

# ***Factors that Affect Advertising Effectiveness: The Publication Time Might Influence the Specific Type of Advertisement***

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**Abstract:** In this article, the research analyzed the different emotions that different times of the year bring to consumers to analyze the best time to place advertisements to gain maximum benefit. In the process of this research, there is a questionnaire asking people about their emotions, consumer impulses, and other results when they see an advert at different times of the year. to find out which types of products matched best at different times of the year. As a result, it was found that major events, weather, etc. at different times of the year produced different factors that led to changes in consumer sentiment and therefore consumer desire. With the help of this article, the influence of environmental and temporal factors in the placement of advertisements can be reduced, and in subsequent studies on the effectiveness of advertising, the findings of this article can be used to control for different temporal variables to more accurately document the research data.

**Keywords:** eyes contact, colour temperature, frequency, spokesperson

## **1. Introduction**

The timing of the advertising will be a very important factor in the effectiveness of the advertising. The time of day is often linked to several factors, from the season to the temperature, the time of day to the light, the year to the current events, and ultimately to the mood of the consumer. The mood of the consumer tends to vary from time to time, and this determines the consumer's propensity to consume, which in turn affects the effectiveness of the advertising campaign. This article aims to analyze the different emotions that different times of the year bring to consumers, and thus analyze the best time to place advertisements to get the most out of them. Many studies have discussed how adding elements to ad design may increase the effectiveness of an ad, such as the color of the ad, the spokesperson, the movement of the model in the ad, etc. However, one of the simpler factors that are often overlooked is the timing of the ad. I will compare and analyze people's emotions by looking at online reviews in different seasons, at different times of the year, and at different times the year, and analyze the effectiveness of the advertisements placed at those times. This research also creates a questionnaire to ask people about their emotions when they see an advert at different times of the year, to find out what type of product matches best at different times.

## 2. Effectiveness of Colour Temperature and Layout

With the rapid development of the information age, access to information on the Internet has become increasingly important, and online advertising is becoming increasingly important for the marketing of goods and information, but how to attract users and how to guide consumer consumption reasonably and effectively in advertising design is worth studying, and how to sustainably transmit advertising messages to consumers in this area still needs to be studied.

Changes in the design of an advertisement, such as the color and movement of a character, can change the degree to which the advertisement is received by the consumer, and the subsequent perception of the advertisement and the consumer's propensity to consume it. In recent years there has been a great deal of scientific research into the effects of advertising, and a great deal of research has been conducted by scholars into the effects of color and eye contact.

In Lina Pilelienė's article *Colour temperature in advertising and its impact on consumer purchase intentions* [1], published in December 2017, the author analyses and synthesizes the literature through a questionnaire survey and states that all other parameters being equal, the color temperature in advertising may have a different impact on consumer perceptions. This idea is conducive to the study of the influence of color and color temperature on the effectiveness of advertising and contributes to the subsequent study of the sensitivity of advertising design to consumers. However, there is no mention in this article of whether color and color temperature has a sustainable effect. In Rita Ngoc To's article *How the Eyes Connect to the Heart: The Influence of Eye Gaze Direction on Advertising Effectiveness* [2], published in December 2020, the author presents the results of five studies, including field and laboratory studies, on the effects of color and color temperature on consumer sensitivity in advertising. In five studies, the authors suggest that avoiding the model's eyes from looking directly at the viewer in an advertisement allows the viewer to enter the narrative more directly and that if the model's eyes look directly at the viewer they can enhance the narrative communication, thus increasing the effectiveness of emotional advertising. This argument is useful for subsequent research on the model's movements as a feature of the factors affecting the effectiveness of advertising but does not consider how the model's eyes change the effectiveness of different emotions. In contrast, in [3] Miriam Visser's article *Communicating Sustainable Shoes to Mainstream Consumers: The Impact of Advertisement Design on Buying Intention*, published in June 2015 in a three-factor ANOVA examining three advertising elements (layout color, benefit type, and heritage), the author suggests that the combination of these elements will make the product more sustainable and communicate to mainstream consumers and increase their buying intent. This idea is presented as a contribution to the study of the impact of sustainability in advertising. In Shaojun Kong's *Web advertisement effectiveness evaluation: Attention and memory*, published on March 28, 2018, he uses the example of a travel agent to describe the effects of image, text, and price typography in the design of an advertisement. He uses eye-tracking and self-reported recall methods to study the effectiveness of different typography in travel advertising. The results show that the combination of image and price typography is less effective, while the combination of text and price has the most significant effect on customer attention, and the combination of these three typographies has the best effect. There were also differences between gender and experience in this study. This study is a great help in studying the effect of ad layout on the effectiveness of advertising, however, the article does not mention information about ad time.

Existing research suggests that the effectiveness of an advertisement will be influenced by the design of the advertising panel (including color, model movement, content information layout, etc.). The degree of effectiveness of these factors will depend on factors such as color temperature and the impact of different ad designs on emotional reception.

### 3. Effectiveness of Spokesperson

The classification of advertising spokesperson types into celebrities, stars, experts, and typical consumers was introduced by Friedman in 1979, and celebrities and stars are the main effective spokespersons in advertising. This has been the subject of much research, and many studies have been conducted on the reasons for the influence of celebrities and celebrities on advertising effectiveness.

In Determinants of the effectiveness of celebrity endorsement in advertisements[4] published by Syed Mazlan Syed Mat Dom in November 2015, the author argues that there is no perfect celebrity who can be effective in all types of product endorsements. The results of the questionnaires published in major supermarkets such as Giant, Tesco and Mydin suggest that consumers perceive foreign celebrity endorsements to be related to product quality and that product-appropriate endorsements can improve perceptions of advertising including increased brand appeal, respondents' willingness to buy, etc. This argument is useful for studying the impact of celebrity endorsement as a factor in advertising effectiveness. However, the authors have not yet presented in this paper how celebrity spokespersons fit into the advertisements. The same argument about spokespersons is presented in Manish Mittal's article Impact of Celebrity Endorsements on Advertisement Effectiveness & Purchase Decision Among Youths published in October 2017. In [5], the author collected data through a closed-ended questionnaire published in India and suggested that celebrity endorsements are highly effective in changing brand image, new brand promotion, brand attractiveness and perceived brand quality, and purchase decisions, and those endorsement ads with celebrity endorsements have a significant impact on consumer learning and recall but are less effective in increasing brand credibility. This idea is useful in classifying the effectiveness of celebrity endorsement as a factor in the specific content of advertising, but the study is limited to the Indian region and there is no evidence of the same in other regions. The advertisement effectiveness of animated spokes characters [6], published in Wen-Shin Huang's article on 7 October 2011, focuses on the comparison of the effectiveness of animated spokes characters and concludes that animated spokes characters are more effective than celebrities. Spokesperson endorsement enhances brand perceptions and improves advertising communication but does not guarantee purchase intention. This idea is useful to examine the different zones of influence of the spokesperson factor on the effectiveness of advertising and to compare the effectiveness of live-action celebrity spokespersons with that of animated spokespersons, highlighting where the spokesperson factor has an impact on the effectiveness of advertising. However, there is a lack of data in this paper on direct comparisons between live-action and animated endorsements and the experiment.

Existing research suggests that the effectiveness of an advertisement will be influenced by the type of spokesperson, including the credibility of the spokesperson, the popularity of the spokesperson, the field of work of the spokesperson, the nationality of the spokesperson, the ethnicity of the spokesperson, etc.

### 4. Frequency of Advertisements

In many cases, the time and frequency of an advertisement affect people's emotions, and those that are less impressive and those that appear many times and make a lasting impression can be described as successful. Many scholars have studied the frequency and timing of advertisements.

In Chu Chih-Chung's October 2012 book The Effect of Advertisement Frequency on the Advertisement Attitude - The Controlled Effects of Brand Image and Spokesperson's Credibility [7], an experimental design with 457 university students was used to study the effect of advertising frequency on the effectiveness of advertisements. The results show that the credibility of the spokesperson has an important effect on the effectiveness of the advertisement and that the frequency

of the advertisement also has a significant effect on the effectiveness of the advertisement. This experiment contributes to the study of the effect of the spokesperson on the effectiveness of advertising and the effect of the frequency and timing of advertising on the effectiveness of advertising. However, the effect of ad presence at a specific time on the effectiveness of advertising has not emerged. In Jan Van Dalen's Practical Advice Effective Poster Design, published in 2002 [8], it is shown that one type of advertisement, the 'poster', does not need to appear too frequently. In Dalen's view, a poster does not need to appear too often, nor does it need to have too much information on it; he believes that a poster has only three seconds to grab the viewer's attention and should therefore be eye-catching. A poster is successful if it is brief, clearly laid out, and has an attention-grabbing color and text size. A poster that is visually appealing and memorable does not need to appear as often as it should. This research is useful in determining the effectiveness of the frequency of advertising and in examining the factors that influence the effectiveness of advertising, however, no research has been done to examine the effectiveness of advertising at specific times. In The effects of repetition frequency on the illusory truth effect, posted by Aumyo Hassan on 13 May 2021 [9], the author refers to the "illusory truth effect" which means that information that is repeated several times, that is, information that appears more frequently is usually more truthful and reliable than new information. In this article the authors demonstrate through two repeated experiments that the perceived truthfulness of a message increases in the perception of the recipient by repeating the message again and again, but that this effect is a decreasing frequency, meaning that although the perceived truthfulness of the message increases with repetition, the amount of increase decreases with each repetition. This article is very useful in examining the effect of frequency on the effectiveness of advertising and on the consumer's propensity to consume, but the limits of frequency are more difficult to demonstrate in this study.

## **5. The Effectiveness of Specific Time of Posting Advertisements**

Often people have different emotions when they see an advertisement, and the expression of these emotions can be reflected in different forms of consumer tendencies. For example, the effect of seeing different food advertisements in different seasons is certainly different, the emotion of seeing product advertisements at different times of the day is different, the consumer's situation during major events can affect the propensity to consume, and the repetition of content at the same time can produce different advertising effects. In the questionnaire, the time factor can be broadly divided into three categories: 1. major events 2. seasonal factors (temperature as well as the environment) 3. time of a day (body sensations at different times of the day in the human body).

### **5.1. Factor 1: Major Events**

Questionnaire question 1: Suppose the US and China are now in an economic war and you see news of an Apple launch, would you choose to go to the launch and choose to buy an Apple product?

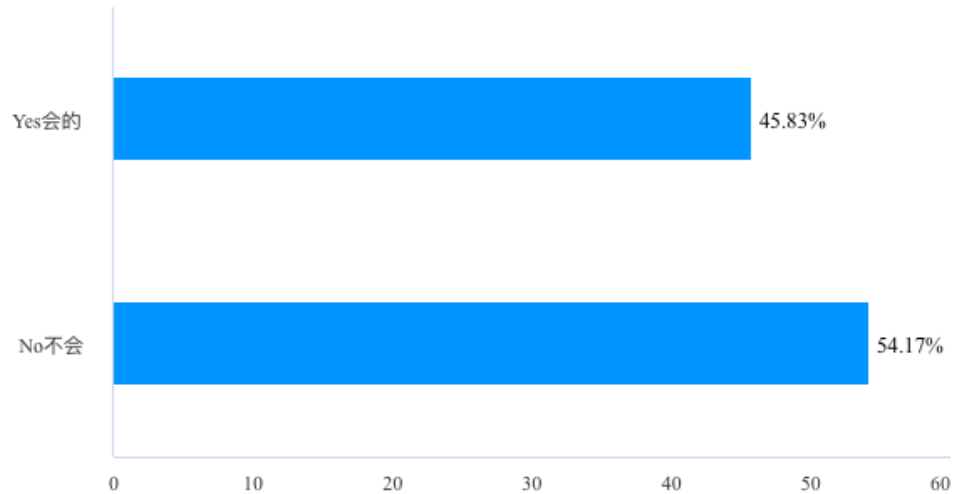


Figure 1: Questionnaire 1.

My prediction in this questionnaire is that major events will influence consumers' propensity to spend. The graph above shows the results of this question, with 45.83% of participants choosing to continue to buy Apple products and 54.17% choosing to abandon Apple products, with almost half of them choosing to continue to buy Apple products, excluding the small number of questionnaire participants who are non-Chinese. The majority of participants who chose to continue to buy Apple products filled in the "yes" box because they usually put aside their political stance when buying products, and consumers usually consider buying on demand. The majority of those who chose "no" answered "I am used to using other brands of mobile phones" or "I am not interested in Apple products". Similar answers were given. Therefore, the analysis and the continuation of the offline survey show that major events do not have an impact on consumers' propensity to purchase products and that consumers choose products based on their current needs and their appeal.

Questionnaire question 2: When you hear about nuclear waste in Japan and a Japanese stationery company happens to launch a new product, and the content of this product is your favorite and much needed at the moment, would you choose to buy it?

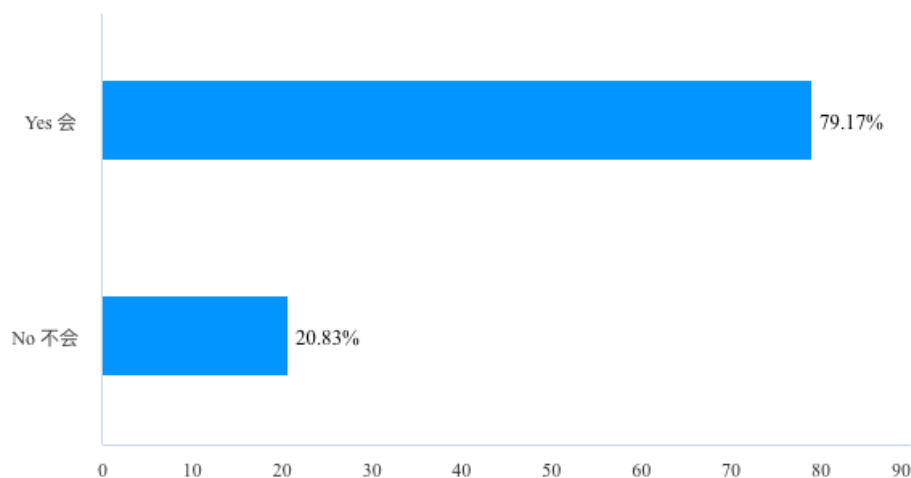


Figure 2: Questionnaire 2.

In this question, 79.17% of the participants chose to buy the product they wanted or needed at the moment, while only 20.83% of the participants chose to give up buying Japanese-related products. The difference in the proportion of participants in this questionnaire compared to the previous question is due to the difference in the level of demand for the product. Although this question was about a consensus on the environment as opposed to the previous question on national and political stance, this did not have a significant impact on the change in consumer preferences, as the question "this product is your favorite and much needed at the moment" reinforces the demand for the product, more consumers choose to continue buying the product they prefer. The quality of the product is not the key to comparing the two questions, as Apple and Japanese stationery are also leading companies in their industry. Another factor that was taken into consideration was the level of competition in the market, as Japanese stationery is more competitive in its industry because there are fewer subsidiaries than Apple's electronic products. The results of these two questionnaires, therefore, suggest that major events are less effective in changing consumers' propensity to consume through advertising and that it is more the demand and the qualities of the product that influence consumers. The result is that major events don't have much of an impact on consumers.

## 5.2. Factor 2: Seasonal Factors

Questionnaire question 1: When you see a new ice cream advert at a certain time of year do you feel more tempted to consume the product in that season?

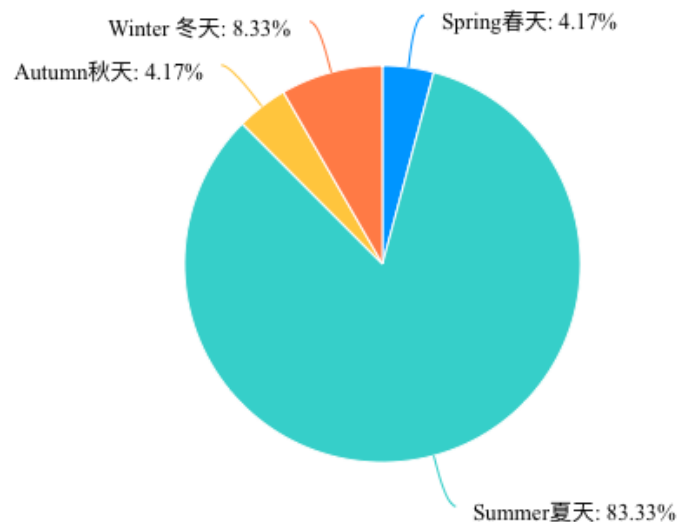


Figure 3: Questionnaire 3.

My prediction in this question is that seasonal factors will change people's propensity to consume and thus affect the effectiveness of advertising. In this questionnaire, 83.33% of people chose that they would be more tempted to consume ice cream in the summer when they saw the advertisement, excluding personal habits. The reason for this is that ice cream has a longer shelf life or has a better flavor in the winter.

Questionnaire question 2: If the price of ice cream is three dollars locally (in summer) and two dollars elsewhere (in autumn), you can make a consumer choice whether you would choose a local ice cream or an out-of-town ice cream (disregarding the time and cost of travel by car you would spend to buy it at different locations)

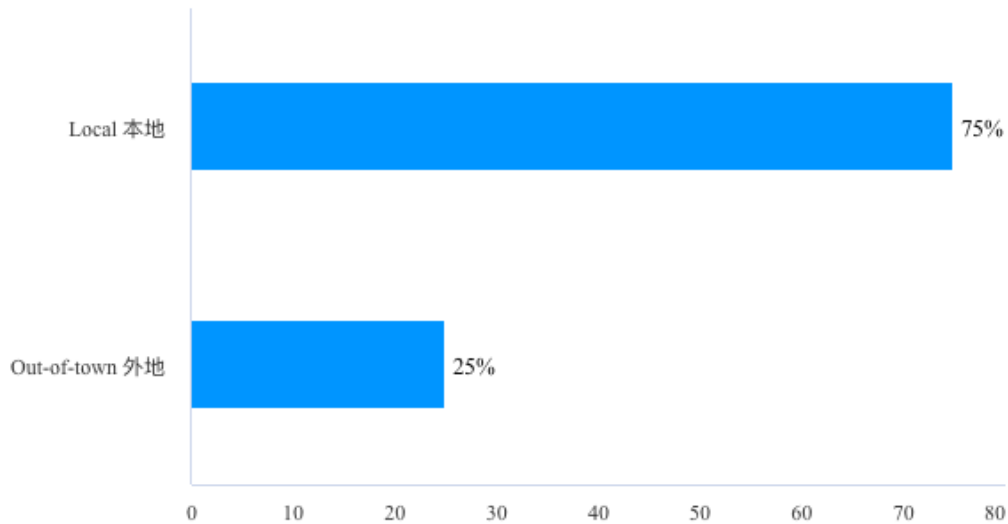


Figure 4: Questionnaire 4.

In this question, 75% of the participants chose to ignore the lower prices in different regions and still chose the hotter weather that matched the previous question, so we can analyze from this question that "seasonal factors" are indeed one of the factors that influence consumers' purchasing decisions. Consumers can even give up lower prices for this reason.

### 5.3. Factor 3: Time of a Day

Questionnaire question: There is an advertisement for a popular snack recently, at what time do you think you would be more tempted to buy it if you saw it?

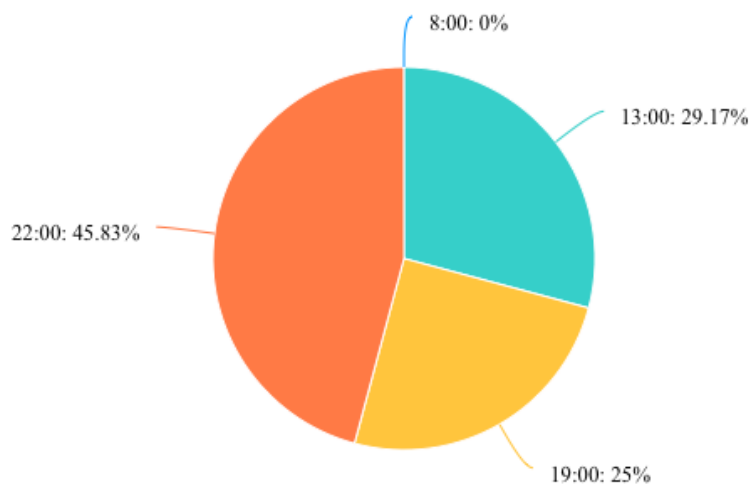


Figure 5: Questionnaire 5.

In this question, I indirectly tested whether people's desire to buy is affected by different body sensations at different times of the day by using different time settings (8:00 am, 13:00 noon, 7:00 pm, and 10:00 pm). It turns out that people's desire to buy at different times of the day does indeed



vary, with the majority of people in China rarely eating snacks in the morning and therefore, unsurprisingly, choosing 8:00 am as the zero for this question. Most people chose 10:00 p.m., which matches the "Late night snack" habit of young people in China today, so people's desire to consume snacks at night is higher and the corresponding advertising is more effective.

## 6. Conclusion

The results of the analysis in this study show that the timing of advertising has a significant impact on the effectiveness of advertising and consumers' propensity to consume. According to the results, 1. when different times of the day refer to different seasons, this has a positive impact on ads that contain cool message triggers (e.g., blue, ice, water drops, snow, less dressed characters) that consumers are more likely to recall and discuss. 2. while major events related to politics do not affect consumer propensity. 3. in the middle of the day consumers' different body sensations at different times of the day or personal habits can affect their propensity to consume. One of the limitations of this study is that the research methodology does not provide information on the effectiveness of different advertisements over time, for example, when spring and summer are exchanged, and when social events are compared before, during, and after the heat of the day. The analysis of this type of information would have provided a more visual indication of the effect of advertising on consumers following the influence of different times of the year on the environment. Another limitation of the study is the lack of practical case studies, as this study was unable to contact advertising agencies and product companies, and if some practical information had been obtained, it might have been possible to use the data more flexibly and intuitively to analyze the effectiveness of advertising for different products at different times.

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