



The University of Bradford Institutional Repository

<http://bradscholars.brad.ac.uk>

This work is made available online in accordance with publisher policies. Please refer to the repository record for this item and our Policy Document available from the repository home page for further information.

To see the final version of this work please visit the publisher's website. Access to the published online version may require a subscription.

Link to publisher version: <https://doi.org/10.1108/IJOEM-09-2011-0089>

Citation: Varsha J, Trivedi R, Joshi V et al (2015) Does explicit comparative advertising affect Indian consumers' attitudes towards low and high-involvement product? *International Journal of Emerging Markets*. 10(1): 122-140.

Copyright statement: © 2015 Emerald Publishing Group. Full-text reproduced in accordance with the publisher's self-archiving policy.

Does Explicit Comparative Advertising affect Indian Consumers' Attitudes towards Low and High-involvement Product?

1. Introduction

With the increasing competition, comparative advertising has gained much needed attention from academicians and practitioners (Shao *et al.*, 2004). However, various research studies have found that comparative advertising yielded mixed results. Some researchers have found that comparative advertising is more effective than non-comparison advertising (Demirdijan, 1983; Earl and Pride, 1980) while others do not agree with it (Droge, 1989; Villarreal-Camacho, 1985). In comparative advertisement, a marketer uses either implicit or explicit mode of comparison, where, implicit advertisement generally referred to the attributes of the competing brands indirectly, on the other hand, explicit advertisement used the approach of direct comparison between the competing brands (Barone *et al.*, 1999).

The various studies of comparative advertising have extensively explored the effect of comparative advertising in relation to generating attention, message, brand awareness, level of message processing, purchase intention and behaviour (Grewal *et al.*, 1997; Pechmann and Stewart, 1990; Muehling and Kangan, 1985), hedonic and utilitarian products (Kalro *et al.*, 2010), high involvement product (Neese and Taylor, 1994), gender (Chang, 2007), product class knowledge (Villarreal-Camacho, 1985), message recall (Prasad, 1976), market positions

(McDougall, 1976), consumer involvement, familiarity and cognitive ability (Dasgupta and Donthu, 1994), low and high context communication (Shao *et al.*, 2004) and so on.

However, it was found that studying effectiveness of comparative advertising in context of low and high-involvement product category is a potential area that is yet to be explored and to arrive at some valid conclusion empirically. It is expected that this would give an in-depth understanding to the practitioners and academicians about the use of comparative advertising as a tool to build the brand image or influence purchase decision of target consumers for different product categories. Moreover, this will also help in understanding the attitude of consumers towards such a comparison and to know whether the attitude differs in context to high or low-involvement product or not.

Comparative advertising have been extensively used in emerging market such as India (Irani, 2009) after liberalisation in 1990s. Initially, advertisers used indirect comparative advertisements where the name of the competitor was not disclosed in the campaign (Mcdougall, 1976). Indian consumers belonged to high context culture (Ulijn, 1999) and preferred indirect messages (Miracle et al., 1992). After late 90s, the opinion about high context culture changed and advertisers started using direct, explicit, bold and assertive comparative advertisements. This transition happened because of high western influence on Indian consumers and the shift from high to low context culture occurred (Chella, 2007). From 2004-2006, comparative advertisements have increased by 43% (report by Adex India) in different product category. The Advertising Standards Council of India (ASCI) also supported the usage of explicit and direct comparison in the advertisement (Kalro *et al.*, 2010).

Therefore, the main objective of the study is to test the effectiveness of explicit comparative advertising on consumer's attitude towards the advertisement, brand and purchase decision in context to high and low-involvement product categories in India. For this, first of all, the literature pertaining to comparative advertising, explicit comparative advertising and its effectiveness was analysed in the background of the Indian scenario. The methodology in terms of the design and data collection was highlighted. This would be followed by the analysis of the data and the findings, with the main focus on the difference between consumer response to comparative and non-comparative advertising. Finally, on the basis of the findings, the relevant conclusions are arrived at and the vital implications are provided, followed by the direction for further research.

2. Literature Review

Comparative advertising has been defined as: (1) the comparison of two or more particularly specified brands that belong to similar product or service categories and (2) the comparison of more than one specific attribute of the product or service (Wilkie and Farris, 1975). There has been an increasing focus on the impact of comparative advertising as the interest turns to the differential effects versus traditional ones. It was found that comparative advertising provided brand-competitive environment and improved the consumers' information process. Comparative advertising had the strength of communicating a greater volume of cues by their basic layout of comparison, although the cues may be based on the few attributes (Harmon *et al.*, 1983). Comparative advertising basically compared the price, value, quality or other merits of comparable products, enhanced the awareness of the consumer (Shukla, 2006) and provided

more information that could enable the consumers to make efficient choices (Miskolczi-Bodnar, 2004). Rogers and Williams (1989) highlighted the findings of other researchers who stated that comparative advertising could reduce entry barriers, improve product quality, encourage competition, reduce prices and provide better information for the consumers. Direct comparative advertising enhances the position of the brand by differentiating it from the competition or by integrating it with well liked comparative brand (Droge and Darmon, 1987; Gorn and Weinberg, 1984; Pechmann and Ratneshwar, 1991; Sujan and Dekleva, 1987; Walker *et al.*, 1985).

Hierarchy of Effects (HOE) Model

One of the major questions in context to comparative advertising is its effectiveness. Substantial amount of work has been carried out by many researchers who have tried to look at the effectiveness of comparative advertising by incorporating the HOE model (for e.g. Neese and Taylor, 1994; Barry, 1993; Ash and Wee, 1983; Wilkie and Farris, 1975). The HOE model has existed in the literature of marketing for over a century and has received broad attention as it measured advertising effectiveness. The model viewed the consumers as moving along different stages, starting from product unawareness and moving on to awareness, knowledge, liking, preference, conviction and purchase. The model suggested that advertising could fulfil the final goal of sales by building the intermediate effects based on this hierarchy. It also operated as a conceptual tool to foretell the consumer behaviour (Tucker and Massad, 2005) and identified the variables that were important to understand the consumer response (Smith *et al.*, 2008). The HOE model also highlighted three functions of advertising in its successive steps starting from awareness to purchase. The first two steps (awareness and knowledge) were related to information or ideas, the second two steps (liking and preference) were associated to creating

more favourable attitudes or feelings and the final two steps (conviction and purchase) were referred to provoke the desire and motivated the purchase action. These functions of advertising were further divided into cognition, affect and conation. Cognition was linked with intellectual, mental or rational states; affect related to emotion or feeling states and conation referred to striving or behavioural states (Lavidge and Steiner, 1961).

Moreover, research in the field of comparative advertising has devoted attention to cognitive, affect and conation variables. Different results were found, with some studies being in favour of comparative advertising format while some produced undesirable outcomes. In the cognitive advertising function, Prasad (1976) suggested that the direct brand comparison advertisement improved the recall of the claim, but not that of the brand, as it lowered the advertisement's perceived credibility. Conversely, Grewal *et al.* (1997) meta-analysis found that comparative advertising usually elicited message and brand awareness and increased the information processing among the consumers. Similarly, Harmon *et al.* (1983) found that comparative advertising actually contained more objective information cues and content than their non-comparative counterparts. The authors had also focused on: (1) Informativeness as perceived by the message audience (that was evaluated on the effect of intensity and directionality) and (2) Informativeness as measured by objectively evaluating the content of information-related cues against a uniform set of criteria (Resnik and Stern, 1977). The authors further examined the product group that had the highest information content and concluded that the advertisements for durable products emphasized on the greatest number of information cues. This was because the durable products were relatively complex and had a greater scope for objective comparison of

numerous features and benefits. In contrast, for the food and drink related products, the comparative advertising highlighted the fewest cues and were found to be least informative.

The affect advertising function showed attitudes as one of the consequences of the information that was processed while viewing an advertisement. These attitudes included the consumer's feelings and preferences for the advertisement and the brand. The comparative advertising augmented the consumers' attitudes towards the advertisement and significantly improved the brand attitudes (Neese and Taylor, 1994). Conversely, Droge (1989) found that comparative advertisements generated fewer favourable attitude responses and suggested that comparative advertisements were impersonal, less pleasant, more aggressive, intense, less believable and honest. Presumably, consumers' attitudinal responses of comparative advertising could vary depending on the product involvement level.

The third advertising function, that is, conation, was found to be successful in enhancing the consumer purchase behaviour. Demirdjian (1983) and Grewal *et al.* (1997) found that comparative advertising increased the purchase intentions and purchase behaviour. Conversely, some studies have found no significant difference in buying intentions between comparative and non-comparative advertising (Villarreal-Camacho, 1985). However, there is still a strong indication that comparative advertising had an effect on intended or actual purchase. Comparative advertising was found to have a higher effectiveness than non-comparative advertising under certain situations, especially for competitive brand positioning and initial brand trial (Rogers and Williams, 1989).

Product Involvement

Involvement is an individual's internal state of arousal with a proper guidance (Greenwald and Leavitt, 1984). The objective of the involvement is on the individual consumer, as the internal stage of arousal decides the response to the stimuli that can be the product or the advertisement (Mitchell, 1981). The consequences of involvement are search behaviour, information processing (Petty and Cacioppo, 1979), message processing (Celsi and Olson, 1988; Zaichkowsky, 1985) and persuasion which include attitudinal change (Andrews and Shimp, 1990).

This concept can be applied in comparative advertising as construction motivated involvement inspires the individual towards the advertisement who does not have a prior purchase intention but is keen to develop a new purchase intention for the brand. Putrevu and Lord (1994) conducted a study to compare the effectiveness of comparative and non-comparative advertising for different products categorised at various level of cognitive and affective involvement. It was found that comparative advertisements positively affected attitude towards the brand while reducing the cognitive and affective motives concurrently. However, non comparative ads positively influence the attitude towards the advertisement when high affective involvement existed.

Elaboration Likelihood Model (ELM) and Comparative Advertisement

ELM model was developed by and Cacioppo (1986) and was used by Droge (1989) in comparative advertising. It was found that in comparative advertising the information is processed centrally (purposefully) whereas in non comparative advertisement it is processed in a peripheral manner. This happens because the direct brand comparisons affect the brand attitude

while processing the information centrally. It may not happen if there are other competing motivations. This situation arises when high cognitive involvement is associated with high affective involvement. It can also be argued that information for some products can be processed centrally while for others the processing can be peripheral. Therefore, it can be noted that comparative advertisement can positively influence those products where the central processing of the information takes place or the sponsor is very clear. However, when the information is processed in the peripheral way than non comparative ads were preferred. Thus, the involvement literature mentioned that products may have cognitive or affective level of involvement that can lead to central or peripheral processing of information (Putrevu and Lord, 1994).

Attitude towards ad is more preferred under the peripheral processing (Droge, 1989). These researches have focused on attitude towards ad under the cognitive involvement and very little emphasis was given on affective involvement. When peripheral processing is taken by the central processing because of the cognitive involvement of comparative message than the role of attitude towards ad in persuasion becomes minimal for the brand attitude alteration. However, when peripheral processing is high than attitude towards advertisement remains to be dominant. Thus, it can be inferred that attitude towards advertisement have very high impact in affecting the persuasion of the consumer (Putrevu and Lord, 1994).

Product specific cognitive and affective involvement has a significant impact on the effectiveness of comparative and non comparative advertisements. Comparative advertisements can be used for those products where both type of involvement is maximum thereby insisting the consumer to use the central route of processing the information. According to Lavidge and

Steiner (1961) there are three determinants that has an impact on the effectiveness of the advertisement namely attitude towards advertisement, attitude towards brand and purchase intention. It can also be noted that attitude towards brand works with the central processing and attitude towards advertisement is basically for the peripheral processing of information takes place (Putrevu and Lord, 1994).

Comparative Advertisement in India

According to Brown (2009) out of 57000 advertisements, 4% were categorized as comparative advertisements. The major countries that have used comparative advertisements were US, India and Philippines. In US comparative advertising is being researched and used since many decades (Barry, 1993) but it has gained a large portion in the advertising arena in the emerging markets such as India. The growth of comparative advertising has increased in India as the markets have saturated and fragmented. Brand expands their business by alluring the customers of the competitive brands. The private players have expanded their market share by using direct comparative advertisement as the market is very competitive (Karlo *et al.*, 2009). A study was conducted by Karlo *et al.* (2009) on comparative advertising and it was found that in India 65% of direct comparative advertisements were used. Indian consumers prefer comparative advertising as it is not dicey for them. Direct comparisons are considered to be unique than the non comparisons in Indian market as it facilitate the brand to break the clutter.

However, there are very few research papers pertaining to comparative advertising domain in India. Pathak (2005) has explored comparative advertising with the special reference to the regulations used in India and found that liberalization alone cannot sustain the competition;

under consumer protection act safety against unfair trade practices have been available. Another study was also conducted by Gokhale and Datta (2011) to understand the regulatory framework of comparative advertising in India. Karlo *et al.* (2010) undertook content analysis of print advertisements in India and found that direct comparisons were extensively used. Therefore, it can be stated that no studies are conducted to understand the effect of direct comparative advertisements on the Indian consumer attitude though it is widely used by the companies and accepted by the consumers.

The effectiveness of advertisements can be measured with major constructs such as awareness, attitude and conviction-to-purchase states of HOE model (Li, 2007). Therefore the present study focuses on the attitude and purchase intention which are the affective and conation stage of the HOE model respectively.

H₁: Comparative advertisement will be more effective on the consumers' attitudes namely attitude towards ad (AAD), attitude towards brand (AB) and purchase intention (PI) than non-comparative advertisement for the low-involvement product category.

H₁ (a): Comparative advertisement will be more effective on AAD than non-comparative advertisement for the low-involvement product category.

H₁ (b): Comparative advertisement will be more effective on AB than non-comparative advertisement for the low-involvement product category.

H₁ (c): Comparative advertisement will be more effective on PI than non-comparative advertisement for the low-involvement product category.

H₂: Comparative advertisement will be more effective on AAD, AB, PI than non-comparative advertisement for the high-involvement product category.

H₂ (a): Comparative advertisement will be more effective on AAD than non-comparative advertisement for the high-involvement product category.

H₂ (b): Comparative advertisement will be more effective on AB than non-comparative advertisement for the high-involvement product category.

H₂ (c): Comparative advertisement will be more effective on PI than non-comparative advertisement for the high-involvement product category.

3. Objectives of the Study:

1. To examine the effectiveness of comparative versus non-comparative advertising on consumers' attitudes and purchase intention.
2. To identify whether the effectiveness varies for different type of product categories, namely the low and high-involvement categories.

4. Methodology

4.1 Research Design

The experimental design was 2*2 full factorial design (refer Table 1) with the two product categories as low-involvement and high-involvement and the two types of advertisements namely comparative and non-comparative advertisements.

Table 1: The Experimental Design

Product Category/Type of Advertisement	Comparative Advertisement	Non-Comparative Advertisement
Low Involvement	<i>Treatment 1</i>	<i>Treatment 2</i>
High Involvement	<i>Treatment 3</i>	<i>Treatment 4</i>

4.2 Variables and Measures

In the current study, the independent variables were the type of advertisements and the product categories and the dependent variables were AAD, AB and PI.

4.3 Pre-test

A pre-test was conducted on 56 youth in the age group 18-25 years in order to select the preferred products for comparative advertising (refer Tables 2 and 3). This study focused on this segment of young respondents as almost 50% of India's current population is below the age of 25 years ("India's Population 2011", 2011). This segment is very brand conscious and prefers those brands that last longer and look better. They are the fastest segment in Asia who are connected with the digital world and multiple community ("India: Country Pulse", 2011). They are highly exposed to different types of media as well as advertisement and are aware about the

fact of what they are exactly looking for. For this study, researchers selected this consumer segment considering the above mentioned traits.

An opening brief was given to the respondents and were provided with a questionnaire that had two questions. First question was related to low involvement product and second was about high involvement product category. Along with each question they were provided with the separate list of product categories. This list was developed on the basis of the usage of comparative advertising in the last three years for both the product categories. For this, researchers prepared a list of products for which comparative advertisements were used in Indian print media for the period of 2007-2010. In this, primarily two leading English newspapers were scrutinized for last three years. Then the frequency was calculated for appearance of print ad in a specific product category. This resulted into a list of 14 products for which the comparative ads were used more frequently.

It was found that chocolate was preferred in the low-involvement product category and car was preferred for the high-involvement product category as suitable products for comparative advertising (refer Table 4).

Table 2: Division of Respondent Demographics used for the Pre-test

Age (Years)	No. of Respondents	Percentage
18-19	17	30.36%
20-21-22	15	26.79%
23-24-25	24	42.86%
Total	56	100%

Table 3: Division of Respondents according to Gender

Gender	No. of Respondents	Percentage
Male	29	51.79%
Female	27	48.21%
Total	56	100.00%

Table 4: Results of Pre-test

Serial No.	Product category	Respondent Preference
1.	Low involvement	Chocolate
2.	High involvement	Car

4.4 Treatment

Four treatments were operationalized with the selected products and print advertisements were developed with an artificial brand name and the punch line (Appendix 1). In this case, print advertisements were found to be the most feasible because it was difficult to develop a television advertisement as the expenditure would have increased and there would have been problems in the creation of the comparative advertisement as well. Moreover, it was also opportune to develop print advertisements as they could be enclosed conveniently with the questionnaire when the data would be collected. Furthermore, these fictitious advertisements were exposed to three professionals in the field of advertising to ensure that they appeared realistic.

4.5 Questionnaire Design

Four distinct questionnaires were developed for the final experiment. The fundamental outline of the questionnaire was the same though some minor changes were made according to the treatment. The questionnaire started with opening brief about the advertising group that wanted to use advertising for its products. The brief also included the brand name for which advertisement needed to be used. Participants were asked about their attitude towards the advertisement (AAD), attitude towards the brand (AB) and purchase intention (PI). The scales to measure these three attitudes were the adapted forms of the scales of previous studies (Ohanian, 1990; Henthorne et al., 1993; Pecheux and Derbaix, 1999; Goldsmith et al., 2000).

4.6 Data Collection and Sample

A list of 18 English medium under graduate and postgraduate institutes was prepared from the western India. These institutes were selected because the advertisement (stimuli) and the questionnaire were developed in English language. These institutes were approached and briefed about the research project. There were eight institutes that showed their consent for the research project and actively got involved in the study. Under graduate and post graduate student of these institutes were consulted as they were in the age of 18-25 years. These students were from the various streams such as arts, commerce, science, management and mass media. There were 220 respondents who actively participated in the project. The questionnaire was administered on these respondents by the stratified sampling method. The strata were developed on the basis of the age and gender (refer Tables 5 and 6). The questionnaire was administered on 220 respondents but 200 responses were used for the study as they were in the usable form. The respondents were divided in four groups as the study involved four different treatments. For each

treatment a total of 52 respondents were administered. The effective response rate was 90% from 105 males and 95 females.

Table 5: Division of Respondents according to Age

Age (Years)	No. of Respondents	Percentage
18-19	61	30.50%
20-21-22	76	38.00%
23-24-25	63	31.50%
Total	200	100 %

Table 6: Division of Respondents according to Gender

Gender	No. of respondents	Percentage
Male	105	52.50%
Female	95	47.50%
Total	200	100.00%

4.7 Experiment

Researcher gave a brief about the study to the respondent. After the brief, questionnaire was given to the respondents with the advertisement. The researcher had ensured that each respondent spent five minutes to observe the advertisement and 20 minutes to mark the questionnaire. Each respondent were given five minutes because the name of the brands created for the study were completely new for the respondent and it was assumed that consumer will take some time to get familiarized with new brand. The respondents were informed before handling

over questionnaire to them that the brands are new entrant in the market. The researcher also checked that the information provided by the respondent was complete.

4.8 Reliability of the Measures

Prior to examining the relationship between the hypothesized variables, the reliability of the measures was calculated by using cronbach alpha (Cronbach, 1991). The alpha values (0.800 for Attitude towards Ads, 0.893 for Attitude towards the brands and 0.721 for purchase intention) were found to be higher than threshold (Nunnally, 1967; Hair *et al.*, 1998). Normality of the data was examined by using Shapiro-Wilk test and was found to be normally distributed for both the products.

5. Data Analysis and Results

The experimental design was examined through Multivariate Analysis of Variance (MANOVA) by using SPSS (version 15). The utilization of MANOVA was justified so as to ensure that the Type I error was minimized. It was also undertaken to assess the differences between the experimental groups (Hair *et al.*, 1998). Before the commencement of the analysis, the dependent variables, namely AAD, AB, PI were first evaluated according to the multi-item scales that were incorporated in the questionnaire. After this, the analysis was carried out for the low and high-involvement product, respectively.

5.1 Evidence for H_1

5.1.1 Testing of $H_1(a)$

The multivariate tests for the intercept effect showed that the type of the advertisement and the type of the product, had a significant influence on the consumers' attitude towards the advertisement for this type or product (Pillai's Trace = 0.166, $F = 3.749$, Sig. = 0.004). Thus, $H_1(a)$ was accepted (refer Table 7).

Table 7: Multivariate Tests for Attitude towards the Advertisement

Effect		Value	F	Hypothesis df	Error df	Sig.
Intercept	Pillai's Trace	.924	2.301E2 ^a	5.000	94.000	.000
	Wilks' Lambda	.076	2.301E2 ^a	5.000	94.000	.000
	Hotelling's Trace	12.241	2.301E2 ^a	5.000	94.000	.000
	Roy's Largest Root	12.241	2.301E2 ^a	5.000	94.000	.000
TypeAd	Pillai's Trace	.166	3.749 ^a	5.000	94.000	.004
	Wilks' Lambda	.834	3.749 ^a	5.000	94.000	.004
	Hotelling's Trace	.199	3.749 ^a	5.000	94.000	.004
	Roy's Largest Root	.199	3.749 ^a	5.000	94.000	.004

5.1.2 Testing of $H_1(b)$

The type of the product and the type of the advertisement did not have an effect on the consumers' attitude towards the brand for this type of product (refer Table 8). Therefore, $H_1(b)$ was rejected (Hotelling's Trace: critical $F = 9$, obtained $F = 1.918$).

Table 8: Multivariate Tests for Attitude towards the Brand

Effect	Value	F	Hypothesis df	Error df	Sig.	
Intercept	Pillai's Trace	.942	1.629E2 ^a	9.000	90.000	.000
	Wilks' Lambda	.058	1.629E2 ^a	9.000	90.000	.000
	Hotelling's Trace	16.294	1.629E2 ^a	9.000	90.000	.000
	Roy's Largest Root	16.294	1.629E2 ^a	9.000	90.000	.000
TypeAd	Pillai's Trace	.161	1.918 ^a	9.000	90.000	.059
	Wilks' Lambda	.839	1.918 ^a	9.000	90.000	.059
	Hotelling's Trace	.192	1.918 ^a	9.000	90.000	.059
	Roy's Largest Root	.192	1.918 ^a	9.000	90.000	.059

5.1.3 Testing of $H_1(c)$

The tests showed that the type of the advertisement and the type of the product did not have an influence on the consumers' purchase intention (refer Table 9). Therefore, $H_1(c)$ was rejected (Hotelling's Trace: critical $F = 3$, obtained $F = 0.829$).

Table 9: Multivariate Tests for Purchase Intention

Effect	Value	F	Hypothesis df	Error df	Sig.	
Intercept	Pillai's Trace	.906	3.077E2 ^a	3.000	96.000	.000
	Wilks' Lambda	.094	3.077E2 ^a	3.000	96.000	.000
	Hotelling's Trace	9.616	3.077E2 ^a	3.000	96.000	.000
	Roy's Largest Root	9.616	3.077E2 ^a	3.000	96.000	.000
TypeAd	Pillai's Trace	.025	.829 ^a	3.000	96.000	.481
	Wilks' Lambda	.975	.829 ^a	3.000	96.000	.481
	Hotelling's Trace	.026	.829 ^a	3.000	96.000	.481

Roy's Root	Largest	.026	.829 ^a	3.000	96.000	.481
---------------	---------	------	-------------------	-------	--------	------

5.2 Evidence for H₂

5.2.1 Testing of H₂(a)

The multivariate tests indicated that the type of advertisement and the type of the product had an influence on the consumers' attitude towards the advertisement (Pillai's Trace = 0.151, F = 3.334, Sig. = 0.008). Thus, H₂ (a) was accepted (refer Table 10).

Table 10: Multivariate Tests for Attitude towards the Advertisement

Effect	Value	F	Hypothesis df	Error df	Sig.	
Intercept	Pillai's Trace	.931	2.519E2 ^a	5.000	94.000	.000
	Wilks' Lambda	.069	2.519E2 ^a	5.000	94.000	.000
	Hotelling's Trace	13.399	2.519E2 ^a	5.000	94.000	.000
	Roy's Largest Root	13.399	2.519E2 ^a	5.000	94.000	.000
TypeAd	Pillai's Trace	.151	3.334 ^a	5.000	94.000	.008
	Wilks' Lambda	.849	3.334 ^a	5.000	94.000	.008
	Hotelling's Trace	.177	3.334 ^a	5.000	94.000	.008
	Roy's Largest Root	.177	3.334 ^a	5.000	94.000	.008

5.2.2 Testing of H₂(b)

For AB, the type of the advertisement and the type of product did not have an influence on the consumers' attitude towards the brand (refer Table 11). Therefore, H₂ (b) was not accepted (Hotelling's Trace: critical F = 10, obtained F = 1.433).

Table 11: Multivariate Tests for Attitude towards the Brand

Effect	Value	F	Hypothesis df	Error df	Sig.	
Intercept	Pillai's Trace	.953	1.790E2 ^a	10.000	89.000	.000
	Wilks' Lambda	.047	1.790E2 ^a	10.000	89.000	.000
	Hotelling's Trace	20.116	1.790E2 ^a	10.000	89.000	.000
	Roy's Largest Root	20.116	1.790E2 ^a	10.000	89.000	.000
TypeAd	Pillai's Trace	.139	1.433 ^a	10.000	89.000	.179
	Wilks' Lambda	.861	1.433 ^a	10.000	89.000	.179
	Hotelling's Trace	.161	1.433 ^a	10.000	89.000	.179
	Roy's Largest Root	.161	1.433 ^a	10.000	89.000	.179

5.2.3 Testing of H₂ (c)

In the case of purchase intention, the type of the advertisement and the type of the product did not have an influence on the consumers' purchase intention for this product (refer Table 12). Therefore, H₂ (c) was not accepted (Hotelling's Trace: critical F = 3, obtained F = 0.141).

Table 12: Multivariate Tests for Purchase Intention

Effect	Value	F	Hypothesis df	Error df	Sig.	
Intercept	Pillai's Trace	.941	5.067E2 ^a	3.000	96.000	.000

	Wilks' Lambda	.059	5.067E2 ^a	3.000	96.000	.000
	Hotelling's Trace	15.835	5.067E2 ^a	3.000	96.000	.000
	Roy's Largest Root	15.835	5.067E2 ^a	3.000	96.000	.000
TypeAd	Pillai's Trace	.004	.141 ^a	3.000	96.000	.935
	Wilks' Lambda	.996	.141 ^a	3.000	96.000	.935
	Hotelling's Trace	.004	.141 ^a	3.000	96.000	.935
	Roy's Largest Root	.004	.141 ^a	3.000	96.000	.935

6. Discussion

A prominent result of the study was that in both low and high-involvement product categories comparative advertising was significant in influencing AAD, but it did not affect AB and PI. This was similar to the findings of previous studies which found that comparative advertising improved the consumer's awareness level, thereby shaping AAD (Shukla, 2006). However, the result also differed from other studies that showed that the comparative advertising improved attitudes towards the brand and purchase intention as well (Neese and Taylor, 1994; Demirdjian, 1983; Grewal *et al.*, 1997). It was speculated that because of the comparative information provided by the advertisements, the consumers processed the information differently even for the different categories, namely, the low-involvement and the durable products. This led to the lower effectiveness of comparative advertising for the low-involvement products, as compared with the durable products (Harmon *et al.*, 1983). However, this was not supported in the current study as it was discovered that even for the high-involvement product, the consumers did not infer enough information to develop favourable AB and PI. The comparative advertisements were viewed as being forceful and less reliable (Droge, 1989). As a result, the hypotheses were

rejected. Because of the sole impact on AAD, even the Hierarchy of Effects model (Lavidge and Steiner, 1961) was not fully applicable. The model consisted of three advertising functions: cognition, affect and conation; however, only cognition was impactful as it appealed to the rational thoughts of the consumers, thereby moulding AAD. For influential advertising, all the three stages would have been followed. The affect stage would have influenced the emotions and enabled sensitization of the consumers towards the product, thereby enhancing AB. It would be especially important in India, as Indians are known to be dependent on the emotional appeal to influence their thinking process (Mukherjee-Das, 2007). The conation stage would have impacted the behaviour of the consumers by informing them about the inherent features of the product, thus developing PI. However, this was not shown in the present study as AB and PI were not influenced by the comparative advertising. Therefore, the advertisements should focus on a holistic approach based on rational and emotional associations, and highlight the products intrinsic attributes, rather than pure comparisons to mould the consumers' attitudes towards the brand and purchase intentions.

7. Implications

The first important implication of this study is that the use of comparisons may acclimatize the consumers towards the advertisement, but may not influence their deeper instincts about the brand. Therefore, a balance of rational facts that provide comparison as well as emotional association would work well to induce the consumers to develop favourable AB and PI for the product. This would enable the consumers to process the information through their intellectual and emotional capabilities. Secondly, along with the comparative information, pictures, color

and sizes of the brands can be equally emphasised to grab consumer attention. Moreover, the comparative information in the advertisement may also defer on the basis of the product categories. The provision of the unique features of the advertised product would formulate an urge among the consumers to purchase the product. These features should be especially highlighted for the high-involvement product category as more information is required about the brand and strong emotional bond is also important for the consumer to make the final purchase. Comparative advertisements in such cases provide healthy qualified information easily and efficiently to the consumer. Lastly, the brands can be portrayed as very vibrant, enthusiastic and energetic in the advertisement as the youngster very actively participates in the buying process.

8. Scope for Future Research

The future studies may also focus on the consumers of different age groups to investigate whether any differences exist between the attitudes. Furthermore, some variables can be undertaken as the moderators such as personality, gender of the consumer and product familiarity may affect consumer attitudes towards comparative advertising. Additionally, even cross-cultural studies can be carried out to understand consumers' cultural differences pertaining to comparative advertising.

9. Conclusion and Limitations

The present study showed that the attitude towards the brand and the purchase intention were not significantly impacted by the comparative advertising. This was applicable to low and high-

involvement categories. From this, it can be concluded that it is essential to emphasize on the distinctive attributes of the advertised product, in order to illicit a strong reaction from the consumers. Mere comparisons do not focus on the exclusivity of the product, and thereby the advertisements should provide the various aspects of the product from an all-rounded perspective.

In the current study, only the print medium of advertisement was studied. It is possible that the comparative advertising in the other media such as television may have a different impact on AAD, AB and PI. Therefore, different media could also be explored while examining the impact of comparative advertising.

10. References

- Ash, S. B. and Wee, C. H. (1983), "Comparative advertising: A review with implications for further research", in Bagozzi, R. D. and Tybout, A. M. (Ed. Vol. 10), *Advances in consumer research*, Ann Arbor, MI: Association for Consumer Research, pp. 370–376.
- Andrews, J. C. and Shimp, A. T. (1990), "Effects of Involvement, Argument Strength, and Source Characteristics on Central and Peripheral Processing of Advertising", *Psychology and Marketing*, Vol. 7 No. 3, pp. 195-214.
- Barry, T. E. (1993), "Twenty years of comparative advertising in the United States", *International Journal of Advertising*, Vol. 12 No. 4, pp. 325–351.
- Barone, M. J., Rose, R. R., Miniard, P. W. and Manning, K. C. (1999), "Enhancing the Detection of Misleading Comparative Advertising", *Journal of Advertising Research*, Vol. 39 No. 5, pp. 43-50.
- Brown, M. (2009), "Is There Value in Comparative Advertising? Knowledge Points", available at: www.millwardbrown.com (accessed 26 August 2009).
- Chang, C. (2007), "The Relative Effectiveness of Comparative and Non-Comparative Advertising", *Journal of Advertising*, Vol. 36 No. 1, pp. 21-35.
- Chella, G. (2007), "The changing face of Indian work culture", *The Hindu Business Online* available at: <http://www.thehindubusinessline.com/2007/09/10/stories/2007091051810900.htm> (accessed 7 September 2009).
- Cronbach, L. J. (1951), "Coefficient alpha and the internal structure of tests", *Psychometrika*, Vol. 16 (October), pp. 297-334.
- Celsi, L. R. and Olson, C. J. (1988), "The Role of Involvement in Attention and Comprehension Processes", *Journal of Consumer Research*, Vol. 15 (September), pp. 210-224.
- Dasgupta, C. and Donthu, N. (1994), "Effect of Individual Differences on Comparative Advertising Effectiveness", *Journal of Marketing Theory & Practice*, Vol. 2 No. 1, pp. 42-53.
- Demirdjian, Z. S. (1983), "Sales Effectiveness of Comparative Advertising: An Experimental Field Investigation", *Journal of Consumer Research*, Vol. 10 No. 3, pp. 362-364.
- Droge, C. (1989), "Shaping the Route to Attitude Change: Central versus Peripheral Processing Through Comparative versus Noncomparative Advertising", *Journal of Marketing Research*, Vol. 26 No. 2, pp. 193-204.

- Dröge, C. and Darmon, R. Y. (1987), “Associative Positioning Strategies Through Comparative Advertising: Attribute Versus Overall Similarity Approaches”, *Journal of Marketing Research*, Vol. 24 No. 4, pp. 377–388.
- Earl, R. L. and Pride, W. M. (1980), “The Effects of Advertisement Structure, Message Sidedness, and Performance Test Results on Print Advertisement Informativeness”, *Journal of Advertising*, Vol. 9 No. 3, pp. 36-45.
- Goldsmith, R. E., Lafferty, B. A. and Newell, S.J. (2000), “The Impact of Corporate Credibility on Consumer Reaction to Advertisements and Brands”, *Journal of Advertising*, Vol. 29 No. 3, pp. 43-54.
- Gorn, G. J. and Weinberg, B. C. (1984), "The Impact of Comparative Advertising on Perception and Attitude: Some Positive Findings," *Journal of Consumer Research*, Vol. 11 (September), pp. 719-727.
- Greenwaid, A. G. and Leavitt, C. (1984), “Audience Involvement in Advertising: Four Levels”, *Journal of Consumer Research*, Vol. 11 (June), pp. 581-592.
- Grewal, D., Kavanoor, S., Fern, E. F., Costley, C. and Barnes, J. (1997), “Comparative Versus Non-comparative Advertising: A Meta-Analysis”, *Journal of Marketing*, Vol. 61 No. 4, pp. 1-15.
- Gokhale, P. and Datta, S. (2011), “Comparative Advertising in India: Evolving A Regulatory Framework”, *Nujs Law Review*, 4 NUJS L. Rev. 131, January – March.
- Hair, J. F., Anderson, R. E., Tatham, R. L. and Black, W. C. (1998), *Multivariate Data Analysis*, 5th ed., Prentice-Hall, New Jersey, NJ.
- Harmon, R. R., Razzouk, N. Y. and Stern, B. L. (1983), “The Information Content of Comparative Magazine Advertisements”, *Journal of Advertising*, Vol. 12 No. 4, pp. 10-19.
- Henthorne, T. L., LaTour, M. S. and Natarajan, R. (1993), “Fear Appeals in Print Advertising: An Analysis of Arousal and Ad Response”, *Journal of Advertising*, Vol. 22 No. 2, pp. 59-69.
- India’s Population 2011, (2011), available at:
<http://www.indiaonlinepages.com/population/india-current-population.html> (accessed 9 May 2011).
- India: Country Pulse, (2011), available at:
<http://www.portal.euromonitor.com/Portal/Pages/Search/SearchResultsList.aspx> (accessed 9 May 2011).

- Irani, D. (2009), "The gloves are off". *The Economic Times*, Brand Equity section, Chennai edition, (21 January).
- Kalro, D. A., Sivakumaran, B. and Marathe, R. R. (2010), "Comparative Advertising in India: A Content Analysis of English Print Advertisements", *Journal of International Consumer Marketing*, Vol. 22, pp. 377-389.
- Kalro, D. A., Thomas, A. M. and Marathe, R.R. (2009), "The Game of Comparative Advertising: Making Strategic Choices", *International Journal of Business Insights & Transformation*, October 09- March 10, pp. 11-20.
- Li, C. (2007), "Adaptation and application: hierarchy of effects models and internet advertising", Conference presentation AMERICAN ACADEMY OF ADVERTISING ANNUAL CONFERENCE Sheraton Burlington Hotel Burlington, Vermont April 12 - 15, 2007.
- Lavidge, R. and Steiner, G. (1961), "A Model for Predictive Measurements of Advertising Effectiveness", *Journal of Marketing*, Vol. 25 No. 6, pp. 59-62.
- McDougall, G. H. G. (1976), "Comparative advertising: an Empirical Investigation of the Role of Consumer Information", working paper (167), Department of Marketing, University of Western Ontario.
- Mitchell, A. A. (1981), "Dimensions of Advertising Involvement", *Advances in Consumer Research*, Vol. 8, Kent B. Monroe, ed., Ann Arbor, MI: Association for Consumer Research, pp. 25-30.
- Miskolczi-Bodnar, P. (2004), "Definition of Comparative Advertising", *European Integration Studies, Miskolc*, Vol. 3 No. 1, pp. 25-44.
- Miracle, G. E., Chang, K. Y. and Taylor, C. R. (1992), "Relationships between selected national cultural characteristics and differences in South Korean and U.S. television advertising", *International Marketing Review*, Vol. 9 No. 4, pp. 5-17.
- Mukherjee-Das, M. (2007), "Indianization of Phoren Brands: The Survival Strategies", *ICFAI Journal of Brand Management*, Vol. 4 No. 4, pp. 72-82.
- Muehling, D. D. and Kangan, N. (1985), "The Multidimensionality of Comparative Advertising: Implications for Federal Trade Commission", *Journal of Public Policy and Marketing*, Vol. 4 No. 1, pp. 112-128.
- Neese, W. and Taylor, R. D. (1994), "Verbal Strategies for Indirect Comparative Advertising", *Journal of Advertising Research*, Vol. 34 No. 2, pp. 56-69.
- Nunnally, J. C. (1967), *Psychometric theory*, New York: McGrawHill, pp. 640.

- Ohanian, R. (1990), "Construction and Validation of a Scale to measure Celebrity Endorsers' Perceived Expertise, Trustworthiness, and Attractiveness", *Journal of Advertising*, Vol. 19 No. 3, pp. 39-52.
- Pecheux, C. and Derbaix, C. (1999), "Children and Attitude towards the Brand: A New Measurement Scale", *Journal of Advertising Research*, Vol. 39 No. 4, pp. 19-27.
- Pechmann, C. and Stewart, D. (1990), "The effects of comparative advertising on attention, memory, and purchase intention", *Journal of Consumer Research*, Vol. 17, pp. 180-191.
- Pechmann, C. and Ratneshwar, S. (1991), "The use of comparative advertising for brand positioning: Association versus differentiation", *Journal of Consumer Research*, Vol. 18 No. 2, pp. 145-160.
- Prasad, V. K. (1976), "Communications-Effectiveness of Comparative Advertising: A Laboratory Analysis", *Journal of Marketing Research*, Vol. 13 No. 2, pp. 128-137.
- Putrevu, S. and Lord, R. K. (1994), "Comparative and Noncomparative Advertising: Attitudinal Effects under Cognitive and Affective Involvement Conditions", *Journal of Advertising*, Vol. 23 No. 2, pp. 77-91.
- Petty, R. E. and Cacioppo, T. J. (1979), "Issue Involvement Can Increase or Decrease Persuasion by Enhancing Message Relevant Cognitive Responses", *Journal of Personality and Social Psychology*, Vol. 37 No. 10, pp.1915-1926.
- Petty, E. R. and Cacioppo, T. J. (1986), *Communication and Persuasion: Central and Peripheral Routes to Attitude Change*, New York: Springer Verlag.
- Pathak, A. (2005), "Comparative Advertising in India: Need to Strengthen Regulations", *Vikalpa*, Vol. 30 No. 1, pp. 67-75.
- Resnik, A. and Stem, B. L. (1977), "An Analysis of Information Content in Television Advertising", *Journal of Marketing*, Vol. 41 No. 1, pp. 50-53.
- Rogers, J. C. and Williams, T. G. (1989), "Comparative Advertising Effectiveness: Practitioners' Perceptions versus Academic Research Findings", *Journal of Advertising Research*, Vol. 29 No. 5, pp. 22-37.
- Shao, A. T., Bao, Y. and Gray, E. (2004), "Comparative Advertising Effectiveness: A Cross-Cultural Study", *Journal of Current Issues and Research in Advertising*, Vol. 26 No. 2, pp. 67-80.
- Shukla, U. (2006), "Comparative Advertising and Product Disparagement vis-a-vis Trademark Law", *Journal of Intellectual Property Rights*, Vol. 11 No. 6, pp. 409-414.

- Smith, R. E., Chen, J. and Yang, X. (2008), "The Impact of Advertising Creativity on the Hierarchy of Effects", *Journal of Advertising*, Vol. 37 No. 4, pp. 47–61.
- Sujan, M. and Dekleva, C. (1987), "Product Categorization and Inference Making: Some Implications for Comparative Advertising", *Journal of Consumer Research*, Vol. 14 (December), pp. 372-378.
- Tucker, J. M. and Massad, V. J. (2005), "The Hierarchy of Internet Communication Effects: A New Paradigm in Understanding Internet Promotion", *Journal of Internet Commerce*, Vol. 4 No. 4, pp. 165–181.
- Ulijn, J. M. and R. Kumar. (1999), "Technical communication in a multicultural world: How to make it an asset in managing international business. Lessons from Europe and Asia for the 21st century", in P. J. Hager and H. J. Schriber (Ed.) *Managing global discourse: Essays on international scientific and technical communication*, New York: Wiley, 319–348.
- Villarreal-Camacho, A. (1985), "Effects of Product Class Knowledge on the Evaluation of Comparative versus Noncomparative Messages", *Advances in Consumer Research*, Vol. 12 No. 1, pp. 504-509.
- Walker, B. A., John L. S. and Amo J. R. (1985), "The Impact of Comparative Advertising on Perception Formation in New Product Introductions," in *Advances in Consumer Research*, Vol. 13, Richard Lutz, ed., Provo, UT: Association for Consumer Research, pp. 121-125.
- Wilkie, W. L. and Farris, P. W. (1975), "Comparison Advertising: Problems and Potential", *Journal of Marketing*, Vol. 39 No. 4, pp. 7-15.
- Zaichkowsky, L. J. (1985), "Measuring the Involvement Construct", *Journal of Consumer Research*, Vol. 12 (December), pp. 341-352.

Appendix 1

(a) Comparative Advertisement for the Low Involvement Product Category (chocolate)

“Indulge, breakfree,
do what you want to!”

Enjoy a Chocolite!

Brand	CHOCOLITE	Dairy Milk	Munch	Amul
Sugar	No	Yes	Yes	Yes
Choco content	3 times	Standard	Standard	Standard
Anti-oxidants	Yes	No	No	No
Life without refrigeration*	8 Hours	3 hours	3 hours	3 hours

*At a room temperature of 30 Degree Celsius

CHOCOLITE
for the lighter moments of life

theChocolite | www.thechocolite.com

(b) Non comparative advertisement for the Low Involvement Product Category

“Indulge, breakfree,
do what you want to!”

Enjoy a Chocolite!

CHOCOLITE
for the lighter moments of life

theChocolite | www.thechocolite.com

(c) Comparative advertisement for the High Involvement Product Category (car)

Introducing URBANA

	URBANA	Scipio	New Safari	Rio	Innova	Xylo	Tavera Neo
Fuel Economy Consumes information*	11	10.6	9.8	10	9.2	10	10
Euro 5 Compliant	YES	EURO 3	EURO 3	EURO 3	EURO 3	EURO 3	EURO 3
Front SRS Air-bags	Dual	SINGLE	SINGLE	NO	NO	SINGLE	NO
Service Warranty	3 YEARS	1 YEAR	1 YEAR	1 YEAR	2 YEARS	1 YEAR	1 YEAR
Price in lacs (Basic Model Ex-showroom Mumbai) * Test results of Pulse 1/15 of CMR	7.5	7.25	7.65	5.86	7.91	6.49	7.59

Contact your nearest dealer today!

MUMBAI: Vicky Motors PH: 9833135448, KOLHAPUR: Priyanka Cars PH: 9028331246, PUNE: Renu Motors PH: 9320135448, THANE: Varsha Motors PH: 9320412241, NAGPUR: Dinesh Motors PH: 9324704744, AURANGABAD: Rahul Motors PH: 9323409684, DELHI: Reva Cars PH: 9321112245, KOLKATA: Atul Motors PH: 9320734350, CHENNAI: Dipak Motors PH: 9320035448, BANGALURU: Wheels PH: 9893590464, HYDERABAD: Dream Carz PH: 9820154886, GOA: Shahid Cars PH: 9833221617, AHMEDABAD: Hitesh Motors PH: 9099921246

URBANA mind over matter.

(d) Noncomparative Advertisement for the High Involvement Product Category

Introducing URBANA

- + Fuel Economy : 11
- + EURO 5 compliant
- + Dual front SRS Air-bags
- + 3 years service warranty

At only ₹7.5 lacs*

* (Basic Model - Ex-showroom Mumbai)

Contact your nearest dealer today!

MUMBAI: Vicky Motors PH: 9833135448, KOLHAPUR: Priyanka Cars PH: 9028331246, PUNE: Renu Motors PH: 9320135448, THANE: Varsha Motors PH: 9320412241, NAGPUR: Dinesh Motors PH: 9324704744, AURANGABAD: Rahul Motors PH: 9323409684, DELHI: Reva Cars PH: 9321112245, KOLKATA: Atul Motors PH: 9320734350, CHENNAI: Dipak Motors PH: 9320035448, BANGALURU: Wheels PH: 9893590464, HYDERABAD: Dream Carz PH: 9820154886, GOA: Shahid Cars PH: 9833221617, AHMEDABAD: Hitesh Motors PH: 9099921246

URBANA mind over matter.