



EFFECT OF MEDIA TRANSPORTATION AND ADVERTISING TRANSPORTATION ON CUSTOMERS' RESPONSIVENESS

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ABSTRACT

Customers are always surrounded by the media and advertising in their daily lives. These tactics are used to get the customer engagement towards the program, video or advertisement. Engagement with understanding the complete message of it called transportation. This research is conducted to examine the effects of media, transportation, advertising transportation on customer responsiveness. For this purpose, an ad is placed in between the video for the respondents. Target respondents are the students and the general public. Primary data is collected from above two hundred eighty seven respondents in Sahiwal via questionnaires. The results show that advertising transportation has the more significant effect on the customers' responsiveness.

Keywords: Media, Transportation, Advertising transportation, Customer responsiveness.

1. INTRODUCTION

Transportation is an involvement of a customer that how much a customer understands or absorbing the thing he received. It can be high or low. In can be defined as "A convergent process, where all the mental abilities and capacities become focused on events occurring in the narrative" (Green and Brock, 2000). Some researchers have described transportation more broadly as "Involvement is a motivational state in which a person's self-concept is activated in terms of his or her ability to obtain desired outcomes" (Johnson and Eagly, 1989).

When looking at customer's responsiveness "customer's responsiveness can be considered to be based on a function of content relevance and channel acceptance/disturbance" (Heinonen and Strandvik, 2003). Media, advertising and customer's response are interrelated with each other. This shows that media and advertising affects the customer's responsiveness. Advertisings are the necessary part of media because they are heavily paid to show their ads in between the media. Advertising is usually presented in a video, program, live show, radio, print media and internet. An advertising success depends on the extent that how much the customers are absorbing the whole communication.

2. LITERATURE REVIEW

2.1. Transportation Theory

Transportation is a broader term. Transportation can be related to program, videos, dramas, magazines, internet and advertisements or to some extent our daily lives. Sometimes researchers define transportation in the perspective of psychology. Transportation into a narrative (world) sense has been conceptualized as mental process of an individual, an integrative mixing of attention, images of mind and feelings (Green and Brock, 2000).

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Transportation is mainly about the involvement of the customers. Highly transported/involved customers are commonly at the high motivational level than the less transported/involved customers. When it comes to transportation by psychologists, it is a motivational state in which a person's internal ability is activated in the form of his capability to achieve the preferred outcomes (Petty and Cacioppo, 1979).

Finally the work of Green *et al.* (2003) theorizes that the transportation is characterized by "participatory responses" which are thought actively generated in response to the narrative. When a customer participates into program/video then automatically a response is made by him/her either in positive or negative way.

2.2. Media Transportation

In modern age customers spend most of their time with media. Because the customers want to get information, entertainment, news or daily updates. Some customers engage with media for time pass. Social media created a new boom in the modern era. Mostly people use it for fun while others want to get connected with their family and friends. In short, media use is considered as fun, it makes people happy and people want to be entertained (Brock and Livingston, 2004).

Customers are more transported to that media material which is according to their interest or which hit their emotions. To check the customers' transportation to media, videos are the best way to get customers' attention rather than the magazines. Customers have not to be told to get transported in the video. Every interesting or emotional video catches the customers' attention by its own. Research had shown that Schank and Abelson (1995) the stories that have more natural mode of action, likewise it is possible that the ability to become transported into other worlds is necessary.

According to Gerrig and Prentice (1996) the proper characteristics of film, the way in which it focuses on viewers' attention, attain customer's engagement more probably. In the experience of texts customers are not so serious because they realize the fact that they can't participate too much. As reading a paper takes much time too, there can be the language problem so customer can easily lose his way. There can also be customers' individual differences that can affect transportation into video versus text. It cannot be applied to all the customers though. Some people who unintentionally form colorful images may prefer themselves towards text that allows them to apply this ability, on the other hand people who do not involve in pictures may prefer films, which provide high transportation for them (Green *et al.*, 2004).

A combined theory of media enjoyment was developed, suggesting that both affective and rational factors influence individuals' evaluation of media. According to that customers who enjoyed the media would be in better mood and would like to engage in media in future too. The cognitive or mental abilities allow the customers to get involved and show high media transportation and he starts learning the message of the video (Raney, 2002). Previous researches had much focused on the narratives to measure the media transportation (Wang and Calder, 2006); (Norris and Colman, 1992). Narratives are the stories which benefit to customers with realities, enjoyments and actions. Narrative is a way of involving in a story world or in a video without associated with it Telotte (2001).

But customers are more engaged in media if they know the characters of a video or that make some sense for them. When it comes to the media transportation by having some belongingness of customers with characters then it can be defined as "A process that consists of increasing loss of self-awareness and its short-term replacement with extreme emotional and cognitive connections with a character" (Cohen, 2001). It is stated that high transportation changes the customers' beliefs towards a video or media story as compared to low transportation. But all the customers are not the same. Not all the customers experience transportation all the time or to some extent (Wang and Calder, 2006).

2.3. Advertising Transportation

Companies invest heavily to advertise their product and sometimes it goes beyond the advertisement which we call interruptions. Every day customers are faced with hundreds of advertisements delivered via television, magazines, newspapers, billboards, messages, direct mail, World Wide Web, banners and pop-up boxes. Some advertisements get the customers' involvement and some disturb the customers because they don't want to see the advertisements. But it helps in a sense that a result of exposure to these advertisements, some claim that customers have developed a more sophisticated understanding of the mass media and advertising. They know that media and advertisement are co-related with each other (Campbell, 2000).

Advertising to customers typically appears in combination with narratives/programs/videos. These narratives take the form of print magazines or artistic stories in a particular medium, for example, between a television programs or in videos. The experience of advertisements in between such narratives is an important emerging area of study (Hogan, 2003). If the customer wants to understand the ad then he is fully involved in the advertisement. Researchers (Feltham and Arnold, 1994) compared the respondents who are highly involved in advertising in a program with those who were not involved. A very opposite outcome was received. Involved customers were having intentions to purchase the advertised product in future and uninvolved customers do not even know the advertised product. Here, transportation makes a big difference. So advertisers make their advertisements which are attractive and in which the customers can fully transported. But sometimes it produces the inconsistent results. It is not hard and fast rule that the transported customers will definitely purchase the product.

Various studies and extensive literature review show that involvement in advertising content increases the advertisement transportation while in other articles involving in advertising context decreases the advertisement transportation (Anand and Sternthal, 1992); (Feltham and Arnold, 1994); (Norris and Colman, 1992).

Context of the advertising contains the characters, background, music and theme. But the strong message and actual product is also very necessary. Customers' beliefs about some product are mostly related with the advertising transportation. It creates the big challenge for the companies to get the customers' attention to their product because when the customers are fully involved in the advertising then they will get the more information and awareness about the product. Different theorists explain involvement in magazine advertisement as get something beneficiary from reading it Malthouse *et al.* (2013). Same is the case with the video advertisements. Transportation of video ads means being completely immersed into it by understanding its complete message and meaning. For this purpose the advertisement context should be good which can get more customers' attention but not should be good enough that customers only focus on context rather than the actual product.

According to Deighton *et al.* (1989) those more dramatic television commercials are treated differently from more calm or boring ones. Now a day's customers want to see the ads which have some thrill, suspense or drama rather than the non-interesting ones. An advertising agency interpreted the responses of six types of advertisements that were about confusion, entertainment, compatibility, suspense, emotional, relevance and reinforcement (Schlinger, 1979) and the results show that emotional advertisements were more appealing than the others. It is because the emotional ads hit the feelings of the customers.

Ads evaluation is positively associated with brand selection and making a perception about a product. For this purpose remembering the ad is very necessary. It is essential to remind the advertised product at the time of actual purchase. Although remembering the advertisement is not the same thing like transportation but to somehow it helps to motivate the customer for future (Srull, 1983). So it has long lasting effect for those customers who remember it. Low transported advertisements are difficult to remember. For high transportation, advertising

context should be eye catching. The ad context helps to make a particular expression or allows to easily reaching at some point and produces the processing of stimuli with similar moods (Malthouse *et al.*, 2013).

2.4. Customer's Responsiveness

All the marketing communication has been done for getting the customer's response. Customers' response plays a key role in forming marketing strategies. Responsiveness represents the consumer's willingness to receive and giving response to marketing communication and can be viewed as a function of the content and context of message. It states that how quickly a customer responds to a marketing message or a marketing stimuli. More customers' responsiveness to media and advertising will increase the effectiveness of the media and advertising transportation. Customer's responsiveness is considered to be based on a function of content relevance and channel acceptance or disturbance (Heinonen and Strandvik, 2003).

Relevance relates to content of media or advertising with customer's taste. This is actually the type of data which customer receives from the media and its relevance depends on customers' interests and preferences. Some customers respond to informative material quickly but others show neutral or negative response. Some of them want entertaining stuff from media. Non-relevant messages are evaluated in low effort by the customers and their responsiveness level is also low (Greenwald and Leavitt, 1984); (Petty *et al.*, 1983).

Several customers start to get irritate and a number of customers can skip the media channel or advertisement. So it becomes harder for the companies to follow each and every customer's choice. Relevance is very important part here because it is directly related with customer's interest and can vary from customer to customer. While selecting a relevant material, it's become more challenging for the companies to identify each and every customer's interest. While looking at customer's responsiveness the issue of media selection is challenging too. It has been discussed in previous study that the information era allows customers and creates immediate 24-hour success, which forces the customers' to change their behavior (Seybold *et al.*, 2001).

Every customer has different set of values, different choices and different thinking. It has been shown in different researches when the message and media content are compatible with the customer's interests, the responsiveness of the customers become positive and further evaluation is improved (Agrawal *et al.*, 2007). Customer's responsiveness is affected by their transportation. If the customer is not fully transported into media and advertising then he will not be able to respond quickly to the communication. Somehow if the customer is able to respond to stimuli with low transportation then the effectiveness of this responsiveness will be very low. A desired result cannot be found with it. Customer's responsiveness has been affected by the situation in which customer receives the marketing message or communication. Because a customer can be in various situations while receiving marketing message (Heinonen and Strandvik, 2003). A difference in language and culture can make a big impact here. And the other factors like timing can affect the responses of the customers. The response produced to marketing message by a customer at the morning can be different at night to the similar marketing message.

2.5. Media Transportation and Advertising Transportation

Different studies show that television programs including commercials is an important feature of success of advertising message (Schumann and Esther, 1990). During television programs, the effectiveness of ad increases because advertisements are the basic necessities of television programs. Present study focus on how the different level of transportations can affect an ad which is placed in the middle of a video. Because it more necessary to make further research on the ad intrusiveness when the ad is inserted between a video. The concept of intrusiveness has been suggested to change the customer's perception about marketing communication. Intrusiveness means the

extent in which an ad interrupts the media transportation. Intrusiveness can be useful part of transportation to describe how negative feelings arise from advertisements (Li *et al.*, 2002). On the other side, if the media transportation is high and ads are placed at the end of a video then the advertisement transportation can be higher. Because the optimistic experience of media transportation is associated with ad and this would increase the advertisement effectiveness (Wang and Calder, 2006).

But it is not the same in all cases because some people change the channel or turn off the computer after watching the video/program. Most of the advertisements' effectiveness depends upon the media context (Malthouse *et al.*, 2013). In which the ad appears is called the media and the background and characters of media are its context. Media context is the quality of media channel or advertisements. It can be its background, characters, music or the theme. If these ingredients are attractive then there would be positive impact on the advertising. But the advertising context should also be good. These researches point out that the media context affects the advertising transportation in terms of psychological reactions (Aylesworth and MacKenzie, 1998); (Danaher and Mullarkey, 2003). Ads compatibility with media also matters a lot. Researchers discovered that inserting the ads in interesting programs lead to more favorable product evaluations than inserting the same ad in the boring programs (Murry *et al.*, 1992).

2.6. Media Transportation, Advertising Transportation and Customer's Responsiveness

In normal routine life we are exposed to different media channels and ads interfering between them. At every situation our response is different, just because of the transportation level related to it. The role of mood is a very important area of study here. The customer's response is mostly related with their moods. So the happy or sad programs/videos used to produce the positive or negative customer's response respectively. The best positive responsiveness level of the customer is his/her intention to purchase the product after watching an ad between the media transportation. They will spread positive word of mouth about the product. Intention to purchase by the customers will be higher when advertisement is viewed in pleasant media context rather than the sad one (Goldberg and Gorn, 1987).

According to Schumann (1986) advertisements with the best surrounding programs will be evaluated positively. But after the sad program/video customers will feel depressed and show their negative reactions towards the advertisements. They can spread the negative word of mouth about the product. There is both positive and negative relationship between media transportation, advertising transportation and customer's responsiveness. Intrusiveness is also an essential part here. Sometimes customers consider the ad intrusive and sometimes not. It usually depends upon the situation and customers mind level because these can vary a lot. Some researches mentioned that the high involving programs effect the advertisement more positively and enhance their effectiveness rather than uninvolved programs.

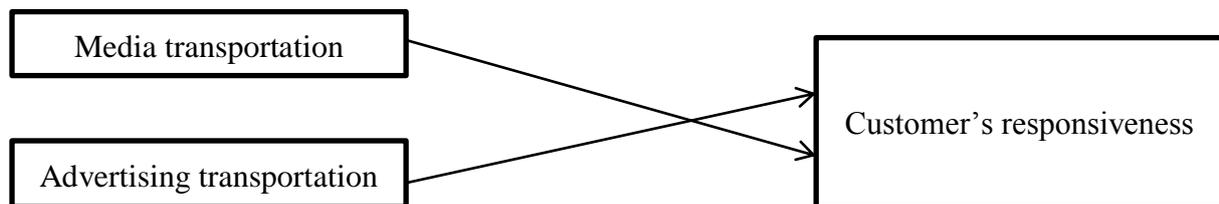
Now the customers are more sophisticated and they got to know the relationship between the media and advertising. Customers are always ready for the advertisements. In this case, the involvement of program shifts towards advertisement when an advertisement interrupts the program. If the media context is pleasurable then positive response towards the ad will be linked with it by the purchase of actual product. This enhances the ad effectiveness (Wang and Calder, 2006). To get transported the customers into media and advertising, their attention is very necessary. For this media context should be very strong. We can say that media context is directly proportional to the advertising transportation. To get high advertising transportation, it is necessary that customers should give their attention to the video. If the video is attractive than customers give their attention to

media and advertising automatically. Some other studies suggested negative relation between the Customer's involvement and the advertising transportation (Bryant and Comisky, 1978).

In this case the customer thinks the advertisement as a forced material between the video. He doesn't want to see the advertisement between the video because customer is fully involved in a video then he thinks advertisement distracted his attention. Actually these are the state of moods of the customers which affect the whole communication, while the feelings of the customers shifted into their responsiveness. Same like the high commitment to a brand or brand loyalty can make the customer's response more neutral. The brand loyal customers show neutral response towards media and advertising transportation.

3. METHODOLOGY

3.1. Conceptual Framework



3.2. Research Questions

What is the relationship between media transportation and customer's responsiveness?
What is the relationship between advertising transportation on customer's responsiveness?

3.3. Stimulus

The video "My Shoes" is about a one depressed boy who was not having the new shoes and clothes. The second boy was sitting on a bench having new shoes and clothes. The first boy saw him and wish he could become like him. At this peak moment suddenly an advertisement interrupts the communication. After the ad the video starts again. And the boy who was sitting on a bench was unable to walk and he was picked up by a woman on a wheel chair. The whole video was around for four minutes. The ad was inserted after two minutes video.

3.4. Target Population

Data was collected from 278 respondents and students being the target population. Idea has been taken from (Wang and Calder, 2009) for the purpose of scale development. Following table shows the demographic analysis of the respondents.

4. RESEARCH ANALYSIS

4.1. Demographics

Demographics		Frequency	Percentage
Gender	Male	202	72.7%
	Female	76	27.3%
Age	<20	21	7.6%
	21-30	220	79.1%
	31-40	31	11.2%
	41-50	5	1.8%
	>50	1	.4%
Marital Status	Single	233	83.8%
	Married	45	16.2%
Profession	Student	212	76.3%
	Businessman	11	4.0%
	Jobholder	43	15.5%
	Other	12	4.3%

4.2. Exploratory Factor Analysis

Variable Name:	Measure	Factor Loadings	Eigenvalue	Cronbach's Alpha
Media Transportation	Mt1	0.760	2.426	0.711
	Mt2	0.386		
	Mt3	0.746		
	Mt4	0.704		
	Mt5	0.321		
	Mt6	0.763		
Advertising Transportation	At1	0.810	3.668	0.679
	At2	0.799		
	At3	0.703		
	At4	0.751		
	At5	0.689		
	At6	0.593		
Customer's Responsiveness	Cr1	0.620	1.802	0.675
	Cr2	0.481		
	Cr3	0.568		
	Cr4	0.700		
	Cr5	0.612		

Above table shows the exploratory factor analysis of the questionnaire along with the Cronbach's Alpha of all the variables is above the acceptable limit. Factor loadings are also within the acceptable range.

4.3. Correlation

Variables	Media Transportation	Advertising Transportation	Customer's Responsiveness
Media Transportation	1		
Advertising Transportation	.637**	1	
Customer's Responsiveness	.545**	.585**	1

**Correlation is significant at 0.01 level (2-tailed).

All the variables have significant correlation with the other variables.

4.4. Regression

Model	R	R Square	Adjusted Square	R	Std. Error of the Estimate
1	.609 ^a	.370	.366		.46484

Value of R square shows the variance caused by the media transportation and advertising transportation in customers' responsiveness.

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.951	.180		10.830	.000
	MT	.248	.070	.250	3.539	.000
	AT	.245	.043	.401	5.677	.000

Unstandardized beta value is 0.248 of the media transportation and 0.245 of the advertising transport and on the other hand standardized beta is 0.250 of the media transportation and 0.401 for the advertising transportation which means if customer's response is changed by 1, 0.401 is because of the advertising transportation.

5. CONCLUSION

In this study, we have checked the customer's responsiveness by their transportation levels related to the media and advertising. For this purpose an empirical study was conducted in which an ad was placed in between the video at the peak moment. Data was collected via questionnaires which show that advertisement was intrusive but transportation changes the customers' responsiveness. Data analysis of this present research discloses that the advertisement transportation has more significant effect on customers' responsiveness than the media transportation. This will lead the customers to the high advertisement transportation. It is really intrusiveness of the ad because when the video is enjoyed by the respondents at that moment an ad is not being appreciated but the quality as well as the effectiveness of the ad can make it very useful for the respondents. So that is why, when ad comes, the respondents show positive attitude towards it after the video. If an ad is perfectly placed in a video it really can make person to respond towards it. If an ad is wrongly posted in a video, it may cause the organization wastage of money and resources. If an ad is intrusive at some level then the ad material should be more pleasing to remove its intrusiveness effect from it.

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