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# **ADVANCED SCIENCE LETTERS**

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## **Advertising Personality Impact to Education Institution Brand Image Base on Three Hits Theory of Exposure**

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# Advertising Personality Impact to Education Institution Brand Image Base on Three Hits Theory of Exposure

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**Abstract:** This research conducted to examine the causal effects of two dimensional design of print advertisement communication personality in tutoring course education institution base on brand personality that beneficially applied toward tutoring education institution brand image. After conducting observation of three groups of participants with different information advertisement treatment i.e. sincerity personality, excitement personality and control group, in the longitudinal three weeks experiment using One-Way ANOVA randomized block design analysis, gathered in the context of case study. It is proven that sincerity advertisement treatment is not appropriate to apply in making information and advertisement design for this case if publish more than one time broadcast. Contrarily, for the excitement personality form of advertisement treatment appear to increase influence on the brand image aggregate for three weeks, means excitement personality design of advertisement will strengthened the three hits theory. These research outcomes, when applied to education institution will providers, will help in designing appropriate personality form of information and communication of advertisement.

**Keywords:** advertisement personality; brand image; three hits theory; experimental study

## 1. INTRODUCTION

According to a publication from McKinsey Global Institute, The Archipelago Economy: Unleashing Indonesia's Potential, today Indonesia is 16th largest economy in the world and predicted to be 7th largest economy in 2030. A concerted action is needed in these four areas that could offer business opportunity by 2030, i.e. consumer services, agriculture and fisheries, resources, and education [1]. In particular, education has reached the following participation rate (APK) for higher education in 2011 is about 5.381.216 student or 27.10 % of 19.858.146 population between 19-23 years old [2], this condition is too far from the target of as much as 30 % in 2014.

One of improvement approach is raising high school students ability to pass the entrance exam to universities, currently has been made available several tutorials course

programs to fulfill the need of improving education. Therefore, this study is tried to investigate one of tutorials education course in the region of south Jakarta. Any tutoring courses will face a lot of competition; therefore it is essential for management in every tutoring education institution to increase competitiveness by improving the image of their brand company to a strong and positive one. One example is by improving promotional use of brochures, banner and pamphlet using the theory of brand personality. This research has conducted experiments on the print advertisement as stimuli in two dimensional design of brand personality namely sincerity and excitement that aiming to find out whether brand personality can affects the image of a brand companies tutoring course. Other purpose of this experimental investigation is to find out how many repetition of persuasion are needed in order to get a stable brand image. Therefore, the purpose of this study

are: a) to know the effects of brochure treatment design based on the dimensions of brand personality which is sincerity and excitement against the brand image tutoring course for students, b) to know the average difference of the three groups of experiments, c) to know the difference average based on three hit theory from three weeks observation in this research..

## 2. LITERATURE REVIEW

Strong and differentiated brands significantly enhance firm performance [3], this paper focus on brand personality and brand image. Brand personality is the set of human personality traits that are both applicable to and relevant for brands [4]. Jennifer Aaker [5] meticulously developed a 44-item Brand personality scale which encompasses five broad dimensions: Sincerity, Excitement, Competence, Sophistication, and Ruggedness. In the next articles, Aaker [6] mentioned two brand personality templates merit attention in light of their prominence in the marketing landscape, i.e. Sincere and Exciting Brand Personalities. Further, these two personalities are fundamental in that they compose two of the three partner ideals in intimate personal relations [7] and capture the majority of variance in personality ratings for brands [8]. First are “sincere” personalities pursued by both smaller companies seeking to establish themselves as warmer and more caring and considerate than larger, unwelcoming rivals and by larger companies seeking a more down-to-earth face in consumer-brand interactions. Sincere brands will garner relationship advantages. Traits of nurturance, warmth, family-orientation, and traditionalism, which have been positively related to relationship strength [8], are characteristic of sincere personalities. Sincerity can also spark inferences of partner trustworthiness and dependability, which temper feelings of vulnerability and support relationship growth [3]. A second personality type that has received increased marketing attention is that of the “exciting” brand built around qualities of energy and youthfulness. Exciting brands attempt differentiation through unique and irreverent advertising, atypical brand logos, and hip language. Brands have pursued exciting personalities when chasing younger demographics, repositioning for increased cultural vitality, and seeking differentiation against incumbent market leaders. Branding critics charge that, although exciting brands are attractive and attention getting and thus highly capable of generating interest and trial, they are seen as somehow less legitimate long-term partners [9]. Thus, although the exciting trait is held as an ideal in intimate relations, this personality may harbor inherent disadvantages relative to the sincerity template in fostering perceptions of partner quality and encouraging long-run relationship strength.

Hans Ouwersloot and Anamaria Tudorica [10] argue that brand personality can be created through advertising in a direct as well as in an indirect way. In a direct way, the brand personality is created by transferring the personality of a person used in the advertising. In an indirect way, the brand personality is derived from the product’s meanings. For example, if the benefit of a brand is ‘success’, the personality of that brand can be ‘successful’ and/or ‘confident’. When confronted with the advertising exposure, consumers will process the advertising stimuli. The way people process advertising differs. Some people only watch the advertisement without activating their brain and others try to understand the information offered in the

ad, they structure the information to fit in their existing knowledge structures [11]. Brand personality creation and transfer depends on the way consumers process advertising. The advertiser may want to communicate a certain personality to the consumer, but how the personality will be interpreted is dependent on the way the consumer will process the advertising. Thus, brand personality is created by consumers during advertising processing. The way consumers process advertisements, and consequently create the brand personality, is dependent on how the cognitive and affective systems are activated while exposed to the advertisement.

A distinctive brand personality can help to create a set of unique and favorable associations in consumer memory, and thus build and enhance brand equity [12]. A well established brand personality influences consumer preference and patronage and develops stronger emotional ties, trust, and loyalty with the brand [13]. The research of Freling and Forbes [14] argue that brand personality have a positive influence on product evaluations and that subjects exposed to a brand's personality will have a significantly greater number of brand associations; significantly greater proportion of brand associations; significantly greater unique brand associations; significantly greater proportion of congruent brand associations; and significantly greater proportion of strong brand associations. Similarly, Ekinci and Hosany [15] explored in tourism area up to defined that a distinctive and emotionally attractive destination personality is shown to leverage the perceived image of a place and influence tourist choice behavior.

Burmann et al. [16] argue that one of the fundamental tenets of marketing is that brand images are an important determinant of buying behavior. Keller [12], for example, defines brand image as consisting of (a) user profiles, (b) purchase and usage situations, (c) personality and values, and (d) history, heritage and experiences. The construct of brand image can be understood as the associations external target groups have in their minds about brands. These associations can be further divided into those concerning the functional attributes of a brand and those concerning the symbolic attributes of a brand. 5 Due to the importance of brand images for the behavior of various target groups, considerable attention has been paid to factors that possibly influence brand images. These influencing factors can be divided into three groups: (a) determinants that originate directly from the internal brand identity and can thus be directly influenced by brand management, (b) personal / individual determinants, for example, the motives and experiences of those who perceive the brand [17], and (c) external factors, that is determinants that affect the brand image from outside and which cannot be directly influenced by brand management, for example industry image [18].

Many institutions education do repetition advertisement on many times, with the hope that consumers would always went to their brand. But it could be, repetition increases strength of associations and slows forgetting but over time may result in advertising wear out. Cosmetic variations reduce satiation. The wear out phenomenon whereby attention, awareness, and recall initially increases, levels off, and then ultimately declines has been shown in both laboratory and field experiments [5]. Repetition is the basis for the idea that three exposures to an ad are necessary for the ad to be effective. Some marketers just

focus on three exposures of advertisement. a) Product Awareness b) Showing of Relevance of the product c) Remainder of products' benefits [19]. The others literature suggests at least three potential processes: (i) fluency-based meta cognitions (the cognitive route), (ii) affect-based meta cognitions (affect as information), and (iii) affect influences the interpretation of the fluency experience and meta cognitions generated from it [20]. At least 3 repetitions to increase the likelihood that consumer will actually receive the three exposures basic to the so-called three hit theory.

3. METHODS

Experimental methods used aiming to know the influence of treatment and stimuli impact against the subject. Respondents of this research are parents and students tutoring course in the region of South Jakarta, the respondents amounted to 3 groups each of 20 respondents, so the total is 60 people. Time horizon is longitudinal and questionnaires collected three times during the three weeks toward consistent respondent. The process of experiments conducted by providing treatment in the form of leaflet based on two dimensions brand personality design i.e. six leaflets types of sincerity and six leaflets types of excitement. Analysis of data and hypotheses tests using one-way ANOVA randomized block design to know whether going on differences average associative influence correlations between variables.

4. RESULTS AND DISCUSSIONS

A first step has done validity test of 18 statement brand image in level of trust 95 % acquired all indicator valid (R count > R table 0.38), reliability test obtained cronbach alpha 0.894 > 0.38 hence data reliable, and normality test obtained kolmogorov-smirnov and shapiro-wilk sig > 0.05 means normal distribution.

Based on the analysis resulted (table 1) known the influence of brand personality on the experimental treatment against the brand image. Then blocking hypothesis Ha accepted that is at least two mean is different ( $\pi$  Sincerity  $\neq$   $\pi$  Excitement  $\neq$   $\pi$  Control), Hypothesis treatment is (2.2162) Sincerity  $\neq$  (2.7207) excitement  $\neq$  (1.9226) control. Showed that Ho rejected mean with has done advertisement treatment based on brand personality have been proven affected toward brand image.

TABLE I. ANOVA DESCRIPTIVE STATISTICS

Dependent Variable: Brand Image

| Treatment   | Repetisi | Mean   | Std. Deviation | N   |
|-------------|----------|--------|----------------|-----|
| Sincerity   | Week 1   | 2.3528 | .51336         | 20  |
|             | Week 2   | 2.2927 | .19406         | 20  |
|             | Week 3   | 2.0030 | .18988         | 20  |
|             | Total    | 2.2162 | .36378         | 60  |
| Excitement  | Week 1   | 2.5712 | .49345         | 20  |
|             | Week 2   | 2.9745 | .26232         | 20  |
|             | Week 3   | 2.6163 | .23229         | 20  |
|             | Total    | 2.7207 | .38866         | 60  |
| NoTreatment | Week 1   | 2.0738 | .18525         | 20  |
|             | Week 2   | 1.8668 | .18781         | 20  |
|             | Week 3   | 1.8271 | .25646         | 20  |
|             | Total    | 1.9226 | .23556         | 60  |
| Total       | Week 1   | 2.3326 | .46527         | 60  |
|             | Week 2   | 2.3780 | .50727         | 60  |
|             | Week 3   | 2.1488 | .40808         | 60  |
|             | Total    | 2.2865 | .47004         | 180 |

Based on the table test of between-subject effect (table 2) can be seen the value of R adjusted 52.9 % which means variability the dependent variable for which is brand image can be described by the independent variable namely brand personality treatment and blocking - repetition, while the rest is residual error. The value of F test for variables treatment as 93.871 with probabilities 0.000 is significant (p < 0.05), means is no difference between the average on brand image between treatment of sincerity, Excitement and control (no treatment). Also with a variable block - repetition it has value F test of 8.485 with probabilities 0.000 is significant (p < 0.05), it is also demonstrating a difference of the mean of brand image variable between repetition 1, 2, and 3.

TABLE II. TEST OF BETWEEN-SUBJECTS EFFECT

Dependent Variable: Brand Image

| Source          | Type III Sum of Squares | df  | Mean Square | F       | Sig. |
|-----------------|-------------------------|-----|-------------|---------|------|
| Corrected Model | 21.321 <sup>a</sup>     | 4   | 5.330       | 51.178  | .000 |
| Intercept       | 941.037                 | 1   | 941.037     | 9.035E3 | .000 |
| Treatment       | 19.553                  | 2   | 9.777       | 93.871  | .000 |
| Repetition      | 1.767                   | 2   | .884        | 8.485   | .000 |
| Error           | 18.226                  | 175 | .104        |         |      |
| Total           | 980.584                 | 180 |             |         |      |
| Corrected Total | 39.547                  | 179 |             |         |      |

a. R Squared = .539 (Adjusted R Squared = .529)

Figure 1 is profile plot of brand personality treatment effect and three weeks repetition of questionnaire to respondents. Explanation in figure that the group given sincerity personality treatment have highest marginal mean value of 2.3528 that effect to brand image in week 1, followed by group sincerity treatment having marginal mean value 2.2927 in week 2, and the lowest is marginal mean value 2.0030 in week 3, This fact illustrates the degree of influence of sincerity advertisement treatment during three weeks, means the brand image response of respondents declined in response to three hits theory of advertisement repetition and so that it is not appropriate to apply in making advertisement design if more than one time broadcast.

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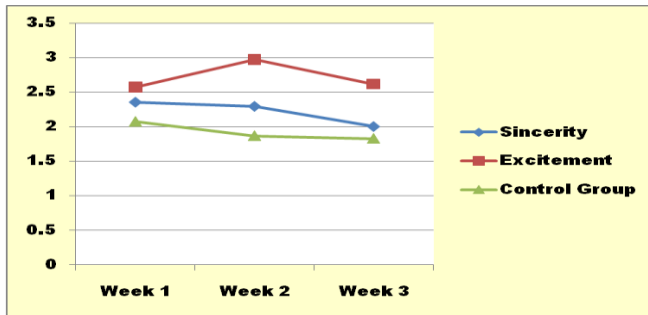


FIG. 1. PROFILE PLOT OF ADVERTISEMENT COMMUNICATION PERSONALITY EFFECT TO BRAND IMAGE

As for the excitement personality advertisement treatment has affected brand image of respondents with marginal results mean value of 2.5712 in week 1, then increased rapidly on the marginal mean value 2.9745 in week 2, but dropped back on the marginal mean value 2.6163 in week 3, although in aggregate for three weeks the brand image has increased. This fact strengthened three hits theory. Another possibility is brand personality respondent built around having the characteristics of qualities of energy and youthfulness, attempt differentiation through unique and irreverent advertising, and the hip language. The results of the study pursued exciting personalities when chasing younger demographics of respondents.

TABLE III. ESTIMATED MARGINAL MEANS OF BRAND IMAGE

| Treatment     | Experimental Time |        |        |
|---------------|-------------------|--------|--------|
|               | Week 1            | Week 2 | Week 3 |
| Sincerity     | 2.3528            | 2.2927 | 2.0030 |
| Excitement    | 2.5712            | 2.9745 | 2.6163 |
| Control Group | 2.0738            | 1.8668 | 1.8271 |
| Total         | 2.2162            | 2.7107 | 1.9226 |

5. CONCLUSSIONS

It can be concluded from the results of experimental study as follows: First, treatment on print advertising based on brand personality design affect to the tutoring course brand image. Second, after observation to three groups of respondents participant that has been different treatment, it turns out mostly excitement personality treatment of print advertising more influence to the brand image and excitement advertising more attractive stronger than the sincerity personality treatment of print advertising by participants assessment. Meanwhile, group of control (no treatment) just respond no significant fluctuation. Third, from the results of One-Way ANOVA randomized block design analysis and Latin square design gathered in the context of case study that sincerity advertisement treatment is not appropriate to apply in making advertisement design if more than one time broadcast. Contrarily, for the excitement personality advertisement treatment has increased influence on the brand image aggregate for three weeks, means excitement personality advertisement strengthened the three hits theory.

Research suggests that a print advertisement will be more beneficial when using excitement personality design, because it will be able to improve the brand image of tutoring course institution. Print advertisement should have the characteristics of qualities of energy and youthfulness, the attempt of finding through unique and irreverent advertising, and the hip language. After that, to be effective, then any potential consumer must read and study the print advertisement in tutoring course for at

least three times, as after the three time repetition possible retention will decline.

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