AN EMPIRICAL INVESTIGATION ON TANGIBILIZING STRATEGIES IN SERVICE ADVERTISING AND ITS IMPACT ON CONSUMER RESPONSE

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ABSTRACT

The study observed while looking at advertisements of experiential services, consumers will consider various factors that will contribute in creating a positive attitude towards advertisement. While in utilitarian services, the few factors are considered in interpreting and developing a liking towards advertisement. Also, the oblique rotation method of factor analysis showed that in documentation tangibilizing strategy for both the services the factors were highly correlated. While, in association tangibilizing strategy for both the services the factors are low to moderately correlated. This makes an important point that while executing tangibilizing strategies for different types of services the marketers/ advertising agencies should not consider factors in confinement as the factors are correlated. Therefore, while executing advertisement all the factors should be considered.

KEY WORDS: Advertising, service, impact, consumer.

References


