

## **Impact of Transformational Advertisement on Customer Attitude, Perception and Purchase Intention**

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**Abstract:** The main purpose of this study is to find the impact of transformational advertisement of a telecommunication brand “Ufone”, on customer’ attitude, perception of the customer towards the brand, and his/her purchase intention. Transformational advertisement is being used by the marketers for quite a long time, but nowadays it is more emphasized than the informational advertisement. This paper aims to test the efficacy of this tool. Data has been collected from 90 undergraduate students in questionnaire form. Factor analysis was performed to distinguish the factors, and to determine the relationship between the customer’s attitude towards the advertisement, customer purchase intention, perception of the brand, and the impact of transformational advertisement on the brand. The Structural equation modelling SEM is used to find the path coefficients as all the independent variables are latent variables. Furthermore, ANOVA was run to verify the model identified by factor analysis. Significant results were found only with respect to the impact of transformational advertisement on perception of the brands. Further research can be done by using different samples with varied demographical features. Such future research would help enhance the knowledge about transformational advertisement in marketing, promotional activities and on the customer’s perception, attitude and buying decision.

**Keywords:** *Transformational Advertising, customer attitude, customer purchase intention, customer perception of the brand.*

### **Introduction**

Now a days, even though advertisement is exceptionally creative, it might still lead to confusion in the mind of customers. There can be instances where advertisements are neither presented properly, by marketers nor perceived by customers, properly. Therefore, the advertisements are not always very informative, clear, and meaningful for the target audience.

However, advertisers aims to sell the products and they would stop at nothing to sell their products. They lure the customers into believing the unbelievable and they use different strategies for different types of advertising. Thus, they delineate their advertising, marketing and promotional campaigns as unique as possible. The purpose of doing this is to differentiate the brand from its adversaries and competitors.

The promotional strategists are formulated to make the brand as distinguishable as possible. When a consumer views the advertisement, the brand related information is retained. Similarly, if there is any psychological characteristics like fun, romance, love, or humour that is portrayed in the advertisement that will also be retained and the consumer will associate the brand with that emotion or characteristics.

For example, Lux soap is associated with glamour and beauty, Nestle’ Dairy milk advertisements are associated with relationships, Coke advertisement are associated with happiness. Pepsi with music and cricket, LG as environment friendly product and so on.

This type of advertising is known as transformational advertising. A transformational advertisement associates the experience the usage of the advertised brand with psychological characteristics which are unique in nature and are not related with brand experience without the exposure to the advertisement. Now a days it is a very powerful tool used by promotional strategists.

Advertising links the brand with symbolic and psychological characteristics relevant to the consumer. Thus accepting the fact that advertising not only has a central role to play in developing brand perception and customer attitude towards the brand and informs consumers at corporate level, retail level or product level, about the brand's functional abilities, but also evokes the emotionally ingrained image of the brand.

In the present study, to emphasize and relate these things with the actual real time example, the brand of Ufone was studied. To study the emotional or transformational effects of the brand, the sample was divided into three different groups. Different advertisements of Ufone were shown to two groups. The third was taken as control group.

Ufone, for a very long time, has been using the same group of performers for their advertisements. They have been able to develop the perception in the minds of the customer's that Ufone advertisement will always be humorous. The viewing of the advertisement may only be increased by just thinking that the advertisement will be creatively humorous, but they will always have a hidden meaning too. In that sense, Ufone advertisements are transformational in view of the writes of this article.

The purpose of this paper is to study the factors impacting the customer attitude towards the brand and buying perception through the transformational advertising. Therefore, three factors 1) the customer perception of the brand, 2) customer's purchase intention and 3) customer's attitude towards the brand were studied with respect to transformational advertising. For this study specifically, the telecommunication brand of Pakistan i.e.Ufone was chosen.

## **Literature Review**

With increasing competition, brand image is emphasized by advertisers to help consumers to discriminate among various brands. In this regard advertising is considered to play a central role in developing a brand image.

Mostly the advertising is divided into two categories; corporate advertising and product advertising. According to Richard et al., (2000), business corporations use corporate advertising to increase and enhance the image of the whole organization, or of the general brand in order to influence social values, to establish a connection between the corporations or the brand. It also boasts up the already established positive value of the corporation.

On the other hand Product advertising is a method of communication used for the promotion of a product in an attempt to induce potential customers to purchase the product. It is a form of art for maintaining and building product awareness in the minds of the customer so that they buy the product. According to Meenhagen (1992), the advertisement can further be divided into two formats: informational and transformational.

An informational advertisement is defined as "which provides consumer with factual (i.e. verifiable) and relevant brand data in a clear and a logical manner, so that the consumer shows a confidence in identifying the merits of buying the brand after watching the advertisement". On the other hand a transformational advertisement associates the experience the usage of the advertised brand with psychological characteristics which are unique in nature and are not related with brand experience without the exposure to the advertisement.

According to Puto and Wells (1984), "transformational advertisement is one which associates the experience of using the advertised brand with a unique set of psychological characteristics which would not typically be associated with the brand experience to the same degree without exposure to the advertisement".

According to Puto and Wells (1984), for the advertisement to be transformational it should contain the following two characteristics:

- 1) It must make the experience of product usage warmer, enjoyable, exciting and rich, than if the brand is projected in a simple objective manner.
- 2) Consumers should not be able to remember the brand without associating the advertised brand with the experience or the emotion generated by the brand.

Practitioners use emotions in the advertisement as a way of transformational advertisement. Although difficult to measure, but different methods are used to measure emotions used in the advertisement. Poels and Dewitte (1984) in their paper discussed the applicability and validity of various methods used in advertisement during the last 20 years.

Holbrook & Batra (1987) highlighted the emerging trend of emotions in consumer products and recommended the mediating role of emotions between advertising content, attitude toward the ad and attitude toward the brand, compared to studies that established attitude toward the ad as an intervening variable in multiple of situation (Gardner, 1985). The results revealed that pleasure, arousal, and domination clearly mediate the effects of ad content.

A study conducted by Okazaki et al (2010) tested the effectiveness of global consumer culture positioning (GCCP) with reference of soft-sell (indirect and image-based) and hard-sell (direct and information-based) appeals across markets. The research tested the hypothesis that soft-sell appeals are perceived in a similar manner across markets than hard-sell appeals. A quasi-experimental study was conducted in the United States and Japan. After choosing six advertisements using rigorous content analysis, they examined the perceptions of soft-sell and hard-sell appeals, including attitude toward the ad, believability, irritation, and purchase intention. The results indicated somewhat more homogeneous acceptance of soft-sell appeals but, surprisingly, also show relatively homogeneous acceptance of hard-sell appeals across markets. These findings are suggestive of both types of appeals having the potential to be used as part of a GCCP across the markets.

However the dichotomous approach dividing advertisement into informational and transformational advertisement is viewed as unlikely to represent the reality of consumer choice (Meenaghan, 1992). According to Meenaghan, brand image is formed by the simultaneous absorption of advertising message, based on both the functional and expressive capabilities of the brand. Their study was in align by the study conducted by Zajonc and Markus (1982), who discussed that, for attitude formation there has to be a significant interaction among affective (emotional) and cognitive (rational) reactions. From an applied perspective, several studies in the advertising area reveal that affective reactions play as large a role as cognitive reactions in determining advertising effectiveness. Thus cognitive reactions alone cannot account for the total variance found in response to marketing stimuli.

A conceptual model based on how simultaneous absorption of emotional and rational advertising message takes place, was developed by Mehta (1994). This model enables one to understand how the advertising messages are actually processed by the consumer minds. The model divides the information received by the minds into central (brand related information leading to brand attitude) and the peripheral (advertising related information leading to advertising attitude). This simultaneous processing by the minds of the recipients ultimately affects the buying intention of message recipients.

Despite rapidly emerging insight into the role of emotions in advertising effectiveness, much remains to be understood about how advertising executions influence the extent of emotional processing in the minds of recipients, and how these emotions affect measures of advertising such as brand attitudes and brand image. One aspect of advertising executions potentially relevant to emotional information processing concerns the nature of emotions portrayed by the characters in the ads. Stout, Homer and Liu (1990) investigated this relationship. They found that some of the times, what is shown in the advertisements also affected what viewers felt in response to the advertisement. These two constructs related to the portrayal of

emotions in the advertisements were given the name of emotional flow and emotional integration (Kamp & McInnis, 1995).

Emotional integration is defined as “the extent to which an advertisement portrays a link between the brand on the one hand, and the emotional responses of the ad’s characters on the other hand. For example an advertisement that depicts not only the brand, but also clearly portrays the advertisement’s characters as experiencing an emotional benefit or outcome from the brand use, is considered as high in emotional integration. MacInnis and Stayman (1993) found that high emotional integration influenced feelings of recipients, their perception of the brand relevance and their brand attitudes towards the brand.

Rossiter and Percy's (1987) theory of emotions and motivations in advertising suggest (1) a brand attitude must link the brand to a purchase motivation; (2) this linkage is effected via one or more benefit claims, which contain a cognitive component and an emotional component with the elicited emotion or emotions serving the purchase motivation; (3) informational (negative reinforcement) motives require at least a negative-to-neutral sequence of emotions whereas transformational (positive reinforcement) motives require at least a neutral-to positive shift although the neutral part of this sequence is usually assumed as the consumer's initial exposure state; and (4) various informational and transformational motives are most effectively served by specific types of emotions

A study conducted by Curren and Goodstein (1991) contradicted Rossiter and Percy’s (1987) theory by focusing on the time between viewing an advertisement and purchasing the product. Firstly they found that consumers do not always form ad or brand evaluations immediately upon seeing an ad, Secondly in the "real" purchase or decision environment, the advertisement is not usually present to act as an explicit cue for the consumer. The result of their study revealed that the intensity with which feelings are experienced during ad exposure will influence the nature of the impact of those feelings on ad and brand evaluations that are taken three or five days subsequent to viewing the ad. The results further revealed that the intensity of the feelings is a function of ad characteristics that determine the relevance of the ad for the subject. These characteristics include features that determine how much the subject identifies with the ad features such the setting of the ad, the music in the ad, the slice of life that is depicted in the ad, and so forth. Research by Lichtenstein and Srull (1985) also shows that evaluations that are formed shortly after viewing a stimulus differ from those formed two days after viewing the stimulus.

Another interesting study conducted by Chaoying et al (2011) focused on how advertising can affect the brand attitude. Their study believed that customer brand attitude is a process of perception and acceptance. Whereas, the perception of advertising appeal being a functions of emotional information and rational information. Therefore the customer perception of an advertising appeal is an important component of brand attitude.

The study further elaborated that customer’s perception of advertising is influenced by his/her individual profile (Edson & Stern, 2003; Page, Aaron et al., 2005). Research suggested that individual profiles include a person’s information handling characteristics and need for cognition (which refers to the tendency of an individual to invest effort in thinking about and handling information) (Sojka & Giese, 1997). The results revealed that customer’s perception of emotional information of telecommunication service product advertising significantly and positively affect brand attitude, while the perception of rational information has no such significant effect. In addition, the individual’s information handling style influences the relationship between the perception of information and brand attitude

It is therefore acceptable to believe that the transformational advertising (use of emotions) provides a key concept that explain consumer’s reaction to commercial messages. However one needs to look at another aspect which emphasizes the fact that as market evolves the advertising message should also evolve. This means that transformational advertisement might not be successful at all stage of product’s life cycle. In order to understand this

rationale one needs to understand Product Life Cycle (PLC). Porter (1985) had suggested that advertising changes its basic nature, moving from communicating information on the product (informational advertising) in the early stages of PLC to building brand image through emotion, feeling and mood (transformational advertising) in later stages of PLC. One can deduce that managers should change advertising messages over PLC in response to changing objectives in each stage of the life cycle. In the introduction stage, the need is to create primary demand for the new product, thus putting emphasis on communicating product's features. In this stage, informational advertising is likely to dominate.

The maturity phase of the product life cycle involves intense competition and oligopolies are evolved. Consumer at this stage understands basic issues; therefore marketers should seek to differentiate their product. Transformational advertising is one effective differentiation strategy.

In short, it is well accepted that no single measure is adequate to evaluate the advertising effectiveness. Multiple measures are required to perform this task. Gardner (1982) is likely to be correct in proposing that the relationship between consumer and advertisement is so complex that the researchers should be less concerned with adding to the vast array of empirical observation of advertising effects, and should be more concerned with development of useful theories about how advertising works. The ultimate result of an advertisement should be to convince consumers that the brand is relevant to them, should influence how good consumers feel about buying and using the advertised brand and advertisement should influence their predispositions towards purchasing the advertised brand.

### Theoretical Framework

The purpose of this research is to explore the relationship of the transformational advertisement towards the customer attitude and purchase intention. The use of transformational advertisement is taken as independent variables and customer attitude towards brand, their purchase intention, and their brand perception as dependent variables.

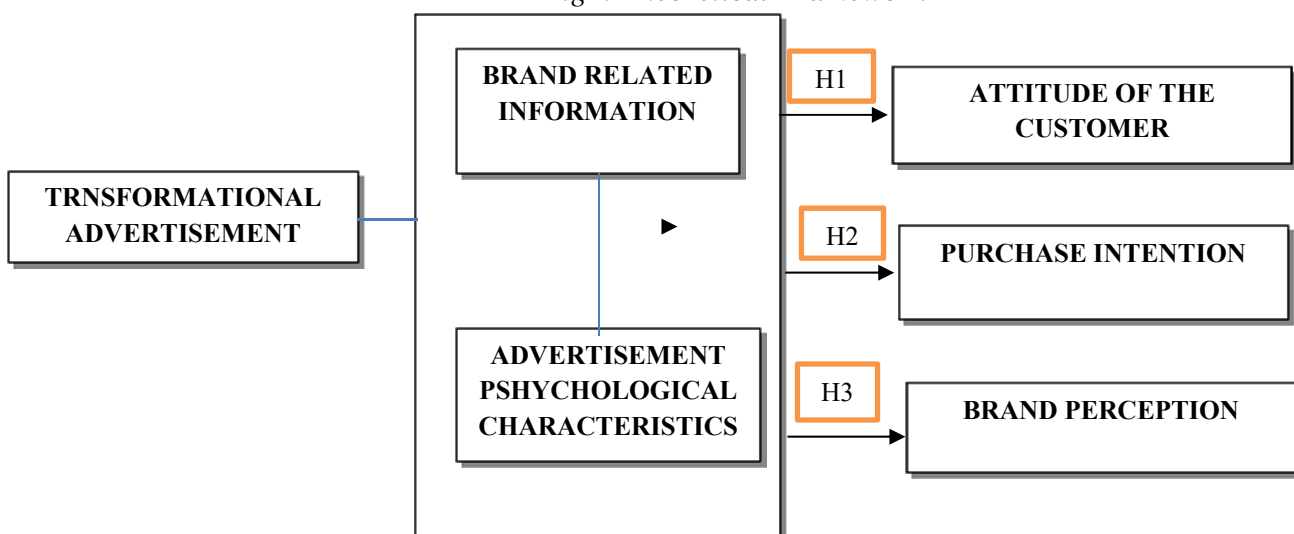
The following research questions have been formulated to study the above mentioned relationships.

*What is the relationship between transformational Advertisement and the purchase intention of the customer to purchase the advertised brand?*

*What is the relationship of the transformational advertisement with the customer's perception of the brand?*

*What is the relationship of the transformational advertisement of the brand with the customer's attitude towards the brand?*

Fig1: Theoretical Framework





*H1: The transformational Advertisement has a positive impact on customer's attitude towards the brand.*

The relationship between transformational advertisement and the change in customer's attitude after seeing the advertisement is trying to be gauged by this hypothesis. The customer attitude is supposed to be changed in favour of the brand after watching the advertisement laced with emotions.

*H2: The impact of the transformational advertisement will positive affect the customer's perception of the brand.*

The emotionally transformed advertisement is believed to have a positive impact on the perception of the brand in the mind of the customer. Even if there is no perception, a transformational advertisement will tend to leave a mark on the mind of the consumer.

*H3: The transformational Advertisement will positively impact the customer's purchase intention of the advertised brand.*

The relationship between transformational advertisement and the customer intention to buy the product is believed to be positive. An emotional advertisement will incline the customer to actually buy the brand.

## **Methodology**

The data was collected by using experimental design approach. The total sample, considered of 90 undergraduate students. Respondents were divided into three groups. These three groups were basically three sections of the undergraduate students taught by one of the author. As the course was a specialized course taught in the last term of their degree programs therefore the group size were small and were of unequal size. Out of these 90 undergraduate students, 33 belonged to group 1, 16 to group 2, and the remaining to group 3. The questionnaire for all the three groups was the same.

Out of these three groups, two groups, i.e. group 1 and group 2, were shown a video advertisement each. Both advertisement were different but used the same characters. Ufone always used the same actors and these were very famous. They still are being used for different advertisement of the brand. The difference in the advertisement was the time period of their launch. Advertisement shown to group 1 was the first advertisement Ufone had launched on the television. On the other hand, advertisement shown to group no 2 was of a time span two years after that first launch. The purpose was to capture the change in the dependent variables over the time period, and to grasp the impact of transformational advertisement on the dependent variables. The third group of respondents filled the questionnaire without viewing any advertisement of Ufone. Group3 was taken as a control group as no treatment is applied to them. The participants in the group 3 were asked by a volunteer trained for an hour to help them recall these two advertisements. The participants who were able to recall both the advertisements were included in the group

The questionnaire was divided into two parts. First part was collecting information regarding the demographics of the respondents. The second part was covered various questions regarding the attitude of the customer towards the advertisement and the brand. There were separate questions for finding out the impact of transformational advertisement.

The reason behind taking the students (18-24 years of age) as a sample was that they were the major user of mobile phones. Also they have to manage all their finances in limited resources. They were always in search for better products. The mobile phone companies especially target youth (18-24 years of age) for their different products.

For this study to maintain the homogeneity among different groups in the sample, the students having the same educational level were placed in a group

The independent variable in this study is transformational advertisement, shown in the form of different groups which was taken as a categorical variable. It is categorized as group shown advertisement 1, group shown advertisement 2 and the group which is shown no

advertisement of the brand. The dependent variables in this study were attitude towards the advertisement, customer purchase intention, and the perception of the brand.

Data was analysed using SPSS. As the pre-determined sectional distribution of the questionnaire was not done, the Exploratory Factor Analysis (EFA) was conducted, to identify the questions which constituted the dependent variables, according to the variables used in the model.

EFA can be conducted for fulfilling various research purposes like data reduction or understanding the latent constructs. In this case, the research goal was simply to take a fairly large set of variables(mentioned in questionnaire in terms of question) and decrease this number to a smaller, yet more manageable number while holding on to as much of the initial variance as possible.

EFA served as a helping hand in preparing the hypotheses used in the research. Although at a less consequential place it helped in the evaluation of the variables initially

The four factors identified after performing EFA were named as; attitude towards the advertisement, customer purchase intention, perception of the brand, and the impact of transformational advertisement on the brand. No items were removed from the questionnaire.

After conducting the Factor analysis, the structural equation modelling was used to perform the path analysis. After that, the ANOVA was run to check the significance of the variables.

The significance of the ANOVA results meant that there was a difference in the means of the three groups of respondents making them separate. At the end, Cronbach's alpha was used to check the reliability of the results.

## Results

For the analysis, first of all the descriptive were checked for the demographical variables. It includes gender and the monthly income level. The education of all the respondents was known to be undergraduates.

The respondents (53.3%) were males and (46.7) were females, as shown in Table I. The household income, shown in table 2, reveals that (28.9%) of the respondents had household monthly income between Rs.100,000 to 199,000. Similarly, (15.6%) had income between Rs. 200,000 and 299,000, (13.3%) had the household income Rs.300,000 -399,000. Only (6.7%) fall in the category of 400,000-499,000. Lastly, (35.6%) fall in the more than 500,000 category.

*Table I: Description of Respondents  
( N = 90 )*

<b>Characteristics</b>	<b>n</b>	<b>%</b>
<i>Gender</i>		
Male	48	53
Female	42	47
<i>Household income</i>		
Rs.100,000 to 199,000	26	29
Rs.200,000 and 299,000	14	16
Rs.300,000 -399,000.	12	13
Rs.400,000-499,000	6	7
more than Rs.500,000	32	36

As far as age is concerned, as all the students belong to undergraduate class, they are assumed to be in the age group 18-24 years.

Structural Equation Modelling (SEM) is a second generation multivariate method that was used to assess the reliability and validity of the model measures. It is a combination of factor

analysis and path analysis. SEM has a number of benefits for the researcher interested in studying relatively complex theoretical models (Martens and Haase, 2006).

Exploratory factor analysis (EFA) was then conducted to distinguish the factors, 1) the attitude towards the advertisement, 2) customer purchase intention, 3) perception of the brand, and 4) the impact of transformational advertisement on the brand. For this purpose, the method of extraction used was the ‘principal component analysis.’ The reason for using this method was that the latent construct which were also known as factors were to be obtained using the maximum and unique variances explained. The factor loadings of all the items were greater than 0.50, therefore, no item was removed.

The path analysis was conducted on AMOS 22 which is a widely accepted software of SEM application.

There are two step which can be performed when conducting the SEM analysis. In first step, Goodness-of-fit (GOF) indices are examined and in the second step, the evaluation of the construct validity and reliability of the specified measurement model is done. SEM has no single statistical test which can describe the strength of model predicted. Instead, different type of measures, have been developed by researchers to assess the results.

The resulting model was a reasonably good fit of the model as is depicted by the model fit indices. The results are shown in Table II. Relative chi-square (CMIN/DF) for default model (measurement model) of this study is 3.075 (Table II), which is acceptable. The values of NFI, IFI, TLI and CFI are all less than 0.8. Though with these results the model is supposed to be not a good fit, but the reason can be the small sample size. The researchers have accepted the values of 0.7, even 0.6, with the smaller sample sizes.

*Table II: Model Fit indices*

Indices	Default Model
<b>Absolute Fit</b>	
Chi-Square	270.556 ( $p = 0.00$ )
CMIN/df	3.075
RMSEA	0.06
<b>Incremental Fit</b>	
NFI	0.71
IFI	0.71
TLI	0.79
CFI	0.63

The direct standardized estimates of the structural model are shown in Table III. H1 and H2 are not supported since the p-values comes out to be insignificant, but H3 is coming out to be significant with a p- value equals to 0.045. The path diagram is shown in Figure 2.

After the identification and the categorization of the factors, a 3 x 3 between subjects analysis of variance (ANOVA) was performed to test the hypotheses. The results of ANOVA can be seen in Table IV.

The dependent variables were customer attitude towards the advertised brand, customer’s perception of the advertised brand and the customer’s purchase intention of the advertised brand. The Independent variable was transformational advertisement’ impact on different groups, as there were three groups, so the variable had three levels.

First of all, test of homogeneity of variances, tested by Levene’s test,  $Levene(2,87) = 0.356$  with p value greater than 0.5 ( $p=0.702$ ), was conducted. The test turned out to be insignificant showing that the variances of the three groups were significantly different. The assumption of ANOVA was not violated.



The analysis showed that there was not a significant difference in customer's attitude of the three groups at the  $p > 0.05$  level.  $F(2,87) = 0.123$ ,  $p = 0.884$ . This means that the transformational advertisement has no effect on the attitude of the customer towards the brand.

The post hoc tests were also conducted to compare the three groups and to analyse mean differences. This analysis showed that if one group was shown one advertisement and the other was treated as a control group with no advertisement shown, then whether there was a significant difference between the means, which will show that transformational advertisement has an effect on the group or not. Two post hoc tests were chosen from the list of available options. The Gabriel's test for equal variances, with the assumption that the group sizes are unequal, was used in the analysis. Among the unequal variances test, the Dunnett's T3 was taken.

*Table III: Direct Standardized Estimates of the Structural Model*

Hypotheses	Hypothesized Path	Standardized Path Coefficients	t-Value	Results
H1	Transformational Advertisement → Customer Attitude	-0.035	-0.232	Not Supported
H2	Transformational Advertisement → Customer Perception	1.88	14.57***	Supported
H3	Transformational Advertisement → Purchase Intention	0.03	1.678	Not supported

Note: \*\*\*  $p < 0.01$

The tests of Gabriel can be used when there is no reason to believe that the population variances are not equal. When the group shown the first advertisement was compared with brand attitude of the customer, to the group to whom no advertisement was shown then the difference in their brand attitude was insignificant,  $p > 0.05$  ( $p = 0.954$ ). This result meant that the exposure of transformational advertisement caused no impact on brand attitude of the customer, in the sample taken for this study. The means of the group shown the second advertisement and a group with no advertisement shown, were not found significant for Gabriel's test ( $p = 0.982$ ). Similarly, the comparison of two groups shown different advertisement were not found different where  $p = 0.954$ . This implied that both the Ufone advertisement had not a significant impact on the customer's attitude towards the brand. The literature suggested that the customer's attitude, is a factor which can be influenced by the transformational advertisement, but in our case this DV was not influenced by it. The results are the same for the test of unequal variances Dunnett T3. Findings show that there was no significant difference between the two groups of any combinations. This agrees with the insignificant ANOVA result.

A contribution of the other DV, customer's perception of the advertised brand was analysed. When the ANOVA for the second hypothesis was run, it was found that Levene's test is insignificant  $F(2,87) = 0.954$  having  $p > 0.05$  ( $p = 0.389$ ), so no assumption of ANOVA is violated (Appendix 3).

The one way ANOVA shows that there was a significant effect on customer's purchase intention of the transformational advertisement.  $F(2,87) = 3.402$ ,  $p < 0.05$  ( $p = 0.038$ ). It indicated that there is a positive impact of transformational advertisement on the customer's perception.

The significant result indicated that the means of the group shown ad 1, mean of group shown advertisement 2 and the control group all are different from each other for the variable customer's perception. This shows that for the two groups who were shown the two different transformational advertisements and the control group having no advertisement but just the

recollection, all three groups can perceived the Ufone brand differently. Whether this perception is negative or positive was tested by the analysis of the differences of means of purchase intention.

*Table IV: Analysis of Variance Results*

Hypotheses	Hypothesized ANOVA	F-stat	p-value	Results
H1	Transformational Advertisement → Customer Attitude	0.123	0.884	Not Supported
H2	Transformational Advertisement → Customer Perception	3.402	0.038***	Supported
H3	Transformational Advertisement → Purchase Intention	0.245	0.783	Not supported

Note: \*\*\*  $p < 0.05$

The post hoc test (Gabriel) showed a significant difference in brand perception between the means of group shown the second advertisement and the group shown no advertisement,  $p < 0.05$  ( $p = 0.027$ ). Dunnett's test showed the same result ( $p = 0.028$ ), shown in Appendix 2. Keeping in view that group 1 and group 2 both were shown the advertisements containing the effect of transformational advertisement, the advertisement 2 which was of a later time span has a more pronounced effect on the brand perception of Ufone. But the groups shown the first advertisement and the control group (shown no ad) had insignificant difference between their means.

For the customer's purchase intention, the test of homogeneity of variance was insignificant  $Levene(2,87) = 1.413$ ,  $p > 0.05$  ( $p = 0.249$ ). ANOVA showed the same result which showed that the means of purchase intention for the three groups were not different. The transformational advertisement apparently had no significance for the respondents as far as purchase intention of the brand is concerned. This can be shown from the value,  $F(2, 87) = 0.245$ ,  $p > 0.05$ , ( $p = 0.783$ ), shown in Appendix 3.

The ANOVA result can be explained in terms of the group mean. The insignificant ANOVA indicated that respective means of the group 1 (shown an advertisement containing the effect of transformational advertisement), group 2 (shown an advertisement with transformational effect) and the control group were not different from each other for the dependent variable customer's purchase intention. It can be verified from the test of homogeneity also.

Post Hoc analysis showed that all the combinations in Gabriel and Dunnett's test showed insignificant results. For example the mean difference of purchase intention for group shown advertisement 1 and group shown advertisement 2 insignificant p-value of 0.936. Similarly, all the other combinations have the insignificant values as shown in the table in Table V. But this was expected from the insignificant result of ANOVA.

## Discussion

This paper studied on the central role which transformational advertising plays in affecting brand perception, customer attitude towards the brand, and purchase intention of the customer. Advertising informs consumers at every level, whether it is corporate, retail or product, the functional capabilities of the brand. Advertising links the brand with symbolic values as well as the psychological characteristics which are consumer relevant. The ultimate result of an advertisement should be to convince consumer that the brand is relevant to them, should influence how good they feel about buying and using the brand and should influence their predispositions towards purchasing the brand.

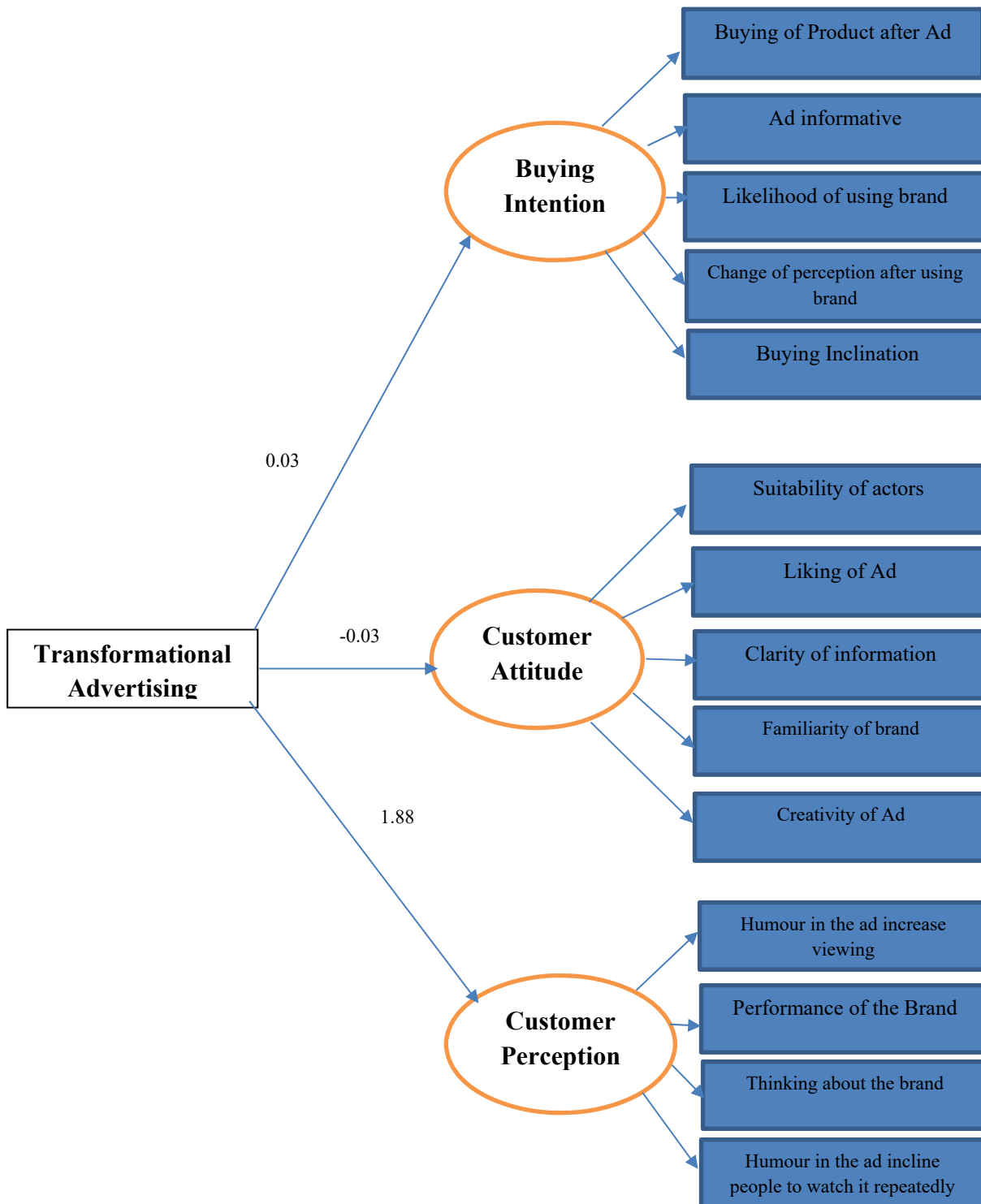


Figure 2: Path analysis of the Transformational Advertisement

The concept of transformational advertisement is a well-researched and well known concept in the developed countries. But in developing countries, this concept, though, practiced, is not researched in a detailed manner. Lot of work has been done on the celebrity endorsement for the brand introduction, but the concept of transformational advertisement is still new. The EFA has to be used to check the validity and the reliability of the factors formed and used in the study.

*Table V: Post Hoc Tests Results for the Hypotheses*

<b>Dependent Variables</b>	<b>Tests</b>	<b>Group 1</b>	<b>Group 2</b>	<b>Sig.</b>
<b>Customer's Attitude</b>	<b>Gabriel</b>	<b>Ad 1</b>	Ad 2	1.000
			No ad	.954
		<b>Ad 2</b>	Ad 1	1.000
			No ad	.982
		<b>No ad</b>	Ad 1	.954
			Ad 2	.982
	<b>Dunnett T3</b>	<b>Ad 1</b>	Ad 2	1.000
			No ad	.958
		<b>Ad 2</b>	Ad 1	1.000
			No ad	.979
		<b>No ad</b>	Ad 1	.958
			Ad 2	.979
<b>Customer's Perception</b>	<b>Gabriel</b>	<b>Ad 1</b>	Ad 2	.262
			No ad	.596
		<b>Ad 2</b>	Ad 1	.262
			No ad	.027
		<b>No ad</b>	Ad 1	.596
			Ad 2	.027
	<b>Dunnett T3</b>	<b>Ad 1</b>	Ad 2	.274
			No ad	.621
		<b>Ad 2</b>	Ad 1	.274
			No ad	.028
		<b>No ad</b>	Ad 1	.621
			Ad 2	.028
<b>Purchase Intention</b>	<b>Gabriel</b>	<b>Ad 1</b>	Ad 2	.262
			No ad	.596
		<b>Ad 2</b>	Ad 1	.262
			No ad	.027
		<b>No ad</b>	Ad 1	.596
			Ad 2	.027
	<b>Dunnett T3</b>	<b>Ad 1</b>	Ad 2	.274
			No ad	.621
		<b>Ad 2</b>	Ad 1	.274
			No ad	.028
		<b>No ad</b>	Ad 1	.621
			Ad 2	.028

The effect of transformational advertisement cannot be measured directly. Due to this factor, the tools which can measure the unobserved variables has to be adopted for checking the effect of transformational advertisement. Therefore, for this study structural equation modelling (SEM) has been used. Poels and Dewitte (1984) discussed different methods used in transformational advertisements in the last 20 years. SEM applicability has been used before.

The finding of the paper revealed that use of humour in Ufone advertisements, as a mode of transformational information has no significant effect on customer's attitude towards brand and their purchase intention. However, transformational advertisement was found to have a significant impact on customer's perception about the Ufone brand.

The insignificant impact of advertisements of Ufone, gives an insight to the managers that humorous Ufone advertisements are no more source of transformation of the customer's brand attitude and the purchase intention. This could be due to the repetitive theme and characters used in these advertisements regardless of new or additional features promoted through each subsequent humorous advertisement. The results were reaffirmed by using the techniques of ANOVA.

The results of the paper are contradictory to the literature, where customer's attitude and the purchase intention are positively affected by the transformational advertisements. This may be due to the difference in perspective in the developing markets. The advertising companies do use the transformational advertisement but its effect has not been actually tested in different brands.

### **Conclusion**

The finding of the paper revealed that use of humour in Ufone advertisements, as a mode of transformational information has no significant effect on customer's attitude towards brand and their purchase intention. However, transformational advertisement was found to have a significant impact on customer's perception about the Ufone brand.

The insignificant impact of advertisements of Ufone, gives an insight to the managers that humorous Ufone advertisements are no more source of transformation of the customer's brand attitude and the purchase intention

A mutual cooperation between academicians and practitioners is required, as practitioners just deliver the advertisements, which should be pre-tested by academicians using various measurement methods. In this way behavioural measures like purchase intention, brand choice and actual purchase can be accurately assessed in a well-designed research environment.

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