

## The Importance Of Psychology In Using A Common Man In Advertising

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### **Abstract**

*Psychology is basically the study of human nature. It is through the psychology one gets to know the psyche, as to why people will behave in a particular way. Advertising influences the human behavior to make decisions. The human psychology plays a very important role in advertising to make a choice in selecting a brand.*

*Leah Derky, Coschedule - "Psychology explores human nature, the psyche, and why people behave the way they do. Advertising explores the art of influencing human behavior to make certain purchase decisions."*

### **Keywords**

*Human Mind, Psychology, Decision Making, Model Selection, Human Behavior, Thinking Approach, Emotion, Common Man, Endorsement, Celebrity, Credibility, Promotion.*

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### **Traditional Advertising and Digital Advertising**

There are two types of advertising.

**Traditional Advertising** - Commercial, Newspaper, Magazine, Radio, Direct Mail, Billboard etc.

**Digital Advertising** – Social, Google Ads, Search, Display, Inbox, Sponsored Listings.

The purpose to understand these different forms of advertising is fulfilled only if the psychology used behind the advertisement is studied or understood carefully. To understand how people process information the **Consumer Processing Model and Hedonic Experiential Model** are used. One is **the thinking** model and the other one is **the Feeling** model.

The thinking Approach is used in an advertisement so that customer uses logic and reason when he goes to buy a product or service. An advertiser uses a thinking approach.

- If the requirement is to highlight and straightforward showcase the information.
- Display the benefits or advantages and disadvantages.
- When there is a serious issue to be displayed or the product is related to an important issue.
- The thinking Approach aligns with a brand voice + target audience.

An example of an advertisement using a CPM Approach or a Thinking Approach is **Apple's** Commercial.

**Feeling** – It is said by **Nielson** Report 2016 that if emotions are used in an advertisement then the sales of that product increase. One tries to relate themselves more to that advertisement. Feeling uses HEM Approach.

The advertiser should use a feeling approach in advertisement when the situation has to be made lightly.

- Emotion leads to buying a product.
- It aligns with the brand voice and target audience.

Emotions persuade an audience to try buying a product. One has to keep in mind the emotion that would appeal best to their product. To make your brand touch the hearts of millions one has to carefully pay attention to the emotion which can be showcased in the advertisement. People or audiences would remember the brand only if they are closely touched. Making people laugh helps the brand to be remembered in a positive and light way.

Fear is another important emotion used in an advertisement. Using this emotion is a little tricky. It has to be used very carefully but if used in the right way and the message conveyed is done right then it is really effective. This tactic is used for persuasion to solve a problem resulting in to change in the behavior.

**Excitement** – This emotion is useful and used in advertisements when something exciting has to be portrayed in an advertisement. It is because of this emotion one tries to change their decision and go in for some new product or service. Meaning by this emotion tries to act as a purchasing decision.

**Sadness** – When one is sad it catch holds others emotions. That means sadness also attracts people’s attention. An advertisement that has a sad content in it or tries to bring out expression or meaning using sad emotions is also effective for an Advertisement is memorable among the generations as it touches the heart straight away.

Four basic emotions to persuade are **Humor, Excitement, Fear** and **Sadness**.

It is very important that the advertisement is noticed by the viewers who see it repetitively. Therefore it is important to have repetition for the brand to be noticed among the masses.

**Selective Attention** – The involvement of the target audience is a must. The repetition alone of the advertisement would not help the audience to view it every time it appears on TV or any print medium. Using the Color Psychology would be one important way to achieve their undivided attention of them. Colors convey emotions. Each color portrays its individual emotions.

**Comprehension** – Comprehension plays a very important role in selling a product. If the customer can’t comprehend what you are selling then it’s quite sure they will not buy a product. The message you convey is very important. The message should not overshine the product.

**Agreement** – It is only possible once the attention is captured, and the audience understands what you are selling.

### **Retention and Retrieval, Decision Making**

**Action** – If someone is buying a product that is being advertised, it means the advertisement has worked and has all the qualities of a good advertisement.

### **Steps were taken to convey your message**

There are 4 steps to form a creative strategy for an advertiser to put across the message in front of the masses.

**Message Generation** – An ad can speak out volumes about the product but it should stick to one particular target.

**Inductive Method** – The most important thing is to do a survey among the consumers (mass). They are the best sources of good ideas. They are the ones who can tell the weakness and positives of an existing brand. Once the advertiser gets to know the positives and negatives then can bring changes to the upcoming new brand.

**Deductive Method** – Results-of – Use Experience, Product-in-use Experience.

**Message Evaluation and Selection** – The message conveying the details of the product should be desirable, and exclusive and one can believe it. It should portray something which is worthy, true and not a lie. The message should be believable. It should stand out and it would do so only if it is distinctive.

**Message Execution** – The impact of the message not only depends upon what is being told to the world but it is primarily on how it is been put across to the consumers. It has to be displayed or said in a way that wins the hearts of millions and is in the interest of the consumers. Execution of the message plays a very important role to build the image of the brand and is an important part of the creative strategy.

**Message** can be created in a style, a brief and interesting headline, and rhyming words. Execution styles – The message can be depicted or conveyed in many styles like a slice-of-life, lifestyle, fantasy, technical expertise, testimonial expertise, testimonial evidence, mood or image, musical, personality symbol, scientific evidence, tone, and words.

**Headlines** – Headlines are more attractive and bold. It leaves more impact on what does the product say about itself.

**Format** - The 4 elements of a good format are size, color, illustrations and placement.

In the last decade or so, there has been a spurt in the use of celebrity endorsements. With it, there has been an increase in the number of instances of brands failing to take off in spite of the biggest and brightest stars endorsing it and consequently leading to speculation about the soundness of celebrity endorsements as a communication strategy. Many celebrity endorsements fail because they identify a celebrity they like in an unresearched manner, and then try to force-fit the celebrity into the creative concept. Due to this advertisers now prefer using a real-life people as in a common men and not a celebrity in their advertisements. The consumers get so much involved in the celebrity endorsed in a product so much so that the impact of the advertisement is lost and has no meaning for them. They wait and watch the advertisement to see the beauty or the style of the celebrity not understanding or

giving importance to concept which is more important for the sale of the product. Sometimes the meaning of the advertisement is so much lost that the serious message of the advertisement is just taken casually. In this way, celebrity overpowers the concept in the advertisement which brings down the value of the sale of the product. Celebrities are used for the sake of celebrity use, and good, solid creativity benefits from the inclusion of the right celebrity to promote an idea or concept.

There is a feeling that a celebrity endorsement helps the sale of the product which is not actually true or the correct picture of the field today. Advertisers these days pick up ordinary people who are not so renowned and try to bring out a story involving them to reach to the consumer that is to convey their message to the people. It is very important to pick up or select the right model for the purchase of a product.

The choice of a model to give an impact on the product is very important. No matter whether the advertiser selects a celebrity or an ordinary person more or less depends upon the product. There are certain products that one can only relate to an ordinary person or a common man. In that case, if a celebrity is used then the main idea which is selling or product subsidies. Marketers have been using celebrities in commercials, print campaigns and promotions for years. Celebrities get the viewers attention, but whether they work to sell the product depends on proper celebrity casting selecting the right star to pitch the product means finding the person to whom the buyers can relate the person the buyer wants to believe. It is important, above all these to consider whether the celebrity selected is right for the campaign and take the process from there. Nowadays an advertiser intentionally tries to sign an unrenowned person and not a celebrity for the advertisement to be a hit. This is because using a celebrity becomes quite boring and repetitive seeing them in a series of advertisements. Advertisers are trying to give a fresh look every time in a series of advertisements of the same product by endorsing the common man. They bring nature to relate themselves well to the situation and act marvelously. The consumer relates themselves more with the real people rather than a celebrity due to which the recall value in them becomes more prominent. Once a celebrity is endorsed for a particular product it is hard to take them out of it. If the brand has done even moderately well after the break of a celebrity campaign, it becomes difficult to separate the role of message and the role of the celebrity in selling the brand and hence the celebrity becomes an addition to the marketing and the task to find substitutes becomes more and more difficult. Celebrity endorsement is no longer as creditable as it was a few years ago.

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