

THE DIFFERENT ROLES OF INVOLVEMENT WITHIN CORPORATE AND PRODUCT ADVERTISEMENTS

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Abstract

Corporate advertisements are of growing interest for companies, besides that the role of involvement is of growing interest because new media makes it harder to get consumers involved with a marketing message. This paper explores a literature review on involvement and corporate advertisement as there is little to no research done on this topic. Based on the analysis it can be concluded that advertising involvement is of high relevance within corporate advertising, and has a larger influence on ad outcomes than predispositional involvement. Predispositional involvement only influences corporate advertisement outcomes when mediated by advertisement involvement. Thus for marketers developing corporate advertisements, creating advertisement involvement is especially important.

Keywords: *Role of involvements, corporate advertisements, product advertisements, advertising involvement*

Introduction

Advertising involvement is a current “hot topic” in the advertising profession (Kim et al, 2009). Kim et al (2009) state in their paper that the role of involvement is important during corporate and product advertisement because in the light of new media channels, and increasingly skeptical consumers, getting consumers involved with the marketing message has taken on new significance. Next to this there is another development within advertising, the growing interest in corporate advertising. This type of advertising continues to grow each year e.g. large companies as General Motors, Shell and BP increasingly invest in corporate advertisement (Pashupati, Arpan, and Nikolaev 2002; Patti and McDonald 1985; Sheinin and Biehal 1999).

Because of these developments, advertising researchers should be reexamining what is currently known about involvement in contexts beyond traditional product advertising, especially within the context of the increasing corporate advertisement (Kim et al, 2009). Because it is believed that there is a difference between product and corporate advertising, e.g. on the surface they look the same but are different (Kim et al, 2009), the role of involvement on these types of advertisements is examined. The aim of this report is to provide a tool that gives a complete overview of the differences between the multiple roles of involvement in corporate and product advertisements.

Managerial Relevance

No clear model on the role of involvement within corporate advertisements is available, thus no information whether involvement works the same way to influence

key advertising outcomes such as product purchase intention is available. The relevance of this paper is to provide a useful tool to advertising agencies to help them in creating involvement with corporate advertising to affect bottom-line advertising outcomes such as purchase intention. Although corporate advertising may have implications for brands (Javagli et al. 1994; Winkleman 1985; Winters 1986), they have not been examined in detail. Consequently, brand managers and researchers are without well-founded and useful guidance.

Academical Relevance

Many scholars have examined the role of involvement hierarchies within product advertising, (e.g. understanding the role of involvement in product ads). However, despite the growing interest in corporate advertising, little to no work has been done in understanding the role of involvement in corporate advertising. Therefore no clear model on what the effects of involvement on product and corporate advertisements is available.

Problem Statement

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What are the differences between the multiple roles of involvement within corporate and product advertisements?

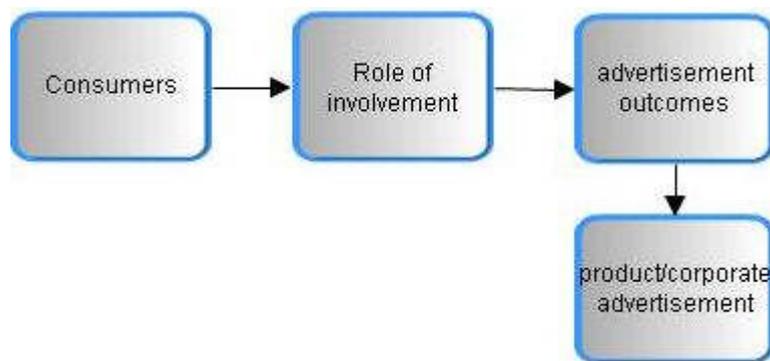


Figure 1: Conceptual model

Method

For the literature review three papers are used. As a starting point we used Petty et al and additional paper. The papers are found in the business source premier databases and the papers are selected out of three point journals. Next to this the book, Psychology of advertisement is used.

Literature Review

Corporate v.s. Product Advertisements

Corporate advertising involves advertisements that communicate about a company and about issues of concern to the company; this type of advertising continues to grow each year (Pashupati, Arpan, and Nikolaev 2002; Patti and McDonald 1985; Sheinin and Biehal 1999). Corporate advertisement is defined as: ads focusing on the image of an entire corporation, while product ads are specific to one of a company's products or services (Kim et al 2009). Corporate advertisements can be effective for companies having series of products, because the influences of corporate advertising are transferred to all of its products (Biehal and Sheinin, 2007), whereas product advertising is only effective for the exact product.

A possible reason for the increasing interest in corporate advertisings could be that it is cost efficient and because it is shown to have a positive influence on consumers' evaluation of a company's individual products and brands, thus leading to increased purchase considerations (Biehal and Sheinin 1998; 2007; Brown and Dacin 1997; Sen and Bhattacharya 2001). (Biehal and Sheinin 2007; Pashupati, Arpan, and Nikolaev 2002). For instance, Biehal and Sheinin (2007) point out the importance of corporate advertising messages' transferring effects on product portfolio, suggesting corporate ad messages are more easily transferred to other products in the company's portfolio than a product ad message.

There are a few differences between product and corporate advertising. Corporate ads focus on the image of an entire corporation, while product ads are specific to a companies products or services. Next to this, corporate ads seldom make a purchase appeal, while product ads often include a purchase call to action. However, corporate and product ads can share the same goals such as impacting a company's product sales and its bottom line.

The Role Of Involvement

Petty et al (1983) stated that for the amount and type of information processing the concept of "involvement" is an important moderator (Burnkrant and Sawyer 1983; Petty and Cacioppo 1981, 1983). Involvement is defined by Fennis and Stroebe (2010) as the extent of perceived personal relevance of the brand, product or product category. However, involvement is defined and interpreted on different ways in literature this part describes the different types of involvement described in literature.

A widely accepted distinction in involvement is enduring and situational involvement (Andrews, Durvasula, and Akhter 1990; Day, Royne Stafford, and Camacho 1995). Situational involvement involves specific situations such as a

purchase occasion, whereas enduring involvement is related to a general and permanent concern that affects the levels of involvement toward an object.

Consumer behavior literature describes involvement as perceived personal relevance with the target concept (Celsi and Olson 1988; Zaichkowsky 1985). Involvement is defined by Zaichkowsky (1985) as “a person’s perceived relevance of the object based on inherent needs, values, and interests”, Celsi and Olson (1988) suggest that “a consumer’s level of involvement with an object, situation, or action is determined by the degree to which she or he perceives that concept to be personally relevant”.

Stafford, and Camacho (1995) describe five different kinds of involvement (e.g. involvements in objects: involvement in activity/interest/issue, product, service, advertisement, and purchase decision). Furthermore a distinction is made between affective or emotional involvement and cognitive involvement (Laurent and Kapferer 1985, Vaugh 1980). In advertising research a distinction is made between advertising message involvement and product category involvement. Message involvement for instance can be different from other types of involvement, suggesting product category involvement is relatively enduring, whereas advertising message involvement is relatively situational.

Differences In Involvement Product vs. Corporate Advertisements

Kim et al (2009) found that there is a significant indirect effect of product category involvement on ad attitudes that are mediated by ad involvement. Furthermore literature concludes that in corporate ads, consumers’ ad involvement plays a more important role in influencing ad outcomes than predispositional involvement (e.g., product category involvement, product class–related knowledge, or general interest). And that predispositional involvement only influences ad responses only when mediated by advertisement influence.

Conversely, the studies of Kim et al (2006) imply that corporate ads can be a tool to influence brand attitudes and purchase intentions for nonproduct category involved consumers. Marketers and advertisers can influence these consumers to have favorable attitudes and behavioral intentions by increasing their ad involvement with the corporate ads. Next to this, if marketers fail to create corporate ad involvement among consumers, there will be little benefit from consumers’ previous product-related involvement effects.

Moreover, it is found by Kim et al (2009) that product category involvement not only has a direct influence on ad responses (e.g., recommendation intention, purchase intention), but also an indirect influence mediated by advertising involvement in product ads. This means in practice that when creating advertising involvement terminology—is important for both product and corporate ads.

Biehal et al (1998) found that corporate ads knowledge can change brand knowledge, however its effect depends on the level of involvement. When a consumers is highly involved consumers inference corporate knowledge is more likely than when consumers are less involved.

Conclusion And Recommendations

Corporate advertising is growing in interest; however the topic is not examined into detail, consequently, brand managers and researchers are without well-founded and useful guidance. Besides that the role of involvement is important because it is getting more difficult to get consumers involved with the marketing message. This report combines these two topics and examines the differences of involvement within product and corporate advertisement.

Research done by Kim et al (2009) concluded that corporate ads can be used to influence brand attitudes and purchase intentions for non-product category involved consumers. Involvement can be categorized as enduring and situational involvement (Houtson & Rothschild, 1978). Enduring involvement contains general and product relevance involvement. Situational involvement contains of advertising and purchase involvement. Research done by Kim et al (2009) concluded that advertising involvement is of high relevance within corporate advertising, and has a larger influence on ad outcomes than predispositional involvement. Figure 2 gives an overview of the finding of Kim et al (2009).

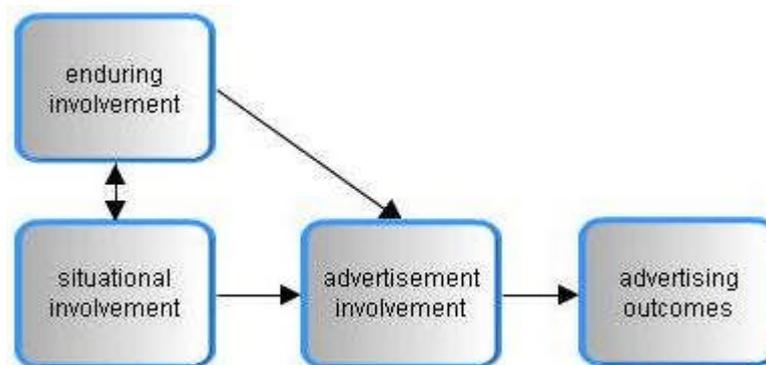


Figure 2: involvement within corporate advertisements

Thus compared to product advertisements, creating advertisement involvement is of high relevance, whereas for product advertisements predispositional involvement is of high importance. Kim et al (2009) conclude that one way to increase consumers' corporate ad involvement by facilitating congruency effects between consumers and issues discussed or pointed out in the corporate ad (like a company's involvement in particular philanthropic issues, or a company's environmental policy). Furthermore they divide corporate ads into three types, sales-related corporate advertisements which focus on the benefits and advantages of a company's products or services; goodwill advertisements (e.g., issues or advocacy advertising); and umbrella advertisements, which combine both sales-related and goodwill messages (Drumwright 1996; Schumann, Hathcote, and West 1991). Each provides a unique context to explore.

Limitations And Further Research

A limitation of this research is that different articles were compared and no real research is done. Furthermore our conclusions derived from the article of Kim et al (2009) are possibly not generalizable for the whole populations as the sample used are college students. Therefore a research done from a more randomly picked population could be interesting. Furthermore it could be interesting to examine different ways how to create advertisement involvement for corporate advertisements.

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