

Advertising Message and Models of Consumer Behavior



Maha Mustafa Omer Abdalaziz

Abstract: This paper aims to identify the importance of the advertising message and the models that explain consumer behavior on the consumer's desires, and to analyze the factors affecting his consumer behavior and how decisions are made. On this basis, studying consumer behavior and understanding the reality of the role played by the consumer becomes necessary to explain many social and economic phenomena on the one hand, and on the other hand, demarcate the treatment of production and distribution policies. And a good choice of means, because the construction and formulation of the message and the design of the advertisement depend on the type of medium that will be used, and you need a special type of research to renew the appropriate type of message, and the type of competitive advantage to be mentioned. His desire to acquire the commodity, explaining to him how and from where to obtain it, and actually pushing him to buy. Thus, this paper will focus on what is related to the advertising message and how to design advertising messages in order to be more attractive and effective, and what is related to some analytical models that contribute to the interpretation of consumer behavior

Keywords: Advertising Message - Consumer Behavior - Models - Consumer Behavior.

I. INTRODUCTION

The prevailing concept between management and marketing clearly shows that the consumer plays a major role in the success or failure of economic projects, and also plays a greater role in the success or failure of national economic plans and policies. The consumer has a decision in both of them that is very important for the production units, either he decides to buy or refrain, and therefore the success of the productive work requires identifying the consumer's desires. Based on the foregoing, the advertising message is considered by many advertising men as a salesman in written form, as the advertising message does not only provide goods and services to the audience of prospective consumers and explain the reasons that motivate them to acquire them, but rather it extends to persuading the buyer to turn to the purchase. Purchasing a good or service and building a good reputation for it and drawing its image in the minds of consumers. Therefore, the message is the voice expressing the advertiser's ideas and the speaker about his goods and services. Through it, he can face competition and attract people's attention. Its success depends on the weight of its

words and words. The advertising message means everything that the advertisement appears, that is, in that it is every word, drawing, sound, or other that appears in your advertisement presented to the consumer in the tool that translates the advertiser's ideas. The effective message contributes to increasing the ability of advertising to achieve the desired goals. Therefore, it is considered the basic work of the advertising message when the results of the consumer, commodity and market analysis are completed. As consumer research helps to reveal the intrinsic desires of the human being, and thus this analysis provides work on shaping the goods to conform to the existing desires. Accordingly, the models that explain consumer behavior represent an expression that summarizes the process of purchasing various goods and services that individuals see as valid to satisfy their desires and needs.

II. LITERATURE REVIEW

First: The concept of the advertising message:

An advertising message is meant to explain the main idea of the advertisement or what the advertiser wants to say to the target audience. This may be in one sentence, several sentences, one word, two words, or one picture. It may include an explanation of the allegations that the advertiser uses to persuade the advertiser to them and motivate them to believe the announcement and act in the desired manner on the part of the advertiser.

The production of the radio and television advertising message requires a full understanding on the part of the advertiser of the nature of the audience to whom the message will be directed. In order for the recipients to effectively receive the advertising message, it must be coded in a meaningful way and formulated within the common areas of expertise between the two parties so that the advertiser chooses the type of symbols, signs, images and words familiar to the recipient, based on the principle that the advertiser can broadcast an advertising message and the recipient He can receive and understand this message, provided that it is within the framework of their respective expertise.

From the foregoing, it can be said that the word "message" is not limited to written material, verbal dialogue, scenes or images only. The printed words in advertisements make an impression by linking them to each other and also by supporting them with suggestive and explanatory images. In radio, sound and music effects are used in addition to words. Television unifies the elements of written advertising and radio advertising and gives them movement actions and reactions.

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* Correspondence Author

Dr. Maha Mustafa Omer Abdalaziz*, College of Mass Communication and Public Relations, University of Fujairah, Emirate of Fujairah, United Arab Emirates. E-mail: maha@uof.ac.ae

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Therefore, the broader meaning of the advertising message or its essence includes all its elements (visual and audio/tangible, which the potential consumer perceives through the symbols contained in it).

Thus, what is meant by the advertising message is the written material in the advertisement, which is what the text consists of, and the importance of this message lies by removing obstacles from the public towards the advertised good or service. [1]

Hence, the basic work of the advertising message is considered complete when the results of the consumer, commodity and market analysis are completed. Whereas consumer research helps to reveal the intrinsic desires of human beings, and commodity analysis provides the basis for forming commodities to conform to existing desires. Market research locates consumers and measures their ability to purchase a commodity.

However, there are those who believe that the advertising message is the content and form of the advertisement to be sent. It contains data about a good or service with its characteristics, qualities and functions, and it may also include information on price and places of distribution in addition to other information aimed at encouraging buyers to prefer the advertised good or service over other similar alternatives. Thus, some procedures can be applied in order to build the advertising message as follows: [2]

1. The rational rule: It is the basis that shows the content of the desired advertising message, which is limited to the following points:

- Promises, suggestions and privileges for the buyer (for example, the power of machines.)
- Justifications, arguments, and generalities related to promises represented in the description, comparison, testimony and introduction of the product.
- Determining precisely the destination to be delivered, the advertising message.
- Paying attention to the nature of the advertising message in order to consolidate the brand in the mind of the consumer.

2. The advertising argument: The advertising argument varied from rationality to conceptual connotations. To the symbols and concepts of life and the sociocultural trend in the advertising message, which requires the availability of the following factors:

- **Information:** which must be specified in its time.
- **Return:** for the purpose of consolidating the brand.
- **Persuasion:** by presenting arguments that give the strength of the advertising message.
- **Offer:** which symbolizes the privileges that address the same buyer and give him a lot of incentives.

Accordingly, the motives for building the advertising message are based on the advertiser's use of the advertising message based on a fundamental human desire that represents an important part of the advertising message, as it is used as a means to notify consumers of the characteristics possessed by the advertised commodity. People are affected by multiple motives, some rational and the other emotional, which is more effective. By resorting to these desires, the advertiser can

communicate his message in an effective manner. Therefore, the advertising message is based on the idea that needs and desires are what move people, and that the advertiser wants to develop human motives and confront them towards the use of a commodity. [3]

Second: The Different Approaches to the formation of the content of the advertising message:

The advertising message represents a summary of the interaction of relations between the three actors in the field of advertising, and that the efforts of the advertiser, the advertising agency and the media outlet come together when it comes to formulating the message that will be directed to the audience so that each of these parties works to play its role and exercise its powers, according to for standards and capabilities, not the quality of each one.

The advertising message is a structure whose components can be dismantled, which is what Toulmin dismantled this structure, which he considered a persuasive structure, and identified its components in: [4]

- 1. Idea or claim:** It is the offer or idea that the advertiser can present and convince his audience with.
- 2. Statements:** a set of facts and proofs that support the claim or idea.
- 3. Merit:** It is a link between the idea or the claim and the data, and this link is emotional or logical.

Whereas, "Toulmin," the American advertising and propaganda expert, says (All messages aimed at persuasion consist of three basic components, which are the idea or claim, data, and entitlement. And this presentation is what is called the selling point of the advertisement, that selling point is what makes the individual think about responding to the advertisement and taking action. The data is the set of facts and reasons that support the lawsuit in the advertisement message. AS for the entitlement, it means that we communicate the data with the lawsuit, then it is the element that eliminates the gap that exists between the claim and the data Based on the above, the advertising message can be built from several angles through the basic approaches to building and formulating the advertising message, which are: [5]

- 1. The Factual Approach:** This approach relies on stating objective and tangible facts about the good or service, and it addresses the consumer's mind directly. The effect in this approach is related to pushing the consumer to take the purchase or use behavior at the expense of the return benefit.
- 2. The imaginary approach:** It also provides real information, but in a way that aims to stimulate the consumer's imagination towards the good or service. This approach works to give the advertised product an aesthetic dimension when its characteristics and objective elements are unable to tempt and attract, and provoke the needs of the consumer.
- 3. Emotional approach:** the influence in this approach takes another path, whereby the advertiser gives the product stimuli and attractions that address the individual's feelings, and address his emotions:



emotions of love, hate, and others, in order to compensate for the ineffectiveness of the effect of the objective characteristics of the product. Consequently, the advertiser chooses from among these entries what he deems appropriate for his advertisement, based on specific criteria, including:

- a) The nature of the commodity and the stage it is in.
- b) The nature of the consumers to whom the advertiser addresses.
- c) The nature of the goal that the advertiser wants from the advertisement.

Third: What should be considered when editing the advertising message: [6]

Since the advertising message is a communicative message first and foremost, it must be governed by the language of the media, which is summarized in the following:

- o Addressing the consumer in the manner he understands, and this means avoiding complex words or having a different meaning in another society.
- o The ability of the message to attract the consumer or arouse his interest.
- o That the message does not include false or exaggerated information so that the advertiser does not lose the confidence of the consumer.
- o Avoid the question form, such as: Do you want to learn English in three months? Because the answer may be no.
- o Avoiding the imperative form, such as: They traveled on the airline's planes. So, the consumer is not obligated to obey the advertiser's orders.

Fourth: The psychological foundations of advertising message design:

1. **Attracting attention and arousing interest:** Attracting attention is defined as focusing the feeling on a particular thing or idea, and the feeling area is divided into two parts, which are central and focal and the other external or marginal, and when one focuses his attention on a specific thing, this thing occupies the central or focal part of the Feeling and other things, thoughts and feelings occupy the marginal area. With regard to arousing interest, the advertisement must include a presentation of a benefit or a number of benefits that contribute to solving the problems facing the consumer, because the advantages or benefits obtained by the consumer as a result of purchasing the commodity or benefiting from the service require personal attention, which is considered the strongest motive for the consumer. the individual. [7]
2. **Arousing desire and conviction:** This stage comes after attracting the consumer's attention and arousing his interest in the advertised thing, by addressing the consumer's psyche or liking him towards the advertised good or service, and the process of persuasion is linked to the consumer's beliefs on the other hand. Arousing desire is one of the most difficult stages of advertising writing, as it requires special sensitivity on the part of the innovation team and an awareness of the interaction of the stages affecting the purchasing decision. And that it is closely related to the motives that deal within the psychological circle of the consumer. The stage of arousing desire is

mainly related to the primary and secondary needs of the consumer audience. As for persuasion, we find that there are a number of factors that can lead to persuasion among the consumer audience, the most important of which are: [8]

- **Providing the element of honesty and not exaggerating in advertising:** the more believable the advertising message, the more convincing the consumers of it.
- **Using the influence of experts and famous people:** where the public accepts the advice and ideas of experts and specialists to a large extent, if the advertiser can obtain a certificate from experts of the quality of the commodity in a certain aspect, or publish, display or broadcast it within the contents of the advertisement.
- **Gaining consumer confidence:** the product's history and previous experiences in this field display the statement of the famous stores that sell the commodity, the tests that are conducted on them, and the willingness sometimes to send samples of them, and advertisers may resort in order to convince the consumer of the seriousness of advertising to provide a guarantee of the commodity for a certain period Which has an effective effect in persuading the consumer of the advertised good or service.

Explanatory models of consumer behavior

1. **The Nicosia model:** the model that deals primarily with the formation of attitudes in the individual exposed to advertising; Therefore, it is considered basic based on general and somewhat easy principles, and this model mainly analyzes the impact of the advertising message on the preferences and purchasing behavior of the individual, so this model cannot be considered a model for interpreting consumer behavior in the correct sense, because it did not find scientific support and did not receive any development, and it is considered This model is one of the simplest comprehensive models that explain purchasing behavior, according to the owner of the model Nicosia, who sees that the behavior of the individual gets rid of 4 basic areas: [9]
 - **The first field:** begins with the advertising message issued by the institution to the consumer and is divided into two areas: the characteristics of the institution and the characteristics of the consumer, and this field is based on the need for a message that the institution presents to the consumer, so that the latter is a position or a direction. Thus, this trend is related to the extent to which the consumer understands the message, as it is an entrance to the next field.

- **The second field:** This field mainly consists in the process of searching for information, evaluating the product that presented the message, and comparing it with other known products. Thus, a special incentive is formed towards the brand, which is affected by a number of factors such as: the notification at points of sale, the behavior of sellers...etc. This incentive or intent may or may not translate into the purchase.
- **The third field:** the buying behavior leads to the storage of the product and its consumption later, and this is the basis of the fourth field, as this process allows enriching the consumer experience, and this may lead to a change in the characteristics of the latter on his part, in increasing the institution's knowledge of the consumer's reactions to its products and according to this model It is not possible for the consumer to become positive or negative towards the product or the institution until after he purchases this product, despite the fact that this model is the first comprehensive model.

2. **The general model of consumer behavior:** This model focuses on explaining three directions in analyzing consumer behavior, which are as follows: [10] It analyzes the variables that affect the consumer's purchasing decision through three groups:

1. Characteristics related to the individual.
2. Characteristics related to his social environment.
3. Situational characteristics.

- Determines the stages that the process of perceiving stimuli goes through (from recognition, observation, understanding, acceptance, memorization).
- This model divides the decision stages into five stages adopted as the basis for the rest of the research in behavior, namely: identifying the problem, searching for information, evaluating alternatives, behavior and the results of this behavior.

This model focused on two main points:

- 1) Processing information after it is obtained.
- 2) Decision making and its various stages.

We find that this model stems from the stimuli and the extent of their acceptance by the consumer, as it reaches the various stages of the purchasing decision for evaluation (brand evaluation) and does not forget the subjective and surrounding influences on the behavior before, during and after the purchase.

3. **Buyer Behavior Model:** This model remains the most widely used among all comprehensive models in the field of consumer study and has been subjected to a large number of field tests. This model is used as an educational model to describe consumer behavior in the field of testing alternative brands. This model enters into three levels of behavioral response: [11]

- Cognitive response: It is related to enriching consumer knowledge about the product.
- Emotional response: which determines the general trend, whether positive or negative.
- Cone response: which relates to experiential behavior and actual behavior.

Thus, this model is the first to show that there are a set of decisions made by the consumer and not a single decision, and each one of them is compatible with the situation in which this consumer lives.

4. **Katona Model:** This model was presented in which the interpretation of consumer behavior contributed, as he believed that this behavior is the outcome of interactions between the environment represented by the influences that the individual perceives and the psychological and social characteristics of the consumer. And that this interaction takes place in circumstances that may be helpful or hindering. Thus, this model considers that the behavior process involves three sets of variables: [12]

- a) **Dependent variables:** They describe the apparent behavior or scenes, which may take the form of buying or refraining from buying, for example.
- b) **Independent variables:** They are external influences such as income and financial resources or what is expressed by economic influences as well as other general influences and they mean everything related to the environment or the general conditions surrounding the consumer, such as the information that reaches him and the news he hears.
- c) **Interceptive variables:** They mean all components of the psychological and social sphere of the consumer such as attitudes, expectations, motives, habits, etc. These intervening variables play a key role as they work to create and change independent and dependent relationships as the outcome of interaction between the environment represented in the stimuli perceived by the human being and the psychological and social characteristics of the consumer.

From the foregoing, there are theoretical models related to various factors and variables on consumer behavior that can be summarized as follows: [13]

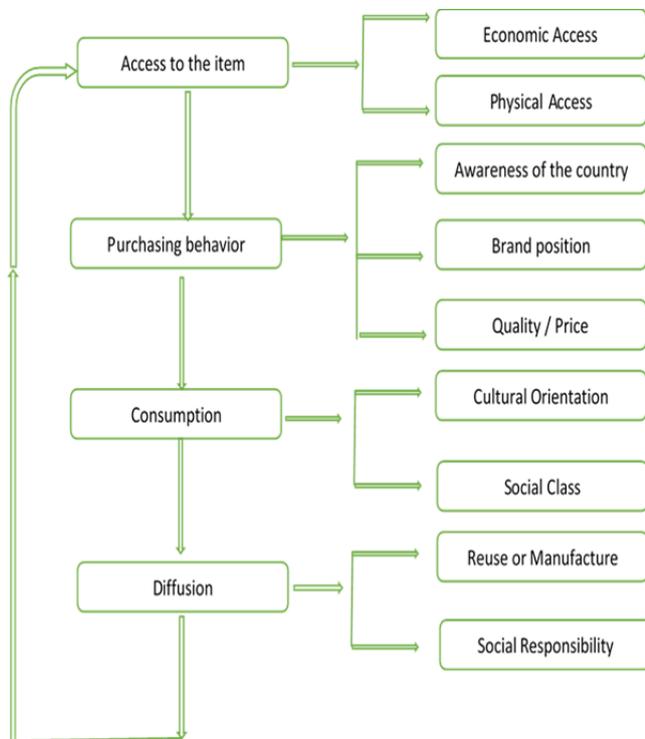
1. **(ABCD) Model:** This model shows that there are four sequential stages that represent purchase and consumption processes and can be used in any culture, namely:

- **Access:** It means providing the good or service to the consumer within the framework of his culture, and the provision of access lies in two types: The first type is economic access: It means making the good or service available to the consumer in light of his income and purchasing power, and this requires marketers to re-design the products that are widely used in countries developing and working to create a niche for it among consumers. The second type is physical access: which is the product of three factors: the laws of international trade, the distribution systems in each country and the economic basis of the state.
- **Purchasing behavior:** This stage includes all the factors affecting the decision-making and selection.

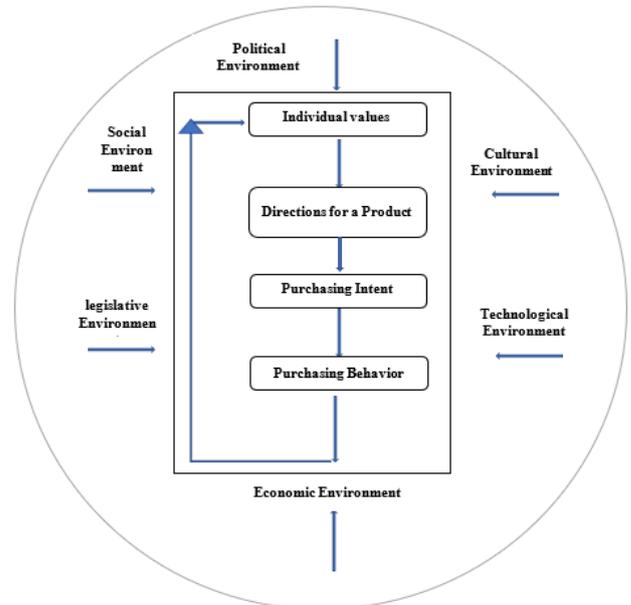


Examples of these factors are: perceptions, brand value, trends and consumer response represented by loyalty to the brand, perception of the country of origin.

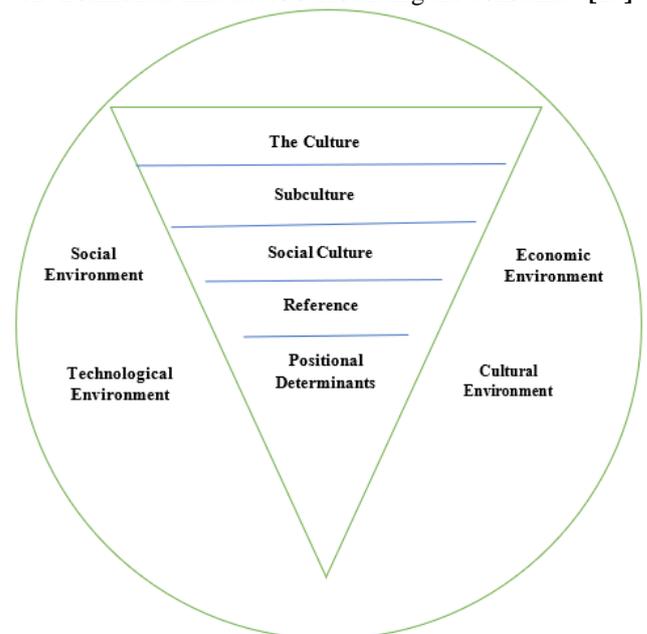
- **Characteristics of consumption:** where the use and consumption of the “good or service” varies from one culture to another, and there are several factors that determine consumption models within the framework of culture, including: cultural orientation (traditional - modern) and social class.
- **Diffusion:** Diffusion is achieved by focusing on the resale value, reuse or remanufacturing of products. Therefore, marketers need to design marketing systems that facilitate the safe dissemination of goods and services between individuals, and they must also perform their social responsibilities, especially in their relationship with public security and environmental pollution. **The figure below shows the elements of the form:**



2. Jobber, follows model: Develop a model of consumer behavior called the gradual purchasing behavior model, where the researchers found an ascending relationship starting from values, then trends, then purchasing intention, and then doing purchasing behavior. This model emphasizes the importance of taking individual factors into consideration when talking about consumption. Purchasing behavior, and this model also indicates the importance of environmental factors in causing purchasing behavior, **and the following figure illustrates this model:** [14]



3. Belch and Belch Model: This model indicates that the consumer does not make his purchasing decisions in isolation from the surrounding environmental influences, including culture, sub-culture, social class, reference groups and situational determinants, as well as various environmental variables, including political, economic, social, cultural, technological and legislative environments. The two researchers indicate that there are three types of determinants: the use position, the purchase position, and the communication position. The use position refers to the position in which the product is used. The purchase position is related to the environmental conditions that control the purchasing process, such as time constraints and storage conditions, while the communication position is related to the place of exposure and the means. Ad used. The following figure shows the environmental influences surrounding the consumer: [15]



III. CONCLUSION

(Al-Ain: Dar Al-Kitab Al-Jami, 2020).

From the foregoing, the role of the advertising message and the explanatory models of consumer behavior, we find that they are related to the study of factors and variables affecting consumer behavior. The researcher can refer to a number of critical observations, namely:

all of these factors are intertwined and interrelated, and in practice it is not possible to separate one factor from another except for the purposes of the study and to identify the various factors affecting the consumer.

- The interest of the various previous models in the impact of the various environmental variables surrounding the consumer on making purchasing decisions.
- The environment surrounding advertising activity with its various economic, technological, legal and other components represents an important element in the success of any marketing and advertising activity.

This paper reflects the characteristics of different approaches to the study of advertising message and consumer behavior, which is the psychological, social and economic approach. Paying attention to advertising, then paying attention to it, and advertising's role in the processes of learning and remembering, i.e., what he learns and remembers. While the individual is the basis for analysis from the point of view of psychology, the group is the erasure of the interest of sociology. That is, purchasing decisions are not primarily individual decisions, but rather are collective decisions or are made under pressure and group influence. As for the economic approach, it is assumed that the consumer has the mental abilities that enable him to make rational decisions.

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AUTHORS PROFILE



Dr. Maha Mustafa Omar Abdalaziz, Assistant Professor of Public Relations, College of Mass Communication and Public Relations, Fujairah University (UAE) She obtained a PhD in the field of public relations and advertising in the year 2012, and she has many papers published in the field of public relations, advertising and communication.