to keep this study up to date at this point the researcher will demarcate the information from the time of study and major changes or new literature published during the time of this study will not be used unless it is of major meaning for the final outcome of the study.

1.5 Definitions

1.5.1 Advertising

An identified sponsor has paid for any form of non-personal communication about an organisation, product, service or idea that has passed through a mass communication channel to reach a broad audience.
1.5.2 Advertising Campaign

This term will in this study be used for the planning, creation, administration and implementation for advertising activities. This can be carried out as stand-alone activity or as a series of activities (Yadin, 2002).

1.5.3 Communication

Communication will be used to describe the process of exchanging ideas, or passing through information between a sender and a receiver (Bearden, Ingram & LaForge, 2004).

1.5.4 Customer

The term customer will in this study be used to describe one or more individuals that use and buy the organisations products.

1.5.5 Media Channel

Media Channel will in this study be the general communications methods that carry advertising messages, such as Television, Radio, Magazines and Newspapers etcetera.

1.5.6 Message

This term will in this study be the information that an organisation wants to send out to its customers.

1.5.7 Organisation

This has been used to explain a commercial or industrial enterprise and the people who constitute it.
2. Theory

In this chapter the theory linked to the purpose of this paper will be examined. The theories and models found in the literature on the subject will be presented and compared to each other. Models and theories from different authors will be discussed and different approaches on the same theories will be investigated. This examination of literature will be done out of an external marketing communication view and will be focused on the Advertising process.

2.1 The Marketing Communication process

The marketing communication process originates from the old mathematical communication theory published by Shannon and Weaver in 1949. This theory was created to show how electrical signals could be transferred from one point to another and came to be introduced as a communication theory within human communication when Weaver thought it also met the demands on how humans affect each others (Barlow, 2002).

This mathematical model has since then been identified as a transmission model of communication and has been adapted widely around the world. During the years, this model has been evolved to form the different process-models for communications (Dwyer, 2005).

Models that can be found on the communication process in literature today are all inclined on a base where a sender has to exist to send out a message to a receiver. The sender creates a need/purpose with its communication, chooses a message to send out through the right channel that can lead to a created need among the audience/receiver (See Figure 1) (Strategic Direction, 2006).

The communication process model is created to show that communication consist of several different elements in constant interaction with each other. There is said to be seven main elements in this process model: sender, message, receiver, feedback, channel, context or setting and noise or interference. This seven are equally important in the process of communication and without one of them, the process will not be complete (Dwyer, 2005).

Another very important element in this process is the communication barriers. These occur as a result of misunderstanding or misinterpretation of the message. Being able to recognise these is an important step towards having a successful external marketing communication. Dwyer (2005)
What may have been forgotten in the communication process model is the fact that not all messages get through. The source, message and channel may be right but the receiver can still choose to ignore the information. It is important that the customer decodes the message right and the process model is in some cases too focused on what to do up until the point where the customer is met with the message. The model state that noise may be a part of the transaction but says nothing on how to get around the noise disruption (Smith & Taylor, 2002).

Another big barrier in the external marketing communication process today is the way it communicates with the customers. Although many claim that the original external marketing communication process is to be a two-way process, there are those who see it as a clear one-way mass communication process. The feedback on mass communications can be hard to attain and measure, and in a case like this the sender may not have any information on how the receiver decoded the message (Copley, 2004).

For the sender to avoid the noise that may occur in the marketing communication process it is important to be in position “to understand the target recipient well enough to be able to encode desired messages with a high degree of certainty that there will be no noise in the system” (Copley, 2004, p. 29).

To avoid noise in mass communications it is important for a communicator to be aware of how the customers will react to the message. One section of mass communication that is met by the market today is advertising; the section that probably has the most difficult task in avoiding noise in the communication process (Smith & Taylor, 2002).

For advertising to be effective it is important for advertisers to be aware of how the message may be met by customers on the market. To make this easier, academics and professionals has during a long period tried to come up with theories and models that can show how customers respond to the advertising they are being exposed to. By understanding the different behavioural levels that customers pass through, the advertiser can create a message that will meet all requirements and thereby be effective (Ciadvertising.com, 2007).

These models can be connected to the communication process model (as shown in figure 3) since they are built on the base of communication. McGuire (1999) has created the following figure to show how the Communication process model can be linked to the models that will be discussed below.

When looking at this figure, have in mind that McGuire’s own Hierarchy of effects model will not be discussed in this study, even if it is very similar to the other ones.

**Figure 2**

The Communication/persuasion, input/output matrix as a n aid constructing persuasive communications

<table>
<thead>
<tr>
<th>Persuasion outputs:</th>
<th>Source</th>
<th>Message</th>
<th>Channel (medium)</th>
<th>Receiver (audience)</th>
<th>Response Target</th>
</tr>
</thead>
<tbody>
<tr>
<td>Credibility</td>
<td>Attractiveness</td>
<td>Power</td>
<td>Arguments</td>
<td>Modality</td>
<td>Demographics</td>
</tr>
<tr>
<td>Expertise</td>
<td>Similarity</td>
<td>Control</td>
<td>Inclusions</td>
<td>Context</td>
<td>Personality</td>
</tr>
<tr>
<td>Trust</td>
<td>Familiarity</td>
<td>Scrutiny</td>
<td>Orderings</td>
<td>Nonverbal</td>
<td>Ability</td>
</tr>
<tr>
<td>Neotomy</td>
<td>Concern</td>
<td>Discrepancy</td>
<td>Style</td>
<td></td>
<td>Purchasing</td>
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This chapter will now further investigate what the behavioural models, mentioned by Mackay (2005), looks like and how they function. These models derive from old theories on the function of advertising. To make it easier to understand how the behavioural models are meant to function, the theories that they are founded on will now be discussed shortly.

2.2 Theories and Models

There are theories within external marketing communication and advertising that has been highly influential in both textbooks and in the professional advertising practice (Hackley, 2005). These theories all derive from what can be referred to as the old ‘learning theory’, a theory that can be related to the Pavlov’s dogs’ experiment. Pavlov trained his dogs’ to associate the arrival of food with the ringing of a bell; a sound that alone would lead to the salivation response among the dogs. Just like the bell in Pavlov’s dogs’ experiment, advertising was seen as a stimulus that would give rise to a response, just like the dogs’ salivation response.

After further developments of the so-called ‘learning theory’ it gave rise to a new more up to date approach toward advertising planning. (Mackay, 2005)

The new approach was set with different names depending on authors at that time:

- ‘the linear information processing theories of communication and persuasion’ (Hackley, 2005),
- ‘message models’ (Smith & Taylor, 2002) and the
- ‘hierarchy of effects theory’ (Mackay, 2005),

This new approach generally reflects the methods and assumptions of cognitive psychology. According to Kitchen (1994) advertising are aiming to progress customers through the cognitive, affective and behavioural stages before they buy the products. An example on a model that exemplifies these stages is the Lavidge and Steiners model (see figure 4) (Kitchen 1994, Barry & Howard 1990).

![Figure 3](image_url)

The Lavidge and Steiner’s model will together with two other models that also shows these stages be mentioned more later on in this chapter (See 2.2).

In this study the researcher will use the name for the theory offered by Mackay (2005) which is ‘hierarchy of effects’.
The ‘hierarchy of effect’ approach is grounded on the base that to be effective and achieve the desired response, several steps has to be completed and passed. Any piece of persuasive communication must carry the audience through the series of stages that has been drawn. These stages are placed so that a customer has to climb them and one step can not be reached until the previous is completed (Mackay, 2005).

Due to the development within the field of psychology at this time, this approach came to base the new theoretical models (See Figure 2) (ciadvertising.com, 2007, Vakratsas, 1999). These new models were developed to depict the stages that a customer may pass through in the buying process and three of these will discussed later in this chapter.

However, as mentioned earlier in this chapter, models have been created to give more specific guidelines on how customers may respond to advertising. These models are created to show what behavioural steps customers has to pass through when exposed to advertising and if the communicating organisation can lead the customer through all these steps, the risk for noise in the communication process decreases even more (Mackay, 2005).

To have in mind when reading about these models are that advertising professionals still tries to find the ultimate model that can be applicable on the real market and its customers. Right now the models and theories are hard to apply into real life (Jobber, 2004).

The existing behavioural advertising models will now be examined further and compared to each other. Due to the high amount of models that has been published on this area, this study will only investigate the, according to Professor Evans (University of Lincoln 2006) three most discussed ones. These models are from older publications and there are several models that has been published after these, but since this study aims to investigate the chosen models, the newer ones will not be discussed here.

### 2.2.1 AIDA

AIDA was created by Strong in 1925 and is a behavioural model that has as purpose to make sure that an advertisement raise awareness, stimulate interest, and leads the customer to desire and eventually action (Hackley, 2005).

The model is seen as a highly persuasive and is said to often unconsciously affect our thinking (Butterfield, 1997).
Advertising Models and Theories

With the AIDA model Strong suggests that for an advertisement to be effective it has to be one that:

1. Commands Attention
2. Leads to Interest in the product
3. And thence to Desire to own or use the product
4. and then finally leads to Action (See Figure 3)

(Strong, 2005)

For the advertisement to contribute to success it has to be designed so that the customer passes through all these four phases, with all being equally important. The model implies that advertising should inject memorable and believable messages that will make customers triggered to act in a certain way (Brierley, 2002).

The model may be seen by many as the strongest advertising theory, but has along with the others been criticised by different sections of the advertising community. They claim that there is no evidence that customers behave in this rational, linear way. They mean that mass media advertising in general fail to stimulate desire or action. The model ignores the role of context, environment and mediation in influencing the effectiveness of the advertisement.

The advertising world has because of this lately turned into focus more on the two main behavioural responses: awareness and interest. They mean that all four phases are not equally important and to be successful the advertiser has to look further into the behavioural phases (Brierley, 2002).

Another criticism that the model has met is that it represents only high-involvement purchases. According to AIDA customers always goes through this rational process when buying products, but many says that purchases more often are spontaneous (Hackley, 2005).

In 1961 there were two new models published, the DAGMAR theory (Belch & Belch, 1995) and Lavidge and Steiner’s hierarchy of effects model (Lavidge & Steiner, 1961).

2.2.2 DAGMAR

Russell Colley created DAGMAR when he prepared a report for the Association of National Advertisers. This report was entitled Defining Advertising Goals for Measured Advertising Results, shortened down to DAGMAR, and thereof the name, (Belch & Belch, 1995) and was later in 1969 published as a book with the same title (Mackay, 2005).

DAGMAR was created to encourage measurable objectives for each stage of the communication (Smith & Taylor, 2002) and does not deal purely with the message (Mackay 2005). DAGMAR focuses on the levels of understanding that a customer must have for the organisation and on how to measure the results of an advertising campaign (Belch & Belch, 1995).
The main conclusions on the DAGMAR theory were expressed in the following quotation: 
“All commercial communications that weigh on the ultimate objective of a sale must carry a prospect through four levels of understanding.

1. The prospect must first be aware of the existence of a brand or organisation
2. He must have a comprehension of what the product is and what it will do for him
3. He must arrive at a mental suspicion or conviction to buy the product
4. Finally he must stir himself to action.” (Mackay, 2005, p.25-26) (See Figure 6)

The communication has to be specific and measurable, and is therefore based on a hierarchical model containing the four stages set out above in the quotation (Mackay, 2005).

The DAGMAR approach has had a huge influence on the how to set objectives in the advertising planning process and many planners use this model as their base. However, just as the other approaches within advertising, DAGMAR has been met with critique. One of the major criticisms towards DAGMAR is on its reliance on the ‘hierarchy-of-effects theory’, just as with AIDA. Customers do not always pass through the stages in a linear way.

Another criticism made towards the DAGMAR approach is that it focuses too much on strategies. Many creative people within advertising are looking for the great unique idea that can result in a successful campaign and feels that the DAGMAR approach is too concerned with quantitative measurements on the campaign (Belch & Belch, 1995).

2.2.3   Lavidge & Steiners Hierarchy-of-effects model

This model was published during the same period as DAGMAR. The model was named the hierarchy-of-effects model which is the same name as some authors used on the foundation theory, and will therefore go under the name, Lavidge & Steiners Hierarchy-of-effects model in this study.

According to this model customers do not switch from being completely uninterested to become convinced to buy the product in one step. Lavidge and Steiners Hierarchy-of-effects model is created to show the process, or steps, that an advertiser assumes that customers pass through in the actual purchase process (Barry & Howard, 1990). The model is based on seven steps, which as with the other models must be completed in a linear way (See Figure 7).

The big difference between this model and the others is not only the steps, but also the view on how to pass them. Lavidge and Steiner (1961) write that the steps has to be completed in a linear way, but “a potential purchaser sometimes may move up several steps
Advertising Models and Theories

simultaneously” (Lavidge & Steiner, 1961, p. 60) which is supported by Munoz (2002) who writes that normally ultimate customers do not switch directly from being interested to become convinced buyers.

Lavidge and Steiner identify the seven steps in the following order:

1. Close to purchasing, but still a long way from the cash register, are those who are merely aware of its existence.
2. Up a step are prospects who know what the product has to offer.
3. Still closer to purchasing are those who have favourable attitudes toward the product – those who like the product.
4. Those whose favourable attitudes have developed to the point of preference over all other possibilities are up still another step.
5. Even closer to purchasing are customers who couple preference with a desire to buy and the conviction that the purchase would be wise.
6. Finally, of course, is the step which translates this attitude into actual purchase.

(Lavidge & Steiner , 1961, p. 59)

Lavidge and Steiner (1961) also wrote, in their article, that they are fully aware of the impulsive purchases that customers can make, but they mean that for higher economical goods these steps are essential for the advertiser to include.

This model also has as a premise that advertising occurs over a period of time, and may not lead to immediate response and purchase. It is rather a series of effects that has to occur, with each step fulfilled on the way towards the next stage (Lavidge & Steiner, 1961)

Behind this model is according to Belch & Belch (1998) the premises that “advertising effects occur over time and advertising communication may not lead to immediate behavioural response or purchase, but rather, consumers must fulfil each step before (s)he can move to the next stage in the hierarchy” (Belch and Belch 1998, p. 146).

As with the former models discussed, this model has also been criticised. The criticism on Lavidge & Steiners model is very similar to the one made on DAGMAR and AIDA. There is still no evidence on the fact that awareness of a products leads to purchase, and the steps are still unclear.

Criticism has also been made on each individual step in the model. Critics do not think that the model explains how the customers will go from one step to another and to point out the steps without explaining them further is not seen as enough (Palda, 1966).
### 2.2.4 Review over the discussed models

<table>
<thead>
<tr>
<th>AIDA</th>
<th>DAGMAR</th>
<th>Lavidge &amp; Steiner's Hierarchy-of-effects model</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Attention</strong></td>
<td><strong>Aware</strong></td>
<td><strong>Unaware</strong></td>
</tr>
<tr>
<td><strong>Interest</strong></td>
<td><strong>Comprehension</strong></td>
<td><strong>Aware</strong></td>
</tr>
<tr>
<td><strong>Desire</strong></td>
<td><strong>Conviction</strong></td>
<td><strong>Liking</strong></td>
</tr>
<tr>
<td><strong>Action</strong></td>
<td><strong>Action</strong></td>
<td><strong>Preference</strong></td>
</tr>
</tbody>
</table>

Focus on the different steps that customers must pass in the process towards buying a product when being exposed to advertising. Must be passed in a linear way with one step completed before the moving on to the next one. Focus on the different levels of understanding that a customer must attain for an organisation in the process of buying a product after being exposed to advertising. The levels of understanding must be passed in a linear way. The advertising objectives must be measurable.

Focus on the different steps that a customer must pass in the process on buying a product when being exposed to advertising. Should be passed in a linear way but also recognises the different levels of consideration that can take place depending on the products.

### 2.3 Criticism on the ‘Hierarchy of effects theory’

The models that are based on the ‘hierarchy of effects’ theory (Mackay, 2005) can be very helpful but are not conclusive. There are several factors that these models do not take in consideration.

1. *Not all buyers go through all stages,*
2. *The stages do not necessarily occur in hierarchical sequence,*
3. *Impulse purchases contract the process.* (Smith & Taylor, 2002, p. 97)

The hierarchy models help the advertiser to identify the stages that buyers generally passes through, but cannot be used as obvious guidelines (Smith & Taylor, 2002).

As seen earlier in this chapter the criticism on the models and theories are very similar. They have all been met with the criticism that customers do not always follow a straight line of steps when purchasing a product. Not all customers pass through all the steps before buying a product, some may stop at one stage, and some may go back several steps before later on going back for the product. Something that all of these models and theories are missing is the loop from the top to the end of the steps. A loop like this would show that a purchase is not always the end step, rather the beginning of an ongoing relationship with the customer (Smith & Taylor, 2002).

The design of the advertisement has a huge effect on the result of the campaign. Advertising is a campaign that sets high demands on the creativity and to put all of this within a frame of models would kill the creativity (Jobber, 2004).
3. Methodology

This chapter will contain a discussion over the choice of method used, the procedures that has taken place and the courses of actions that has taken place in the creation of this dissertation. Selections made during the process, validity and reliability of the study will also be discussed.

3.1 Scientific Methodology

According to Jacobsen (2002) there are two ways to conduct scientific research, one is the qualitative approach the other is the quantitative approach.

The qualitative approach is more appropriate for research that aims to get a deeper knowledge about a certain subject, i.e. explorative. An explorative research method aims to investigate a small number of units since it is used to explore nuanced data (Jacobsen 2002). Since this study will aim to go deeper into the subject of Advertising theories and to which extent they apply to reality the researcher will in this case use a qualitative research method. Researchers using a qualitative approach are more into finding how people experience their lives and their goal is rather to come to an understanding than to reach a static analysis (Bell, 1999).

A quantitative approach on the other hand is more appropriate when the research is a broad spectrum of units since it is a theory testing research method. A research like this has a goal of getting broader knowledge about a certain subject, this since it has as purpose to examine the extension of a phenomenon (Jacobsen, 2002). A researcher using this approach collects data and then tries to analyse the relation between the different productions. The researcher measure and uses scientific techniques that can give them quantifiable and possible general conclusions (Bell, 1999).

Since Advertising is all about emotions and catching people’s interest a quantitative research could have led to faulty conclusions. A quantitative approach would have given the researcher difficulties when trying to understand attitudes and perceptions among the interviewees.

The methods that have been used to conduct this study may have reflected the results. By using other methods this study may have found other results and come to different conclusions.

Even though a broader research approach makes it easier to generalise and reproduce a study, it still does not apply well to the goals of this study. The answers would have been static in a way that would not deeper explain attitudes and perceptions in the way that this study is looking for.

With a large amount of information the researcher might have drawn other conclusions. However, the information collected would probably not have been relevant since the researcher does not know what to look for to best investigate Theories of Advertising.

In addition to these approaches Jacobsen (2002) discusses two different ways to collect data; these are the inductive and deductive methods.

The inductive method aims to first collect all the relevant information and then use this information to look for connections and to draw conclusions (Jacobsen, 2002). There is also a
Advertising Models and Theories

risk with using an inductive method which is that you do not know if the information you have collected is relevant, which means that it is very hard to conduct any research from it (Jacobsen, 2002).

Since the researcher has low knowledge on the subject in matter, an inductive research method would mean that collected data will be hard to use. The researcher would not know what data to collect or how to use it and therefore this study will use a deductive research approach. The deductive method does the data collection the other way around. Here you collect the information from theory and then apply it on observations of reality (Jacobsen, 2002). The researcher will in this study first read up on relevant theory about the subject and will then collect data based on these theories. There is a risk, of course, that the results found in this study could have been different if an inductive approach had been used.

Criticism towards this method says that there is a risk that you collect data that will support your original perceptions on the subject. By doing so you might leave out information that can prove the opposite.

3.2 Data collection method

3.2.1 Literature review

This study will begin with a detailed literature study so that the researcher will get the best possibilities to understand the problems within the subject. The goal for the researcher with the literature study is to gain deeper knowledge within the area of Advertising strategy to make it possible to later on analyse this against the results found in the data collection. It is also important for the researcher to be familiar with earlier produced studies on the area, this so that this study can get the highest potential to become a highly scientific study.

The study will then proceed from the theories found in the literature to become adapted empiric findings to make this as valid as possible.

In this study the researcher has chosen to use secondary sources in the literature review in form of books, reports and articles. These will principally be from the library based on the University of the Sunshine Coast, but also from the Library based on the University of Halmstad. The researcher has tried to be selective when looking for sources to find the latest publications, but since most advertising models and theories descend from older publications, these have also been used.

The researcher has also used secondary sources such as bibliographies, catalogues and résumés when looking for suitable information, this to make it possible for the researcher to see which sources other authors have used when writing their thesis.

To find the literature used in this study the researcher has initially been using the library catalogues from the two universities, both online and on the internal databases. Relevant words and phrases have been used to find the right information.

Beside the information found in the library catalogues online databases such as ABI/INFORM, Warc, LIBRIS and EBSCO has been used together with relevant websites. Some examples on the words that has been used in the literature search is: Hierarchy of effects, advertising theories, advertising strategy, the AIDA model, Advertising AND Theory and Criticism towards Advertising etcetera. Due to the lack of articles and updated information on this area, the researcher has been forced to use older publications. Almost no articles on the subject in matter have been found and this study can therefore not be backed up with studies within the same area. The researcher does not know if this lack of articles has appeared due to limited access to databases, or if there simply are no previous study on the
subject in matter. The researcher is also aware of the fact that the lack of articles can be
because of the low knowledge on how to use some of the databases. The researcher has only
been taught how to use the databases supported by University of Lincoln.

3.2.2 Critical analysis of sources

Critical analysis of sources is according to Bell (1999) divided into two examinations: Internal
and external examination. The external examination is used to investigate how genuine and
correct the source is whereas the internal examination is the one usually used when
investigating smaller projects. Internal examinations looks more into which type or source it
is, under which circumstances it devolved and if it has changed lately etcetera.

The researcher has in this study used sources that are generally accepted literature in the area
with authors such as Belch & Belch, Smith & Taylor and Mackay et al. These authors are
common names to be found in reference lists in several books and their studies on the subject
is widely known and appreciated. The researcher has in this study tried, in best possible way,
to use secondary sources that are reliable and has therefore tried to avoid things like résumés
and such.

The latest editions have been revised for the researcher to take part in possible updates in the
literature. Nevertheless, due to the history of the subject, the researcher has been finite in the
access of this literature and therefore some older editions will appear in this study. The
models and theories are originally from older publications and the present literature
mentioned above means the latest discussions on these four chosen models and theories.
The researcher is fully aware of the fact that this might have affected the quality of the theory,
but since it is such a small amount of information that has been taken from this literature the
researcher sees this risk as minimal.

3.2.3 Interviews

According to Jacobsen (2002) interviews can be seen on at different ways, they can have
different levels of openness. There are two extremes when it comes to interviews. One which
is an completely open interview with no limitations or directions, and one which is a closed
interview containing clear questions which has set reply forms and a clear structure.
When trying to find individually interpretations Jacobsen (2002) means that an open
individual interview is the best. By using that form of interviews the researcher gains clarity
on how the individual apprehend and creates attitudes toward something. Since this study is
about examine how relevant four of the advertising theories and models are to reality, the
attitudes towards these must be examined, and therefore the researcher has in this study used
the form of open questions when collecting the information.
The most common is to find something in the middle of these two extremes; to have a sort of
structure, but at the same time be as open as this structure allows. Bell (1999) says that one of
the advantages with a qualitative interview is that this gives the researches the possibility to
come up with more questions during the interview and therefore get deeper and more
developed answers. Bell (1999) writes that a skilful interviewer can follow up on ideas,
explore the opportunities in the answers and use motive and feelings at a way that for example
a questionnaire never can.
The method of using interviews can increase the risk for distortion and it is therefore important for the researcher to stay as neutral as possible during the interview. By not staying neutral the question may be influenced by the interviewee who will affect the results and the interview will not be valid for the study (Bell, 1999). The researcher has with this knowledge done its best to stay as natural as possible during the interviews. However, in the interviews with the customers, the researcher has been forced to lead them on the way sometimes. This due to the lack of knowledge on the theories and models discussed.

In open interviews it is important to let the interviewees talk about the things they see as relevant, but the researcher still has to make sure that they stay within the structure set up for the interview. This to make sure that the researcher can cover all the areas in the chosen subject and not get irrelevant information. The interviewer should try to formulate his/hers question so that they catches and gives potential for development in some of the answers given.

Open interviews also come with a risk. The interviewee may misunderstand the questions and that makes it important for the interviewer to be able to lead them back to the right track by explaining the question or to ask another complementary question. This shows the importance for flexibility and improvisation with the interviewer so that he/she can handle these situations. (Bell 1999)

When trying to go deeper into a subject only one interview may not be enough. A qualitative approach usually focus on getting closer to the interviewee to understand how he or she apprehend and interpret reality and to best achieve this, a series of interviews should be made (Jacobsen 2002).

In this study the researcher will not focus on getting one interview with the interviewees where all the questions are being asked. Instead the researcher will try to build up an on going relationship with the interviewees so that as much relevant information as possible can be received. The customers have been contacted twice for their interviews and the organisation has been interviewed three times. However, the organisation and the researcher has been having more contact through email. The researcher has chosen to do it this way since this will give a chance to analyse the information gained in one interview before the next one takes place. By doing so it is easier for the researcher to be prepared for the next interview and make the answers as relevant to the subject as possible.

3.2.3.1 Telephone interviews

This study will be based on the data collection from interviews on correlation to a literature review. The interviews will be made over the telephone due to the researcher being in Australia and the interviewees being in Sweden at the time of the study.

People seems to be more open and sensitive in an open interview that takes place face to face, this since people naturally express themselves with gestures as well as orally. It is easier for the researcher to create a familiar atmosphere when put face to face with the interviewee, something that is hard to achieve over telephone (Jacobsen, 2002). Jacobsen (2002) mean that when using telephone interviews it is harder to know if the interviewee is lying and it can therefore be difficult to use too many open questions.
Telephone interviews can also show a very positive side. When sitting face to face with the interviewee this might feel uncomfortable and therefore act unnaturally. The interviewee can observe the researcher and use this to make the interview be for his or hers best interest. By using a telephone interview the interviewee will not be able to read the researcher body language and analyse what kind of answers the researcher want to get (Jacobsen, 2002).

The researcher is in this case fully aware of the risks in a telephone interview and knows that this might affect the final result. Since the researcher and the interviewees are on such different places in the world at the time of this study there is nothing the researcher can do except taking this into consideration when doing the interviews. The researcher will do its best to receive the right information from the interviewees and analyse these in the best possible way out of the circumstances.

### 3.3 Choice of study object

Since the researcher aims to explore how Advertising theories and models are being applied in reality, the researcher has been searching for an organisation that is dependent upon advertising campaigns and uses this on a daily basis. The selection of organisations has been based on how well they use their advertising and on the size of the organisation. Since advertising is a daily phenomenon that is being met by a large audience the researcher has decided to select organisations that have broad advertising campaigns.

Trost (1997) claims that a researcher should try to limit the interviews to a small number since a higher number makes the material cumbersome and hard to handle. “By having too much material the researcher may not be capable of getting a good overview and at the same time see all the important details that unite or separates the information. It is important to remember that a minority well performed interviews are much more worth than a majority less well performed.” (Trost 1997, s. 110, freely translated)

The researcher has in this study decided to only focus on one organisation and their advertising, this to make it possible to deeper analyse how well they use the theories and models set up for advertising. In the beginning of this study the researcher meant to focus on two different organisations. But when the researcher contacted organisations that met the requirements, none of them seemed to have the time to help. The researcher also tried to contact organisations in Australia, since this is where the researcher has been situated during this study. However, the organisations in Australia did not seem to be interested in helping out at all, they shoed absolutely no interest in the matter.

The researcher knows that a higher number of analysed organisations could have given a different result to this study, but because of the purpose to examine this subject in a deeper perspective, only one will be chosen. With more time to contain this study, the researcher knows that two organisation could have given a more general apprehension of the use of theories and models on the market. In this study, by only examining one organisation, the researcher will get a profound knowledge on how it works with the chosen organisation and a notion on how it may work on the market as whole.

To make this study even more up to date, the researcher has also chosen to interview fifth teen customers. By doing so, the researcher, will not only get the organisations’ point of view but also the customers. The trace of theories and models should exist in all advertisements sent.
out by the organisation and by getting their opinion, the researcher can analyse how well the organisation uses theories and models in their advertising.

The researcher decided that the best way of collecting the data for this paper will be to interview one person within the organisation to get the best material and not making the risk of missing out on something. The number of fifth teen customer has been set so that the researcher will have time to do all the interviews at best possible way. As the researcher is doing a qualitative research and Jacobsen (2002) says that this is about finding the unique and special, the researcher feels that by cutting down on the amount of interviewed customers, the study would be both more unique and special.

3.3.1 Choice of organisation

The organisation selected for this study has been outsourced so that they will meet the requirements of advertising use as discussed above. The organisation has to use Advertising on a daily basis and be dependant upon the use of it. A broad audience must meet their Advertising campaigns and a large part of the advertising creation has to be within the organisation.

When outsourcing the market for organisation that will meet these demands, the researcher sat down to go through the different advertisements on the market at the time. The researcher then selected a few of these organisations and tried to get in touch with them. Among the organisations that responded with a positive attitude to the research, the researcher chose the one that felt best suited for the study.

In the choice of interview object the researcher has in this case not been able to do any choices. Because of the size of the organisation the researcher was allotted a contact in the organisation. The person allotted to the researcher for this study has a high position, as the Nordic Brand Manager, within the organisation and the researcher feel confident that this person will be the best one for this study. However, the researcher is fully aware of the risks that come with this. The researcher recognizes that the organisation can have allotted the person within the organisation that they thought could give the answers that the researcher wants. The organisation may also have allotted the person that can give the best information from the organisations view. The researcher is aware of this, but can in this case not do any changes when it comes to the interview person.

3.3.2 Choice of customers

In the selection of customers to be interviewed for this study the researcher has been looking for persons that have been exposed to advertising from the chosen organisation and that have bought their products at least once, but not necessarily the product that have been promoted in the chosen advertising campaign.

To find these customers, the researcher contacted a retailer in Sweden that are selling the organisations products and asked them for help. The retailer is situated in the researchers’ home town and the owner and researcher knows each other from before. The retailer gave the researcher the information needed to contact the customers and the researcher then contacted
these by calling them asking them if they were interested in helping out with this study. The customers all comes from a small town in Sweden and they all knew who the researcher from before and were very positive towards helping out with this study. The outfall has therefore been zero and the customers have been more than helpful. To make this study as valid as possible, the researcher chose to divide the customers into three age groups. Instead of selecting fifth teen customers in the same age, the researcher chose five from each age group. Five of the interviewed customers are in the age of 20-30, five between 30-40, and five above 40 in age. These age groups will in this study be presented as (See appendix 3):

- 20-30 Group 1
- 30-40 Group 2
- 40+ Group 3

3.4 Course of Action

3.4.1 Organisation

The organisations selected by the researcher as appropriate for this study were contacted by email where the researcher presented the idea of this study to gain their interest. Out of the companies that replied positively on this, the researcher then selected the organisation best fit for the purpose of the study. The organisation then selected a person within their organisation and gave the researcher the contact information. The researcher contacted this person and gave him/her all the information required: the time period for the study, when the study would be taken and how it would be done etcetera.

The interviews took place over the phone where the researcher recorded the whole interview. The interview contained open questions to make it possible for the researcher to follow up on answers with new questions. The interviews where divided up into several smaller interviews to give the researcher a chance to analyse the answers between the interviews. By doing so the researcher then had a chance to ask more question on an area that were in need of more information. After the interviews, the researcher sat down and analysed the information gained. This analyse were then compared to the literature to find differences and similarities, and to give the researcher a suggestion to the conclusion of this study. The researcher sent the interviewee a copy of the analysis to make sure that no false information had been printed.

3.4.2 Customers

The customers chosen for this study where contacted and informed of the study over the phone by the researcher and they where then asked if they were interested to participate in the study. Together with the customers, the researcher decided when the interviews should be accomplished. The interviews where done over the phone and as with chosen the organisation, the interviews were recorded. The interviews were then analysed and put into context with the rest of the study. The interviewees were sent a copy of the text for approval. The interview question has been the same for the three different age groups. The interviews have been based on one campaign, but due to the wish from the organisation to stay anonymous this campaign will not be discussed further. During the time of this study there may have been other campaigns from the same organisation that has influenced the customers’ answers, but the researcher has been fully aware of this risk. The researcher has during the interviews had this
in mind and has therefore done its best to get the customers to focus on only the chosen campaign. The researcher do not feel that this should be a problem to the study since the interviews has been done over the phone and the researcher has been able to monitor what the customers has been talking about in a good way.

3.4.3 Processing of the results

In the work of analysing the findings found during the interviews the researcher has chosen to record the interviews to make it easier to go back and go through them again later on. The interviews have also been written down to paper from the recordings to make it easier for the researcher to go through them and compare them to points in the literature. By doing it this way it is easier for the researcher to go back without missing out on something. Jacobsen (2002) writes that when a recorded interview is recorded and then transcribed down on paper it is easier to adapt the information then if having to listen to them over and over again. By having the interview on paper the analysis of the data is more effective then if on a tape Jacobsen, 2002).

Relevant areas have been marked to make it easier to complete this into a summarised text in the empiric findings. The researcher has also included own notes from the interview in the summarised text as a supplement to the recorded interview. When this is done the transcribed interview will be rewritten and adapted so that it will fit with the text in the literature chapter and all the irrelevant text will be removed.

To simplify the text for the reader the researcher has chosen to use the same structure in the empiric findings as in the literature review, this will also make it easier for the reader to compare the findings.

By using the starting point set out in the purpose and problem of this study the researcher will then analyse the results found in the interviews and put this against the theory so see what similarities and differences that can be found. These have later been uses to draw conclusions and to offer new data to the theories and models if necessary.

3.5 Methodologically problems

The interviews may have been affected by the participating interviewees, which may have lead to answers on questions that would not have been the same without this influence. This influence does not have to be conscious; it can depend on several different factors such as clothing, appearance etcetera (Jacobsen 2002).

By using a deductive approach in this study the researcher is fully aware of the risk that the interviews and analyse may have been affected by the literature used. The researcher knows that the literature might have led to an unconsciously search for specific results. Since the interviews were made over the phone the researcher is fully aware of the risks that something can have been missed out by not being able to take notice of body language etcetera.

Interviews are a subjective method and the risks for false impressions increases. Bell (1999) says that it is hard to completely avoid false impressions, but by being aware of the risks and always keep control over the situation can reduce these risks.
3.6 Ethical principles

In 2006 the Humanistisk-samhällsvetenskapliga forskningsrådet made a demand that researchers in new studies should inform the interviewees about their studies and also make sure that the interviewees understood that their participation was voluntary. Having this demand in mind the researcher in this study has made sure to inform the interviewees that he/she can be anonymous and that personal information would not be used in the study unless with their approval. The interviewees were informed about the fact that no misleading information is to be produced about the organisation or them personally. All the study objects have in this study chosen to be anonymous. The organisation chose this due to rules within the organisation that says that no information about their internal work shall be published so that competitors can read it. The customers did not have to choose to be anonyms in this study since the researcher decided this for them. The researcher did not see it as relevant to publish any personal information about them in this study.

The interviewees were in advance informed about the status of the study and were fully aware of the fact that is a dissertation made on a C level about advertising theory. The interviewees were asked if they wanted to be a part of the study with forms as interviews and accepted this.

The interviewees has agreed to publication of some quotes taken from the interviews which may lead to exposure of identity, but since only the interviewees knows exactly what has been said in the interviews this risk is seen as minimal.

Since interviewees may use an everyday or careless language that is of no significance to the study, there is a requirement for the researcher to transform spoken language to written language. (Trost 1997)

The researcher has in this case reformulated the language in the interviews so it will be suitable for the study and easy for the reader to follow.

3.7 Validity and reliability

Bell (1999) discusses two different concepts when it comes to the collection of information; Validity and reliability. No matter which method the researcher decides to use when collecting the information, the researcher always has to decide how valid and reliable it is. Jacobsen (2002) claims that both concepts derives from the quantitative methodology and it can be hard to transform them to suit the qualitative counterpart. However, Jacobsen (2002) claims that a critical discussion about validity and reliability is equally important on a qualitative study.

3.7.1 Validity

“Validity can be defined as a measurements ability to measure what it aim to measure.” (Eriksson & Wiedersheim 1999 s. 38)
Validity is according to Gunnarsson (2002) the measurements that the authors has taken to make sure that everything is relevant to the context, in other words, make sure that the research is valid. The researcher has throughout this study used the same approach in the different parts. By doing so the researcher has ensured to stay on the subject. The researcher strives to minimise incentives that may exist to diverge from the subject and that can harm the validity of the study.

There are two different types of validity: Internal and External Validity. Internal Validity means that the author’s looks if they have got hold of what they were looking for by measuring the validity of their empirical material. To increase the internal validity in this study, the researcher has followed up on resources used in processed literature. References have been traced in best possible way to make sure that they are valid. The risks with internal validity are that other factors than those hold in mind could generate changes. However, Jacobsen (2002) claims that the qualitative approach should contain a high internal validity.

External validity is dependant upon internal validity and is hard to estimate without knowledge on how the empirical material has been collected and what it looks like (Eriksson & Wiedersheim 1999). According to Jacobsen (2002) external validity is a way to measure if the findings of the study can be transmitted to other contexts. In this study the researcher has been very careful to use findings that have not been used for similar studies. The researcher has tried to find information that is as close to the context of this study as it can get.

The risks with external validity in a qualitative approach are not as high as the ones with internal validity, this since qualitative and case study approaches do not strive after high external validity.

The researcher presents how the data collection has been made, both throughout the literature collection and the interviews. The study aims to stay within all ethical principles that exist.

3.7.2 Reliability

Reliability involves measurements so that, for example, questionnaires shall give reliable and stable results. The researcher has to question if the other researcher would have ended up with the same results if using the same method. A study must be reliable and should be independent of the researcher and researched areas (Eriksson & Wiedersheim 1999, Jacobsen 2002). The researcher has in this study been sure to stay on the subject and follow clear guidelines in the collection of data. The findings in this study shall therefore contain a high reliability and the researcher is of high certainty that the finding should have been the same for another researcher.

The researcher has to be sure that the instruments used when measuring reliability are reliable and trustworthy. This is something that can be difficult when using technical and human instruments in a qualitative study (Gunnarsson 2002). Due to the use of telephone interviews in this study the researcher is aware of the fact that this might be less trustworthy than face-to-face interviews. Unfortunately, this has been out if hand for the researcher to control.

It is important for the authors to assure that all the objects has been measured in a correct way and the author has to be confident that the same information would emerge if it were sought again for the same purpose (Kirk & Miller 1986). Since the research has been made by using a qualitative approach, the information may have emerged differently if sough again.
However, the researcher is confident that the information gained on the subject in matter will give a similar conclusion if gained again. Jacobsen (2002) discusses some difficulties with the achievement of high reliability in qualitative researches. The interviews can be affected by influences from both the context of the interview and the interviewer, something that may have an impact on the result of the study.
4. Empiric Findings

In this chapter the information gained in the interviews with the organisation and their customers will be presented. The information will be presented by first retelling the information gained in the interview with the interviewee from the organisation and then the customers. The information that has been discussed in the interviews will be presented and different views on the subject will be declared.

4.1 The interviewee from the organisation

Here the information gained during the interview with the organisation will be presented. The interviewee is positioned as the Nordic Brand Manager in the organisation.

4.1.1 The communication process

The interviewee at the organisation is fully aware of the different elements that exist in a communication process within marketing. He says that an organisation must have done an excellent analysis of the market for the advertising to have a base to start with. The message that will have the highest influence on the customers has to be found and transformed into the form of communication that makes them listen. To find this message and the right form of communication can be very hard due to all the competition on the market today and the organisation must therefore find the way to outdo the competitors and the customers must be ready to listen.

Today it is easy to ignore communication from organisations and it is essential to make the customers interested in listening. The customers must find the interest to buy themselves and find more information.

For communication to be successful the interviewee says that the whole process must work from the beginning to the end. The interviewee claims that for advertising to be successful there is no part of the process that is more important than the others. He says that if there is a weak link in the planning the whole campaign risk to fail.

A lot of times organisations are being careless with the analysis within the organisation, and by being so the relevant message can be hard to find and this leads to a campaign doomed to fail and a huge loss of money. According to the interviewee, the analysis is the key in effective advertising, all parts are important, but in the end, it all begins in the analysis.

According to the interviewee at the organisation there are several different barriers that can interpret the communication process for the organisation: both internal and external barriers. The interviewee at the organisation says that a big barrier towards successful communication is the one created by the organisation itself. The interviewee says that if the organisation cannot do their analysis well enough, the communication might not reach the right customers with the accurate information. The analysis is the base for a good communication and if this is not done right the organisation faces a huge risk of sending out the wrong message. The message is extremely important and must contain the right information.

The interviewee is also aware of the external barriers that communication may face. Today there is a lot of noise on the market and the organisation has to send out a superior message to be successful. Money is a very important part of the communication today and the
organisation with the largest communication budget is the one likely to be most successful. Competitors’ behaviour can have a huge affect on the communication since they are trying to catch the same segments interest. The segment itself may not be ready for the message or unwilling to take up the information.

Depending on the form of communication that the organisation uses the interviewee says that communication can be both a one-way transaction as well as a two-way transaction. Some campaigns can stimulate a two-way communication more than others and it is all depending on the purpose of the communication. The interviewee claims that if the message is to be sent out quickly to a broad segment it will be a one-way transaction, but feedback is always appreciated and taken into consideration.

4.1.2 Theories and Models

The interviewee does not completely agree about the similarities between Pavlov’s dog experiment and advertising. He says that he can see how they have come up with the idea since both is about changing an attitude and behaviour, but he does not think that advertising has the same purpose as this experiment. The interviewee says that Pavlov’s experiment is about training dogs to respond to something with the purpose to survive, and this is not what advertising is about. Advertising in today’s market is according to the interviewee not about the instincts in Pavlov’s experiment, it is about changing attitudes and behaviour among the customers.

To explain advertising with this experiment is according to the interviewee a pretty high goal. He says that advertising can change attitudes and possibly behaviour in one way, but to draw similarities between these two is not 100% correct.

The interviewee is convinced that the models and theories that are being told to students and academics today are widely used in the reality. He agrees on the fact that advertising is built upon a process of steps that a customer has to pass. The interviewee says that this model specially fits in with the organisation products since these are of a higher price and more technically advanced.

4.1.2.1 AIDA

The interviewee says that AIDA can be seen as one of the strongest advertising theories. He says that this may not be a model that he is thinking of in the creation of an advertising campaign, but he is sure that it does exist somewhere in his unconsciousness. He believes that during the creation of an advertising campaign he does consider the steps and tries to analyse which of the steps they have reached. It is according to the interviewee very important to know where in this process the advertising is and what the organisation can do with it.

The interviewee thinks that customers do pass through all the steps drawn out in AIDA, even if they might not be aware of it. The steps in this model are according to the interviewee all relevant since they draw out the different steps in a buying process.

However, the interviewee also says that advertising may not be the way to take customers through all these steps. He thinks that advertising takes the customer through the lower steps and that the rest is up to sales representatives or direct marketing etcetera. The interviewee
says that the organisation’s advertising is more about creating the interest and then together with their retailers reach the higher steps of desire and action. The interviewee also says that it is not clear that the steps drawn out in the model must be passed in a linear way. He says that most of the time, the steps are passed in the way they are being drawn, but this is not always the case. The way that customers pass these steps can depend on several different aspects such as the level of price and technology etcetera.

4.1.2.2 DAGMAR

The interviewee says that the levels of understanding that advertising can create for the organisation depends on the kind of advertisement. He says that different advertisements can create a different level of understanding and some may not do it at all. This depends on what the advertisements contains and what purpose it has.

The interviewee says that the level of understanding has to be created for the organisation before the customers goes on to buy their products, and this understanding is something that is created through all the different advertisements and marketing communications together. Advertising is one of the best external marketing communication tools to use when trying to create an image of the organisation among the customers, but it is not enough by itself.

The interviewee says that the organisation is trying to measure the results of their advertising in different ways. It is something that they look at to get the knowledge on what they need to improve. He does not think that it is possible to do a perfect measure on the results of an advertising campaign.

To measure the sales result is one way to see how successful the advertisement has been, but is not something that can be used on all advertisements. If the advertising campaign aims to inform the customer about the organisation, change attitudes and behaviour etcetera it is not possible to measure this through sales results. The organisation has therefore set up other way of measuring the successfulness of their campaigns, for example to measure how well the customers are aware of the organisation. The interviewee says that to measure attitudes toward the organisation gives more knowledge on how well they have reached the customers than sales results can.

4.1.2.3 Lavidge & Steiners Hierarchy of effects model

The interviewee says that it requires a lot from an advertisement for it to lead the customer through the whole buying process. However, he also says that when it comes to their cheaper products such as, their mobile phones, the advertisement may in some cases be enough. The interviewee says that the way between interest and purchase can in some cases be easier to influence by only using advertising for cheaper products than it can for the more expensive and complex products. The interviewee also compares the process of buying the organisation’s products with the purchase of, for example, a soft drink. He says that when it comes to cheaper products that the customers want right on the second they sees them, the steps they passes in their buying process for shortens. According to the interviewee, it is easier to throw away a cheaper product that did not have much of an effect on the customer, than it is to throw away a more expensive product that were due to hold for a long time.
4.1.3 Criticism on the models

The interviewee says that it is not clear that customers pass all the steps drawn out in the model in a linear way. Sometime they do, but not all the time. According to the interviewee the customers can as well as moving up a step, back down one step in the process. This can differ from time to time, and on the customers. He also says that no one can say how long time it may take a customer to pass all the different steps in the models, and they can stay on one step for a year as well as passing through them all in an hour.

The interviewee also says that advertising cannot alone take a customer through all the steps of these models. It is not the advertising itself that lead a customer to buy a product. Advertising is an important tool when trying to reach out to customers, but it is not enough. For a customer to buy a product from the organisation they have, according to the interviewee, to focus not only on the advertising but also on the personal contact with the customer. The last essential steps in all the models are the lead to action, and this is something that the interviewee says has to be done by direct marketing or personal selling etcetera. It is therefore equally important to put money into retailers contact with customers, as it is to put them into advertising.

4.2 Customers, The organisation

Here the information gained during the interviews with the customers will be presented. Since the interviews have been done with opened questions the answers will be presented in a text with some additional percentage declarations. The percentage declarations will be approximately and the different age groups will be presented in some cases. The different age groups will be presented as shown in the Methodology chapter under 3.3.2 and as in appendix 3.

4.2.1 The communication process

The majority, around 87% (Group 1 100%, Group 2 80% and Group 3 80%) (See appendix 3) of the interviewed customers felt that the communication they have been exposed to is a one-way communication. The communication they relate to is the mass communication that the organisation uses in their advertising and the customer do not feel that there is any chance of feedback in this sort of communication. The remainder of the customers, around 13% (Group 1 0%, Group 2 20% and Group 3 20%) (See appendix 3) felt that some of the organisations communication is a two-way communication. They felt that the organisation in some cases communicated with their customers in a way that gave them a chance of giving feedback, but this is not often.

4.2.2 Theories and Models

A high amount of the interviewees agrees on the fact that the organisations’ advertising is a sort of stimulus that should lead to a response. Advertising is according to them something that an organisation uses to sell more products, and that is according to them the same thing as using something as a stimulus that leads to a response. Some of the customers disagree on
Advertising Models and Theories

this; they do not feel that advertising has this affect on them. They have been exposed to advertising from the organisation but it is not the advertisement that has leaded them to buy anything from the organisation. According to them it is not advertising that make them buy products, it is the usefulness of the products.

4.2.2.1 AIDA

The organisations advertising does according to some of the customers succeed to take them through all the necessarily steps mentioned in the AIDA model. Approximately 34% (See appendix 3) of the interviewed customers do not feel that the organisations advertisements create a distinct interest when first exposed to it. This response came from Group 3 (60%) and Group 2 (40%) who felt that the interest for the products that the organisation advertises is not created by the organisation. According to a high amount of the customers, the interest for the product is created by the society and what the organisations advertisements does is to create an interest for their brand. The rest of the customers, approximately 67%, mostly Group 1 (100%) (Group 2 60% and Group 3 40%) (See appendix 3), felt differently when according to them it is the advertisements from organisations that create the desire for the products in the society.

However, most of the customers, over 50%, (See appendix 3) do not feel that it is the advertisements that take them through the last two steps: Desire and Action. The last two steps is according to the customers something that they go through while in the store talking to sales representative.

Another part of the customers thinks that the organisations advertising succeeds with taking them through the steps of getting attention and interest better then some competitors. They also say that when met by the organisations advertising, they do not pass the last two steps. This is according to the customers not something an advertisement can do.

All the interviewed customers agree on the fact that when in process of buying a product all the steps in AIDA are essential. Even though many may say that they do not pass all the steps, they do say that in the end, without passing these steps, they would not have bought the product. Many of the customers do feel that is possible to go back down the steps before going back up and act. They claim that a desire can go back to just being an interest before going back to a higher desire that leads to action.

4.2.2.2 DAGMAR

Among the interviewed customers around 80% (See appendix 3) felt that the four stages of understanding for an organisation that advertising has to lead to is unnecessary. According to them, the organisation is a large organisation that is well known on the market and the levels of understanding that DAGMAR points out usually already exist among the customers before they are being met by advertising. The other 20% (See appendix 3) of the customers felt differently about this, according to them, the levels of understanding that already exists are from the beginning created by advertising.

The only level of understanding that the organisations advertising can create these days are according to some of the customers the lead to action. The other part of the customers’ felt that the DAGMAR approach has nothing to do with what advertising does to influence the customers.
4.2.2.3 Lavidge & Steiners Hierarchy-of-effects model

Many of the customers felt that this model seemed to be an enhancement of the former two models. According to the majority of the customers, this model contains the same steps as the other models. Even though the customers more or less agreed on the fact that if to choose any of these models to show which steps an advertisement can take the customer, this one would be the best suited. The customers felt that this model leads the customer through all necessary steps in the process towards buying a product after being exposed to an advertisement. Some customers again thought that this model had nothing to do with the steps they goes through when buying a product. According to them there is nothing that can show the exact steps that a customer goes through since the process is different from each purchase.

The customers where in the end of the interviews asked which of the three discussed models they thought were most relevant to the market today. The answers came out as following (See Table 1):

<table>
<thead>
<tr>
<th>AIDA</th>
<th>DAGMAR</th>
<th>Lavidge &amp; Steiners Hierarchy-of-effects</th>
</tr>
</thead>
<tbody>
<tr>
<td>5st</td>
<td>2st</td>
<td>8st</td>
</tr>
<tr>
<td>33,33%</td>
<td>13,33%</td>
<td>53,33%</td>
</tr>
</tbody>
</table>

4.2.3 Criticism of the models

The interviewed customers have had different opinions on how the different models within advertising actually balance with real life. Some has been open to the models and felt that they might be right and that they have outlined the steps within the process very well. According to these customers the different models all show the different steps in different ways. However, some customers felt that none of these models had anything to do with how they react when being exposed to an advertisement. These customers felt that the models could just as well be applied to the steps that a customer goes through in any sorts of buying processes: being exposed to advertising or not.

Some customers felt that the fact that the models set out clear steps that has to be passed in a linear way makes them unrealistic. A buying process is not a linear process according to the customers and the possibility to go back one or several steps in the process is high.
5. Analysis

5.1 The communication process

The interviewee says that for the organisation’s communication to work, the whole process has to work together. According to him, the organisation must have done an analysis of the market to find the relevant message. This message then has to be transformed into the kind of communication that will make the customers listen to what they have to say. To find the right channel to put the message through is essential according to the interviewee, and he also says that is equally important that the message is right, or the customers will read it wrong and the whole campaign will be of no use. The process that the interviewee is talking about is similar to the one created by Shannon and Weaver in 1949 (See Figure 6). The interviewee mentions all the different elements that are to be found in this model and it is clear that this is a model that is well used on today’s market.

In the literature on the communication process Dwyer (2005) makes it very clear that it is essential for all the parts in a communication process to work together and be equally important. Dwyer (2005) writes that without one of these parts the process will not be complete. This is something that the interviewee shows a high awareness about when he says that the whole process must work from the beginning to the end. He is very clear on the fact that for the organisation’s advertising to be successful there is no part in the process that is more important than the others and a weak link would lead to possible failure with the whole advertising campaign. Although the interviewee is very clear on this, he does say that the analysis that leads to the creation of the message is the key element in this process; this is where the process begins and it is essential to get it all right.

Another aspect in this process that the interviewee shows high awareness about is the barriers that can interpret with the organisation’s communication, barriers that also can be found in the literature. The interviewee says that these barriers can arise both internally and externally. He is fully aware of the fact that one of the biggest barriers that occur in the communication process comes from the organisation itself. By not doing the analysis well enough the communication might not reach the right customers with the right information. This is something that can be found in the literature when it discusses that barriers can occur as a result of misunderstanding. By not being able to understand what the customers want the communication will not succeed.

Another big barrier that the interviewee talks about is the one where the customers are not ready for the message. The customers might not be ready for the information due to

Figure 8

The Shannon-Weaver Model
knowledge, or they are just unwilling to take up what the message says. Even this is to be found in the literature when Dwyer (2005) makes it clear that one of the barriers in communication can be misinterpretation. This can also be found in the literature written by Smith & Taylor (2002) when they are making it clear that many forgets that everything in the process can be right, but the customers ignores it and chooses not to listen. The literature shows a clear connection to reality when reading that Smith & Taylor (2002) says that it is important for a communicator to be aware of how the customers will react to the message, something that the interviewee without doubts does.

The interviewee also talks about another barrier that he thinks may have a huge influence on communication that an organisation has with its customers. According to him, the competitors on the market can create barriers by sending out similar messages to catch the interest among the same segments. It is essential for the organisation to send out a superior message to overcome these barriers. Money is also according to the interviewee a high barrier. The more money an organisation has, the more likely to be successful and it is therefore harder for an organisation with a smaller budget to overcome this barrier. These last barriers are not to be found in the literature and it seems that the barriers mentioned in the literature only focus on the barriers that is created by the organisation itself or by the customers. The literature does not take into consideration the barriers that an organisation might not be able to do anything about. As Smith & Taylor (2002) discusses in their literature, the models does not show all the different complications that may arise in the real world. They are too focused on what to do up until the message is sent out to the customers.

The interviewee says that the organisation’s communication can be seen both as a two way process as well as a one way process. This according to the interviewee depends on the form of communication that the organisation is sending out at the time being. The organisation’s customers do not completely agree with this. Most of them apprehend the organisation’s communication as a one-way communication. Another aspect here is also that is mostly the younger audience that feels this way. In some cases they do feel that the communication used by the organisation is a two-way communication where the organisation actually listens to what they have to say and makes these changes, but this is not often. And mostly felt by the older audience. The interviewee says that if the message in the communication is to be sent out quickly and to a broad segment it is hard to attain feedback from the customers. All of this can be connected with the literature on the area. Copley (2004) writes that the feedback on mass communication can be hard to attain and measure, and therefore the mass communication becomes a one-way communication.

The interviewee shows that these barriers is something an organisation is trying to overcome all the time in its communication, and that to go around these barriers requests different efforts every time. As the literature written by Smith & Taylor (2002) says, advertising probably has the most difficult task with getting around the barriers on today’s market.

It is clear that the old model on the communication process is being used today. No matter how far the communication has evolved, it still seems to follow the same pattern. The interviewee is evidently aware of the importance of the communication process in whole and he shows high knowledge on the different aspects. The interviewee shows that he knows how important it is to be aware of the different barriers in the communication process, and he also shows that he knows how they should be met.

What the old communication process model may lack is how to come around the different barriers pointed out to create noise in the process. However, this is not easy to illustrate in a
model, and on today’s constantly changing market, this may perhaps be more or less impossible.

5.2 Theories and Models

The organisation’s customers’ feels that the organisation’s advertising can be seen as some sort of stimulus that shall lead to a response, something that it seems like the interviewee clearly agrees with. Nevertheless, the relation that the literature has drawn between Pavlov’s dog experiment (Mackay, 2006) and advertising is being questioned by the interviewee. He agrees on the fact that advertising has to create a stimulus that leads to a respond, but he does not think that it is the same as Pavlov’s dog experiment. The interviewee says that advertising today is something that should try to affect interest and behaviour, and what Pavlov’s dog experiment is about is to create instincts to survive. This shows that the literature on advertising models needs to be updated. The base idea of the old learning theory mentioned in the literature by Mackay (2006) seems to be working since The interviewee says that the model itself is very useful on the market today. The interviewee is convinced that the models and theories found in the literature today is widely used and what the literature has to change is the explanation of their function in a different way without drawing resemblances with Pavlov’s dog experiment.

The behavioural steps drawn out for the ‘hierarchy-of-effects’ approach in the literature is clearly something that is being used and applied into reality today.

The resemblances that are being drawn to explain advertising in the literature today do not seem to be up to date. By looking into how advertising function in the reality today, it feels like the explanations and resemblances are too old. They may have been suitable in the past, but the market has evolved a lot lately and what advertising does to customers have changed. Advertising will always be something that is used to create a stimulus among customers, but the literature should try to explain it in a different way, without using old experiments that will not be applicable to the market today.

5.2.1 AIDA

AIDA seems to be a model that is being used in reality today. The interviewee is convinced that even if he does not think of it at the time, he has AIDA in the back of his head when creating an advertising campaign for the organisation. The interviewee says that it is important to know at which step in this model that the organisation’s advertising is and what to do with it. Just as Brierley (2002) writes in his literature, the interviewee says that he sees AIDA as being on of the strongest models within advertising today. Even the customers see AIDA as being a model that has strong roots in reality.

However, the customers do not think that it is the advertising that takes them through all the steps in the AIDA model (See Figure 7). They feel that an advertisement can create attention and interest for the organisation as an organisation or their products, but it is to take it to far to say that it is the advertisements that leads them to the actual purchase. This, however, is an interesting phenomenon that the interviewee and the organisation needs to study further.
opinion that differs between the different age groups. The younger audience seems to feel that advertising do affect them while the older audience says that they do not. This is something that the interviewee has shown to have the same opinion about when he says that all the steps in this model are relevant in a buying process, but he also says that it is together with other communication tools that the process is completed.

According to the interviewee the advertisements job is to take the customer through the two lower steps, something that the customers says that it succeeds with, and it is then up to sales representatives and direct marketing etcetera to create a desire and lead them to purchase. This thinking is also to be found in the literature where Butterfield (1997) writes that the advertising world has lately turned into focusing more on the two main behavioural responses; attention and interest.

However, Butterfield (1997) writes in the literature that AIDA is a seen as highly persuasive and that the model unconsciously affects our thinking and this is definitely something that is revealed in both the customers and the interviewees thinking. The interviewee admits that he might not be thinking of AIDA in his daily work, but he model do exist in the back of his head and he is convinced that it reflects his work. When it comes to the customers they says that it is only the two lowest steps in AIDA that can be related to advertising, but what they do not think of is that without being exposed to advertising they would not have gone to the store at all. It seems like the steps drawn out in AIDA can be traced in the process of advertising after all. The customer might not want to admit it, but it is the advertising that affects their unconscious and makes them buying the product.

The literature written on this model claims that the customers has to pass all the steps drawn out in a linear way with one step completed before moving on to the next. This is something that is not in fully accordance with how the customer feels and the interviewee thinks. According to the customer, it is possible to go back one or several steps before moving back up again. The interviewee is on the same track and says that the steps drawn out in the model may be passed differently depending on the products. This is something that the literature is aware of in the discussion of the criticism of the model (Brierley, 2002), but no one has yet come to do any changes. It seems like the model still can be applied to reality in sufficiently ways and therefore no major changes has been done.

5.2.2 DAGMAR

DAGMAR is a model that is focused on different levels if understanding that customers have to pass when exposed to advertising (Mackay, 2005). These different levels of understanding can according to the interviewee be achieved in some advertisements, but not in all. According to the interviewee different advertisements can take the customers through different steps of understanding, but it is hard for one single advertisement to achieve all levels of understanding by itself. The organisation’s customers thought that the levels of understanding declared in DAGMAR were unnecessary. According to them the understanding for the organisation is not created through advertising. It is something that already exists on the market.
According to the literature written by Smith & Taylor (2002) DAGMAR is to encourage objectives for advertising that can be measurable. The interviewee says that it is difficult to measure the successfulness of an advertising campaign today; something according to Smith & Taylor (2002) is a major part of the content in the DAGMAR model. He says that one of the ways to measure the result of an advertising campaign may be to look at the sales results, but this is not something that can be used for all advertisements. The interviewee mentions that another of the ways that the organisation measures the success of their advertising campaigns is by looking at how well aware the customers are of the organisation as an organisation.

The ways that the interviewee has says that the organisation measures their advertising campaigns can be related to DAGMAR in some ways. The first objective in the DAGMAR model is that the prospect must be aware of the existence of the brand or organisation (Mackay, 2005), something that the organisation looks at in their measurements. The model also says that the advertisements in the end must lead to action (Mackay, 2005), something that the organisation also uses when measuring the results of their advertising.

DAGMAR seems to be a model that has a good point on how advertising works and what objectives an organisation should have with their advertising. However, to say that DAGMAR works as a ‘hierarchy-of-effects’ model that shows the different steps that a customer shall pass through in the process of buying a product after being exposed to advertising seems to be to take it too far. As the criticism found in the literature written by Belch & Belch (1995) discusses, the model seems to focus too much on strategies and is not applicable to how advertising affects customers in their buying process.

5.2.3 Lavidge & Steiners Hierarchy-of-effects model

The last model used in this study can seem to be very much alike the previous two discussed ones, something that the customers fully agree with. According to them, this model includes the same steps as the former ones. The only big difference that can be pointed out in this model is that there are more steps to pass that are more precise and that it takes the different levels of products into consideration.

In diversity to the former models, this model takes into consideration the way that the steps may be passed. It does not say that completing one before being able to proceed to the next one must pass the steps. Lavidge & Steiner (1961) has with this model shown that the way that customer passes the different steps depends on the products. This is an idea that the interviewee clearly agrees with. He says that depending on the price and complexity of the product, the customer may take the purchase into different levels of consideration. According to the interviewee, it is easier to buy a cheaper product, such as a soft drink, than it is to buy a more expensive and complex product. This is something that the model published by Lavidge & Steiner (1961) has taken into account. In their literature on the model, Lavidge & Steiner (1961) shows high awareness on the fact that the different steps in the model may not be suitable for impulsive purchases. However, Lavidge & Steiner (1961) do say that for higher economical products these steps are essential, something that also is to be found in the interviewee discussion on the subject.
This model is according to the customers the one best suited to show the different steps that they may pass in a buying process. According to them the steps are precise and show all the different steps of reflection that they may pass through when buying a product. This may be the case, but when looking at the different models drawn out by the different authors; this model feels fairly much alike the AIDA model published many years earlier. This model was published during the same period as DAGMAR and the resemblances between these two are not as evident as the one with AIDA. It feels like the steps in this model are equal to the ones found in the AIDA model, they are just explained further. As the literature says, the big difference between this model and the other two is the way it takes into consideration the different levels of consideration, something that is missing in the AIDA model.

5.3 Criticism of the ‘hierarchy-of-effects’ models

For models to exist without criticism seems to be impossible. No model can be perfect and fit all the different aspects that had to be taken in mind. The main criticism on the ‘hierarchy-of-effects’ models is the way they are being built up. Most of the existing criticism on the models rests upon the base they have been built on. The literature discusses the linear way of passing the different steps within the models and claims that the steps not always have to be passed in a hierarchy sequence. This is something that the interviewee seems to share the same opinion on. He says that all the customers not always pass the steps in a linear way. They may just as well go back one or several steps before moving back up through the steps in the process. He also says that the time period of passing the different steps in the process differs from time to time. No one can say how long it will take for a customer to pass the process. The consumers have had different opinions on the use of these models. According to them, it is hard to say if they can be applied to the real buying process that customers actually goes through. As the interviewee says, it is not the advertising itself that takes the customers through the process of buying one of their products. To have models within advertising that points out the whole process from creating an interest to buying the product may not be completely justified.
6. Discussion

The purpose with this study has been to find out to which extent the theories and models, published in present literature, are relevant on the real market. The study has been based on a qualitative approach and a deductive way has been used. It is hard to come to a conclusion on how relevant these theories and models are to the whole market by only looking into one organisation, but it has given the researcher an appreciation on how relevant they may be.

The question that this study aimed to answer was the following:

- How relevant are the advertising theories and models published in present literature to the real market today?

When putting the information found in the interviews and against the theory it seems clear that some models within advertising are more accepted and used relevant to the market than others. The market has evolved a lot since these theories and models were published and the customers are clearly not as easy to influence today as they might have been, which something that the models are missing is.

The communication model published by Shannon and Weaver is without doubt a model that is of high relevance today since it shows us how we communicate with each. The process that appears when we communicate with each other or to customers still seems to be the same. The communication model is an old model that was created to show us how human being communicates and it is not of a surprise that this still can be applied to the market as well as it has shown. The interviews in this study has shown that the model is being used when the organisation plans their communication and it is of high importance as it is the foundation for all the communication that an organisation sends out. The only thing that this study has found that the communication model does not fulfil is to show how to overcome the different barriers on the market, and it also focuses a bit too much on what to do up until the message is sent to the customers. But this is all due to the evolving market and it is hard to put something like this in a model. The market is constantly changing and for a model to be able to cope with this, the model would have to be updated every year. This is something that is practically impossible for Universities and authors.

The hierarchy of effects theory that has been the base for many advertising models seems to be of less relevance to the market as it is today. It is clear that the organisation still uses this approach when planning their advertising campaigns, but the interviews also shows that the customers not fully goes through all these steps. The steps may be relevant to the market, but they are not functional as steps drawn out in an advertising model. It is clearly not advertising that takes the customer through the whole process and this should be appointed in the model.

AIDA may be the models said to be the strongest within advertising, but it seems hard to apply the model to the market today. The steps are clear and customers do go through them, but not in the way that the model claims they should do. The model is of high relevance to the reality, but again, the steps must be adapted to the market as it is today. It is also clear that the different age groups that can be found on the market today have different opinions on how much advertising do affect them.
DAGMAR seems to be even more out of date than any of the former models. The levels of understanding that DAGMAR points out do not seem to be of any relevance to the organisation when they create their advertising campaigns today. It may be applicable to the first advertising campaigns that an organisation send out, but as fast as the customers are aware of the organisation, the levels of understanding is not what takes the customers through the buying process. The model is too focused on strategies and is of no relevance when it comes to how advertising affects customers.

The Lavidge & Steiner model seems to be the model that is most relevant to the market today, a conclusion that can be drawn from the interviews with the customers (See table 1, Chapter 4.2.2.3). This might be since it has clearer steps that a customer goes through, but also since it takes into consideration those customers on the market today may not follow this linear way of emotions when they are being exposed to advertising.

7. Conclusion

This study has shown that traces from the models and theories can be found in the reality today, but they are not complete to the market as it is today. The theories and models have to be adapted better to the market as it is today, which is shown in the analysis when the interviewee from the organisation questions the theory. The analysis proves that someone that works with advertising on a daily basis do not use these models to the extent as they are meant to.

As written in the analysis the customers are no longer as easily convinced and that has to be pointed out in the models and the fact that it is not the advertising that takes the customers all the way through the buying process is also important to demonstrate. The models need to be adjusted so that they show how to create advertising that can take the customers to the store and then clarifies that this is where relationship communication takes place rather than through mass communication. The markets of today have evolved and functions very differently in comparison to before the emergence of the internet. This evolvement has to be taken into account in the models since consumer behaviour has changed due to the possibilities of the internet, which can be seen in the evidence of this study.

As the analysis has shown, advertising cannot take the customer the whole way in their buying process and due to this, none of the hierarchy-of-effects models can be said to be one hundred percent relevant to the real market. They are of high importance, but they are not complete. The communication process model is the only one that can be said to be relevant today when looking back to the analysis.

To teach these models to students at the extent as they are doing today is not right. A student should be taught how the subject in matter does work in reality and not how it works on paper, and when looking through the findings found in this study this is not something that works to a full extent.

The researcher has come to the conclusion that some of the theories and models discussed in this study seems to be out of date and therefore of low relevance to the market today. They can still be applied to advertising in a very good way and if brought up to date, they could be applied to the market in a better way. As the authors Hackley (2005) and Jobber (2004) says: To put advertising within strict frames of models is not right. Advertising is about creativity and not about following a model with strict steps. As Munoz (2002) says in his article, there is
no definite way to say how advertising works and the hierarchy of effects only offers some direction.

8. The researchers thoughts

In the beginning of this study the researcher had a clear hypothesis of what the result would be. The researcher decided to make this study because of the personal interest in advertising and marketing communication. As mentioned in the beginning of this study, the researcher is a student at one of the mentioned Universities today. The researcher has during studies at the university come to be sceptical towards the discussed theories and models and decided to put some research into the area. The researcher started with this study with the hypothesis that none of these models were of any use at all.

However, during this study, the researcher has been forced to change the attitude towards these since the study has shown that they are of some relevance. The models and theories are all relevant to the market in their own ways and the researcher has without doubts learned something from this study. The researcher is very happy with the outcome of this study and the fact that the hypothesis was wrong has made this work even more interesting. By not having the right answer, the research has developed the researchers advertising knowledge and created an even higher interest for the subject in matter.

9. Suggestion for continuous research

Due to the time limit and the level of this study the outcome has been limited. For future research within this area it could be interesting to investigate this in a deeper study. The use of various organisation can give a better perception on how relevant the theories and models are to the whole market. It would also be interesting to see a study on the rest of the hierarchy-of-effects models since these may be relevant to the market in a better way.

Since this study has drawn the conclusion that most of the models needs to be adapted to the market today, a study on how to this should be of high interest. A recommendation for further research on this is to use more organisations and put a lot of time down to how the models can be adapted to fit the market today. The theories and models have shown to be relevant to the market today, but they still need some updating and it would be very interesting so see further research into this area. By evolving these theories and models they may be even more relevant to the market and help organisations with their external marketing communication.

10. Recommendations

From looking at the outcome of this study it seems that Universities and authors of core texts may need to take another look into their content. The models are of some relevance, but since they are not complete they should not be taught as being of such high relevance. Until the models have been updated to fit the market as it is today it can be a good idea for universities to look over the course outlines and see if these can be better adapted for the market as it looks today.

The models are created on a good ground and with some work these are definitely useful for students to learn, but they need an update, and they need to be combined with more practical
knowledge. As for example Hackley (2005) says: Advertising is more about being creative and that should be changed from time to time.

When it comes to the organisation it is hard to come up with any recommendations. This study has not aimed to see of which relevance the theories and models are to the organisation, but to see how relevant they are to the market. The organisation has been a way to investigate the market, and they have helped to see how the market works in practice instead of paper.

However, the organisation could take as a recommendation to see if it is possible to create a better two-way communication with its customers. As it is right now the customers feel that the communication is a one-way communication and it is clear that they would appreciate a relationship communication. This might help the organisation with the advertising of their products even more. Since the organisation is a large player on the market, they usually works through retailers and a good idea might be to encourage these to keep a better relationship with the customers when selling the organisations products.
11. List of References

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University of Lincoln, (2007), *Marketing Communications*, course outline, Unit handbook

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**Figures**

**Figure 1** University of Lincoln., (2007) *Intergrated Marketing Communications*, Lecture Slides: Advertising

**Figure 2** McGuire, W. J. (1999). *Constructing social psychology: Creative and critical processes*. Cambridge: Cambridge University Press.

**Figure 3** Kotler, P., Armstrong, G., Saunders, J., Wong, V. (2001). *Principles of Marketing*. Essex: Pearson

**Figure 4** University of the Sunshine Coast., (2007) *Designing and Managing Intergrated Marketing Communications*, Lecture Slides: MBA 077

**Figure 5** University of Lincoln., (2007) *Advertising*, Lecture Slides: Advertising

**Figure 6** [http://www.ciadvertising.org/studies/student/97_fall/theory/hierarchy/modern.html](http://www.ciadvertising.org/studies/student/97_fall/theory/hierarchy/modern.html)

**Figure 7** [http://www.licensing.org/intro/marketing.cfm](http://www.licensing.org/intro/marketing.cfm)

**Figure 8** University of Lincoln., (2007) *Intergrated Marketing Communications*, Lecture Slides: Advertising

**Figure 9** University of Lincoln., (2007) *Advertising*, Lecture Slides: Advertising

**Figure 10** [http://www.ciadvertising.org/studies/student/97_fall/theory/hierarchy/modern.html](http://www.ciadvertising.org/studies/student/97_fall/theory/hierarchy/modern.html)

**Figure 11** [http://www.licensing.org/intro/marketing.cfm](http://www.licensing.org/intro/marketing.cfm)

Linda Karlsson 2007
Appendix 1 – Interview, The organisation

Interview 1

The interviewee

- Name: The interviewee
- Position within the organisation?
- Educational Background?

The Communication Process

- Marketing Communications is a broad area that includes many aspects within an organisation. What is Marketing Communications according to you?
- How does your organisation use Marketing Communications?
- What does a communication process include according to you? What different parts does the organisation have to handle?
- Are all the different aspects in a communication process equally important for you?
- Many sees advertising as a one-way communication, how do feel about this?
- What kind of barriers can you say interprets your marketing communication process?

Purpose with Advertising

- Why does your organisation use advertising?
- What, according to you, is the foundation to a successful advertising campaign?
- What goals does your organisation have with your advertising?
- Are there any aspects in the planning of an advertising campaign that you think is superior to the others?

Interview 2

Theories and Models

- What is the reason for using advertising today?
- Can you see any similarities between advertising and Pavlov’s dog experiment?
Advertising Models and Theories

- What is the easy explanation to why an organisation uses advertising?
- How do you feel towards the use of theories and models as guidelines in the design of advertising?
- How much knowledge do you have on advertising models?
- When your organisation is planning their advertising campaigns, do you have any special guidelines that you follow?
- When being exposed to advertising it is said that customers pass through different steps before they buy the products, why do you think this is?

**AIDA**

- Many academics within marketing and advertising sees models as being weak and strong, do you know any model that you can say is stronger than the others?
- Can you see a trace of the use of models your organisation’s advertising?
- There is one model that claims that advertising must create attention, interest and a desire for the product before the customers will buy the product. How do you think your organisation’s advertising succeeds with this?
- Do you think customers follow these exact steps in the process of buying your organisation’s products?
- How do you adapt you advertising depending on the product advertised?

**Interview 3**

**DAGMAR**

- It is said that customers must pass through different levels of understanding when being exposed to advertising. Do you think this is correct?
- Is it important for your organisation to be able to measure the results of an advertising campaign?
- How do you measure the successfulness of a campaign?
- Why is it so important to have a clear strategy in the process of creating advertising?
- Which aspect is the most important in the creation of advertising according to you?

**Lavidge and Steiners Hierarchy of effects model**
- Do you think customers can go from being completely uninterested in a product to buying it with the help of advertising?
- How many emotional steps do you think a customer has to pass to achieve the level where they buy the product?
- Is it always obvious that a customer had to pass all the steps in a buying process?
- Do you think advertising models work just as well in reality as they do on paper, or can you see parts in the models that are unnecessarily?
Appendix 2 – Interview, The customers

Interview Customers the organisation

Interview 1

- How do you feel about the Communication the organisation has with its customer?

- Communication can be both a one-way communication and a two-way communication, which one do you feel fits best on the advertising you been exposed to from the organisation?

- When you are being exposed with advertising from the organisation, do you feel that it has lead to a higher interest in the organisation?
  - Yes
  - No

- If so, how far has this interest taken you?

- Do you think that The organisation’s advertising focuses on what the customer wants to know, or on what the organisation wants to tell to achieve their goals?

- Advertising is from the beginning said to be a stimulus that should lead to a response among the customers, do you think this is what the organisation advertising does?

- Has this stimulus had any effect on you, and how?

- According to academics, customers must pass through a series of steps when being exposed to advertising (figure). Do you feel that the organisation takes you through all these steps or can you pick some steps that you think fits better than the others?

- Do feel that the organisation’s advertising creates a distinct interest for their products? And if so, how is this interest created?
  - Do you think these steps can be passed in different ways depending on the situation?

- Do you think it is possible to achieve some steps and then go back down through the steps before reaching the top step?

- It is said that Advertising must lead customers through four stages of understanding for the organisation before action can be achieved:
  1. It has to create awareness about the organisation among the customers
Advertising Models and Theories

2. It has to create a comprehension on what the organisation can do for the customer
3. It has to create a conviction for the organisation
4. Must lead to action
   - Do you think these can be applied to how you feel when buying a product from the organisation?

Interview 2

- How do you feel about the levels of understanding pointed out in DAGMAR?
- Which of the following models of steps that a customer must pass do feel fits best on the organisation’s advertisements?
- Another model within advertising is built on the following steps:
  1. Catches the customers unawareness
  2. Creates an awareness about the organisation
  3. Creates a knowledge on what the organisation has to offer
  4. Creates a positive attitude toward the organisation
     - Is this a model you think is better fit than the others or is it just the same?
- How do these models according to you fit to reality?
- Any changes that you think should be done?
- What according to you is the major fault with the models?
- Which of the following models do you feel fits best to the actual buying process?
  1. Creates Attention
  2. Creates Interest
  3. Creates Desire
  4. Leads to action (purchase)
  1. Creates an awareness about the organisation among customers
  2. Creates comprehension of what the product is and what it offers
  3. Creates a conviction that the product is worth buying
  4. Leads to action (purchase)
  3. Catches the customers unawareness
  2. Creates an awareness about the organisation
  3. Creates a knowledge on what the organisation has to offer
  4. Creates a positive attitude toward the organisation
  5. Creates a preference for the organisation
  6. Leads to conviction that the organisation is the best choice
  7. Leads to action (purchase)
• How come that model?

Appendix 3 – Customer Percentage Calculations

All of the Customers

<table>
<thead>
<tr>
<th>Customers</th>
<th>Total Customers</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>15</td>
<td>6.67%</td>
</tr>
<tr>
<td>2</td>
<td>15</td>
<td>13.33%</td>
</tr>
<tr>
<td>3</td>
<td>15</td>
<td>20.00%</td>
</tr>
<tr>
<td>4</td>
<td>15</td>
<td>26.67%</td>
</tr>
<tr>
<td>5</td>
<td>15</td>
<td>33.33%</td>
</tr>
<tr>
<td>6</td>
<td>15</td>
<td>40.00%</td>
</tr>
<tr>
<td>7</td>
<td>15</td>
<td>46.67%</td>
</tr>
<tr>
<td>8</td>
<td>15</td>
<td>53.33%</td>
</tr>
<tr>
<td>9</td>
<td>15</td>
<td>60.00%</td>
</tr>
<tr>
<td>10</td>
<td>15</td>
<td>66.67%</td>
</tr>
<tr>
<td>11</td>
<td>15</td>
<td>73.33%</td>
</tr>
<tr>
<td>12</td>
<td>15</td>
<td>80.00%</td>
</tr>
<tr>
<td>13</td>
<td>15</td>
<td>86.67%</td>
</tr>
<tr>
<td>14</td>
<td>15</td>
<td>93.33%</td>
</tr>
<tr>
<td>15</td>
<td>15</td>
<td>100.00%</td>
</tr>
</tbody>
</table>
The customers divided into the different age groups

<table>
<thead>
<tr>
<th>Customers</th>
<th>20-30</th>
<th>30-40</th>
<th>40+</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>20%</td>
<td>20%</td>
<td>20%</td>
</tr>
<tr>
<td>2</td>
<td>40%</td>
<td>40%</td>
<td>40%</td>
</tr>
<tr>
<td>3</td>
<td>60%</td>
<td>60%</td>
<td>60%</td>
</tr>
<tr>
<td>4</td>
<td>80%</td>
<td>80%</td>
<td>80%</td>
</tr>
<tr>
<td>5</td>
<td>100%</td>
<td>100%</td>
<td>100%</td>
</tr>
</tbody>
</table>

The different age groups will be recognised in the text as following:

- 20-30 Group 1
- 30-40 Group 2
- 40+ Group 3

Tabel 1

<table>
<thead>
<tr>
<th>AIDA</th>
<th>DAGMAR</th>
<th>Lavidge &amp; Steiners Hierarchy-of-effects</th>
</tr>
</thead>
<tbody>
<tr>
<td>5st</td>
<td>2st</td>
<td>8st</td>
</tr>
<tr>
<td>33,33%</td>
<td>13,33%</td>
<td>53,33%</td>
</tr>
</tbody>
</table>

(This table has been created out from the numbers in the Customer Percentage calculations.)