

Research on the impact of selected marketing methods for change consumer behavior by using audiovisual recordings

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Abstract

Presented paper deals with the issue of changing customers behaviour by using a series of audiovisual experiments. Consumer behaviour is a complex, multi-faceted phenomenon which can be defined in a number of different ways. Therefore the main aim of paper is to determine the apparent existence of differences in the resulting behavior of people in the same situation but with different input recommendations under the condition, that the final consumer behavior is assessed in several groups providing by the real, positive, negative or no recommendations of audiovisual record..

Key words Consumer behaviour, media, movies, recommendation

INTRODUCTION

Technology has changed the supply of entertainment for public consumption, progressing from live theater to the movies and adding home entertainment in the form of radio, television, watching movies and ultimately the internet. Entertainment defined as that which has the effect pleasurably diverting the psyche, thus competes for - and is ultimately limited by the amount of free time available. Beyond these generalities are several frequently observed industry characteristics (Vogel, 2004). Entertainment industry responded to the demands of the public and adapted the latest technologies in an effort to capitalize on the growing demand for entertainment services (Hauptert, 2006). The film industry is one of the biggest, if not the biggest, player in the broader entertainment sector, it is considered a cornerstone of the industry and number of consumers is still growing. Before deciding to watch a movie many people turn to film critics to see whether the movie is worth the money and time.

1. THEORETICAL BACKGROUND OF CONSUMER BEHAVIOR

Consumer behaviour is a complex, multi-faceted phenomenon which can be defined in a number of different ways. According to Yadin (2002) consumer behaviour is the observation of the decision-making, purchasing patterns and habits of the general public. Hawkins (2007) suggests, that the consumer behaviour is the study of individuals, groups, or organisations and the processes they use to select, secure, use, and dispose of products and services, experiences or ideas to satisfy needs and the impacts that these processes have on the consumer and society. In the meantime, Kotler and Keller (2011) highlight the importance of understanding consumer behaviour and the ways how the customers choose their products and services can be extremely important for manufacturers as well as service providers as this provides them with competitive advantage over its competitors in several aspects. For example, they may use the knowledge obtained through studying the consumer behaviour to set their strategies towards offering the right products and services to the right audience of customers reflecting their needs and wants effectively.

The recognition of a need by a consumer can be caused in different ways. Different classifications are used: (Perreau, 2014)

- **Functional need:** the need is related to a feature or specific functions of the product or happens to be the answer to a functional problem. Like a computer with a more powerful video card to be able to play the latest video games or a washing machine that responds to the need to have clean clothes while avoiding having to do it by hand or go to the laundromat.
- **Social need:** the need comes from a desire for integration and belongingness in the social environment or for social recognition. Like buying a new fashionable bag to look good at school or choose a luxury car to “show” that you are successful in life.
- **Need for change:** the need has its origin in a desire from the consumer to change. This may result in the purchase of a new coat or new furniture to change the decoration of your apartment.

Integral part of consumer behaviour process is the foundation of current consumer decision theory, which were laid in the 1960s with the Nicosia (1966), Engel et al. (1968) and Howard and Sheth (1969) (In Lye et al., 2005) integrated models of consumer decision making. The simplest and perhaps earliest theoretical form of consumer decision model was the "black box" (Kotler et al, 2004, p. 244). The black box provides a simplified model focused on exogenous variables. The black box model avoided any supposition associated with identifying processes and variables embedded in the minds of consumers.

In consumer behaviour, researchers are investigating the consciousness and the unconsciousness of purchase decisions of a consumer. In one of the most important models of consumer behaviour, “the consumer buying process”, a five stage decision-model is developed (Engel, Blackwell, and Kollat, 1978; In Huige, 2008). These five steps can help a marketer to give an insight in which steps a consumer makes, before he chooses a particular product. The five stages used in this model are problem recognition, information search, alternative evaluation, making the choice, and evaluation of the outcome. In the seventies and eighties of the previous century, a lot of research was done in the area of consumer behaviour.

A consumer’s buyer behaviour is influenced by four major factors: (Kotler, 2004)

1) Cultural,
2) Social

3) Personal
4) Psychological.

Research of identifying factors affecting consumer decision making behavior in cinema/movie context was conducted by Dyna Herlina (2012). First insight of cinema audience behavior from marketing perspective was realized by Bruce Austin (1981, In Herlina 2012). Based on that research findings, the proposed taxonomy of the factors that influence the decision to choose the movie. Consumers consider a few things before selecting a movie that:: marketing communication (advertising, publicity); neutral information source (film review, word of mouth); film characteristic (genre, director, remake production, country of origin, actor, adaptation works, production house, title); content (story, objectionable content, technology); ease (screening schedule, title).

Herlina (2012) further provides a specific cinema/movie audience segmentation divided into the two part, which are film consumer and place consumer how shows table 1.:

Segment	Watch movie purpose	Mainly decision making source	Behaviour after watching
Movie consumer (Home)	<ul style="list-style-type: none">• new experience• get moral message• life values	<ul style="list-style-type: none">• their own taste according to intensive information search• willing to watch movie alone	Becoming movie communicator by writing opinion/ recommendation/ criticism in blog, social network, forums e –communication.
Place consumer (Cinema/theatre)	<ul style="list-style-type: none">• new experience• entertainment• spare time with friends	<ul style="list-style-type: none">• group/ pair decision• maximize movie watching enjoyment	Talking about movie with friends, interpersonal communication.

Table 1: Cinema/movie audience segmentation (Herlina, 2012)

2. RESEARCH OF REFERENCES IMPACT TO THE FINAL ASSESSMENT

The main objective of the research was to analyze whether and to what extent it is possible by the appropriate procedure in advance to influence the resulting consumer behavior. For this reason we decided to selected groups of respondents reflected the same audiovisual work,. Each group was intentionally influenced other information before watching.

2.1 Methods and methodology

A short film Six Shooter, directed by Martin McDonagh, was selected for an experiment. This film was chosen for several reasons. Because of the respondents were students, length of the film (27 minutes) is perfect for bringing input information, an opportunity to see and follow-up assessment.during the one lesson. It is also a genre, which is likely to be not seen before by many respondents, what might, using the better known film, significantly affect respondents evaluation.

We used four group of respondents for the research. Providing different information for each group we conducted with the help of a web portal Czechoslovak Film Database (CSFD) which is the largest proportion of the films portal in Slovakia and the Czech Republic. Rating of the selected film was 79 % an the time of research. We have provided previews of various assessments that have previously been properly adjusted to the study groups. One group saw the real rating (79%) before watching the movie,

in the next group we display lower rating (44%), higher ranking (91%) was displayed in the third group and last group did not receive before seeing any input.

For even greater objectivity of the obtained results, was the name of the film as well as other characteristics that make possible to distinguish the name of the movie blurred. We also launched the film after the opening credits, because to not show the name of the film. In this way, we tried to avoid that respondents seek more information about the film while watching, or to previously come to that provided informations were rigged. After watching the film, respondents were tasked to fill a short questionnaire, which consisted of seven questions.

2.2 The research sample

The actual research and data collection took place from April 2014 to November 2014 (with a break during the summer holidays). During this period we managed to collect data from 259 respondents. Approximately three-fourths of the survey sample were women (N = 196; 75,68 %) and the remaining quarter were men (N = 63; 24,32 %).

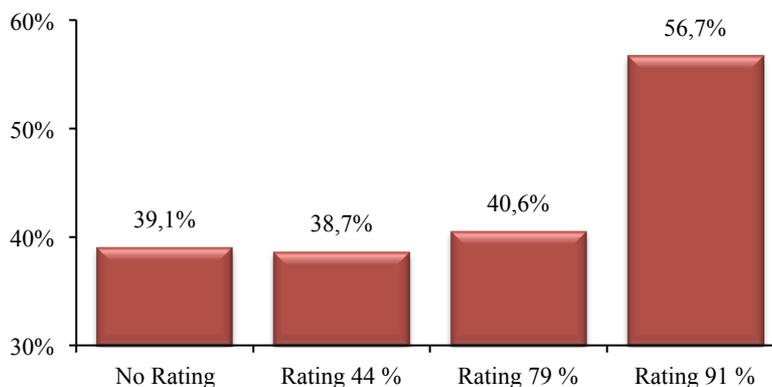
Within the examined groups we tried by about equal representation. Representation of respondents in each group are presented in the following table.

The information provided	Number of respondents	Percentage
44 % (lower rating)	68	26.26 %
79 % (real rating)	64	24.71 %
91 % (higher rating)	46	17.76 %
No rating	81	31.27 %
Total Σ	259	100.00 %

Table 2. Types of respondents in the surveyed groups
(Source: own processing)

2.3 Selected results of research

One of the basic surveys of research was the overall evaluation of the film. To maintain continuity of the ČSFD evaluation, respondents had the opportunity to rate the movie by mark 0-10 (0 = all bad, 10 = best). This evaluation gave us the opportunity to easily express the average rating using the percentage. The final rating of each group (converted to percentages) are presented in the following graph.



Graph 1. The final rating of the film in the surveyed groups
(Source: own processing)

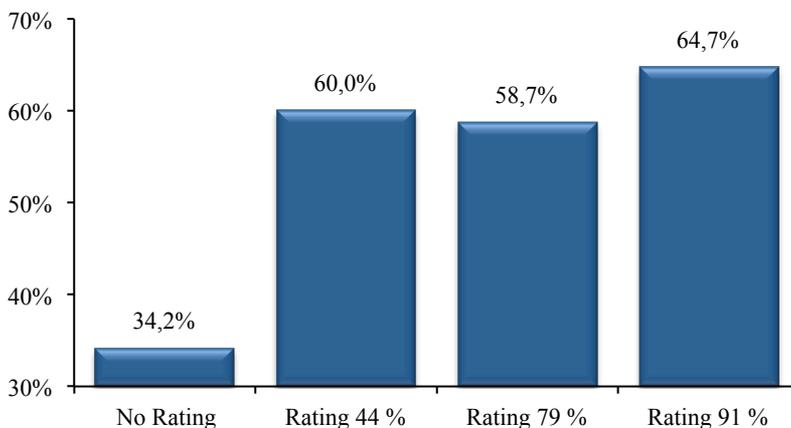
From the presented results can be reported that there are some differences among the surveyed groups. It was found that the lowest average rating was assigned to the movie by just the groups which have been granted the worst input information before watching (44 %). The average rating 38.7 % was assigned to the watched movie by these respondents. The next is a group of respondents which has no informations before watching the movie. They assigned the film average rating 39.1 %.

The group, which we provide real input data (79 %) attributed the film average rating 40.6 %. Although the order of these results would indicate that at least the negative outcome should have some impact to the final evaluation, we conclude that the measured differences between the average assessments are very small and therefore they can not assign a high informative value.

A significant difference in outcome assessment was found in the group of those respondents which were displayed the best input information before watching the film (91 %). This group assigned after wathing the film average rating 56.7 %, which is significantly higher than it was in previous groups. Thus, a different result undoubtedly creates a rather strong argument to confirm the assumption that positive referencies can have relatively large effect on the outcome of the evaluation consumers.

For the sake of completeness we deliver that average rating of watched film of all of those who participated in the research, reached the value of 42.5 %.

In examining the issue we also focused our attention on the question whether and to what extent is the the force of references different while taking into account the gender of the respondents. In this case is quite interesting the comparison of results within each group separately between men and between women. We present them in the following graphic processing, first results are measured in groups of men and second in groups of women.



Grarf 2. The final rating of the film within the surveyed groups of men
(Source: own processing)

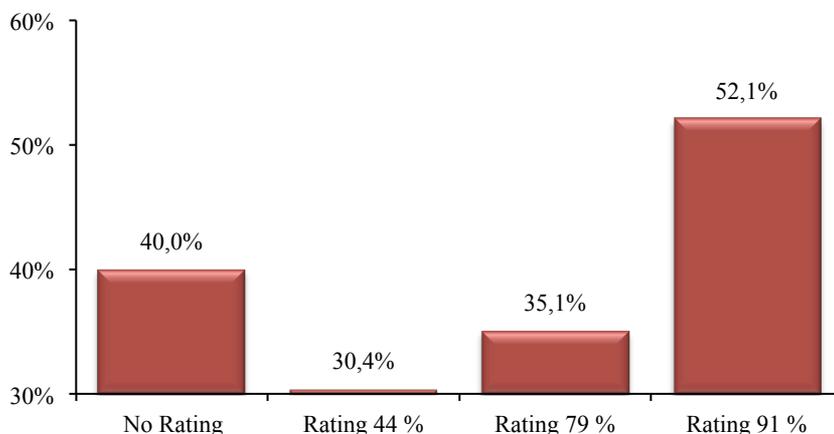
There are interesting findings in the results suggest among men. Unambiguously the lowest average rating to the film (34.2 %) was assigned by that group, who had no previous information. This result is significantly different from the results measured in the remaining groups, but this may be partly due to the relatively small sample size, which belonged to this group.

While watching the results of the following three groups surveyed, is observable from the graph that in the average evaluations were noted no significant differences.

The group of respondents which were given worst input information before watching (44 %) assigned the film an average rating 60.0 %. Respondents with the correct input information (79 %) assigned after watching the movie average rating 58.7 %, which is even a little lower than in the group in which were displayed negative references. Highest average rating to the film was assigned by the group, which also has the most positive references (91 %). These respondents assigned the film average rating 64.7 %, but this is not very far from the other groups.

After comparing the measured results we conclude that there were found no significant differences in the final ratings by men in three focus groups, which were before watching the film given different references. The difference between the worst and best evaluation represents only 6 %. Based on this result, it appears that the references are probably not have a significant impact to the men.

Average rating of watching the in all male respondents reached the final value at 56.0 %. The results presented in the following chart shows how the impact of various input references to the female respondents.



Grpf 3. The final rating of the film within the surveyed groups of women
(Source: own processing)

Looking at the results of female respondents is evident that compared to men in the responses can be fairly significant differences occurred. The lowest average rating (30.4 %) was assigned by this group in which was the the worst input references presented (44 %). The next is group of respondents in which were factual information respectively presented (79 %) and who assigned the resulting rating 35.1 % after seeing the film. The group of respondents who have no information before watching, assessed average rating 40.0 %.

Best final rating (52.1 %) are in this case recorded at the group which we have the best reference input before watching displayed (91 %).

If we focus on the final evaluation of the three groups, which were before watching different references granted, we conclude that in the context of women's responses are quite noticeable results in significant differences. This is essentially the opposite of what was observed in male respondents. In this case are the differences between the worst and best evaluation 21.7 % (in group of men it was only 6 %, or about 3.5 times less).

Such a difference in the measured values might suggest two conclusions It turns out that women are rather influenced by force references under the consumer behavior. Comparison of the results in the context of gender also indicates that the value of the input references can probably affect women to a greater extent than men.

Even at the end of the description of the results of the group we present average rating of the film in all female respondents. In this case, is the resulting rating 39.4%.

CONCLUSION

Research results suggest that the recommendations or references should have considerable influence to the final consumer behavior. Product or service can be discredit in the eyes of consumers by using the negative references. On the contrary, positive references may influence consumers such that the product or service is perceived much positive. As the results indicate, this effect is manifested stronger in women than in men.

This issue implies considerable potential and accordingly we consider to be meaningful to deal with it in the future. In any case, it is possible to conclude that the proper use of the reference marketing in the right consumer is able to some extent to change their attitude, which brings many opportunities to be successful in the world of sales.

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