

THE INFLUENCE OF COMPARATIVE ADVERTISING ON PURCHASING INTENTION OF INDOMIE AND MIE SEDAAP ON BOARDING HOSE STUDENT IN MANADO

by:
Dean Kumenaung

Faculty of Economics and Business
International Business Administration (IBA) Program
University of Sam Ratulangi Manado
email: deansak@gmail.com

ABSTRACT

Marketing is one of focal point in a company whether it is a product company or a service company. In marketing there's a tool that often used as an important element to determine a product or a brand's offer, called the 4 Ps which stands for price, product, promotion and place. One element that puts the product into the customer's head and also the one that stands in the way between the product and the customer is Promotion. Advertising is one of the most interactive promotion and the most common one, comparative Advertising was one of the most interesting one that can be seen in television where one product compare itself to each other. This research is using qualitative that will describe the topic and explain the result of research. The object of the research are students who live in boarding house in Manado. The purpose of this research is to identify the effect that comparative advertising of Indomie and Mie Sedaap has on the consumers. The result of the research is that comparative advertising has positive effect for people who have not develop brand loyalty and yet still effective to trigger the purchase intention of the viewers. So it is recommended for marketers to reconsider their strategy and not afraid to use comparative advertising to compete in marketing competition.

Keywords: *advertising, brand loyalty, purchase intention*

INTRODUCTION

Research Background

Marketing is one of focal point in a company whether it is a product company or a service company. McDaniel, Lamb and Hair (2011:3) define marketing as the activity, set of institutions, and process for creating, communicating, delivering and exchanging offerings that have value for customers, clients, partners, and society at large. McDaniel, Lamb and Hair (2011:pp.47) in marketing there's a tool that often used as an important element to determine a product or a brand's offer, called the 4 Ps which stands for price, product, promotion and place. However as time grows 4P's starts to expand and resulted in 7P's in which Physical Environment, Process and People was added.

One element that puts the product into the customer's head and also the one that stands in the way between the product and the customer is Promotion. Promotion has been defined as the coordination of all seller-initiated efforts to set up channels of information and persuasion in order to sell goods and services or promote an idea. While implicit communication occurs through the various elements of the marketing mix, most of an organization's communications with the marketplace take place as part of a carefully planned and controlled promotional program. The basic tools used to accomplish an organization's communication objectives are often referred to as the promotional mix. Promotional mix consists of 6 elements which are Advertising, Direct Marketing, Internet Marketing, Sales Promotion, Publicity and Personal selling.

From all the elements advertising is one element that really interesting, Advertising is defined as any paid form of non-personal communication about an organization, product, service or idea by an identified sponsor. It was said that advertising is something that trigger the purchasing intention of customers by stimulating or suggesting about how good a product or service is using the advertising and even sometimes advertising makes the customer think that one product is better than the others.

Electronic media has become a very common thing for society at large, company are racing in order to get their product advertised through the media where the whole world can see it easily. The purpose of advertising is to get people to know a certain brand of product, service or campaign with purpose to get people to purchase the product once they know about their product. When a certain company advertised their product the expectation is to make a statement that will leads to brand equity and get the consumer to become a custom to their product in which stage brand loyalty has developed. Another form of advertising is comparative advertising, this kind of advertising compare each other in their advertising. The advertising is about either how one product is superior to the other, how the other product is inferior to your product or show that one product done things differently from the other.

Two brand of product that go neck and neck in Indonesia is Indomie and Mie Sedaap which expertise in instant noodle product which is one of the most common and popular food in the country and the two company always compete in marketing especially in advertising. Both companies are constantly making good advertising in order to gain people's attention and to gain loyal customer they keep showing why their product is better than the competitor. But the effectiveness of comparative advertising is still in question, this is a risky move because if a company take a wrong step they will ended up become a "villain" in the viewers' eye because some of the advertising are making the comparing process too far and it ended up mocking the other product.

Research Objective

To analyze if comparative advertising has effects on purchasing intention of Indomie and Mie Sedaap on boarding house in Manado based on qualitative study.

THEORETICAL REVIEW

Marketing

Belch and Belch (2012:7) marketing is the process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods, and services to create exchanges that satisfy individual and organizational objectives. McDaniel, Lamb and Hair (2011: 3) define marketing as the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large. American Marketing Association (AMA) Board of Directors define, Marketing as the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large.

Advertising

Belch and Belch (2012:6) define advertising as any form of non-personal communication about an organization, product, service, or idea by an identified sponsor. McDaniel, Lamb and Hair (2011:555) define advertising is impersonal, one-way mass communication about a product or organization that is paid for by a marketer.

Comparative Advertising

McDaniel, et al. (2011:560) define Comparative advertising as a form of advertising that directly or indirectly compares the brand with one or more other brand on one or more specific attributes.

Purchase Intention

Belch and Belch (2012:717) define purchase intention as the predisposition to buy a certain brand or product.

Previous Research

Several studies and research that has been done before are used in the making of this research and provides the grand concept of this research and the relationship of previous research and this research.

1. Jeon and Beatty (2002) define Examine the effectiveness of direct comparative, indirect comparative and non-comparative ads. Between subjects in the United States and Korea using relative measures. This study was conducted at US and Korea
2. Yagci, et al. (2008) define examined consumer responses by distinguishing ads that compare two different brands (Across-Brand Comparison or ABC ads) and those that compare different versions of the same brand (within-brand comparison or WBC ads). Comparative advertising is an increasingly popular promotion tactic. This research was conducted in US
3. Thompson and Hamilton (2006) define Examined consumers' readiness to process information in either a comparative or non-comparative format. Comparative appeals are used frequently in a variety of industries, such as in the automotive trade, information technology, and consumer packaged goods. This research conducted in US

Conceptual Framework

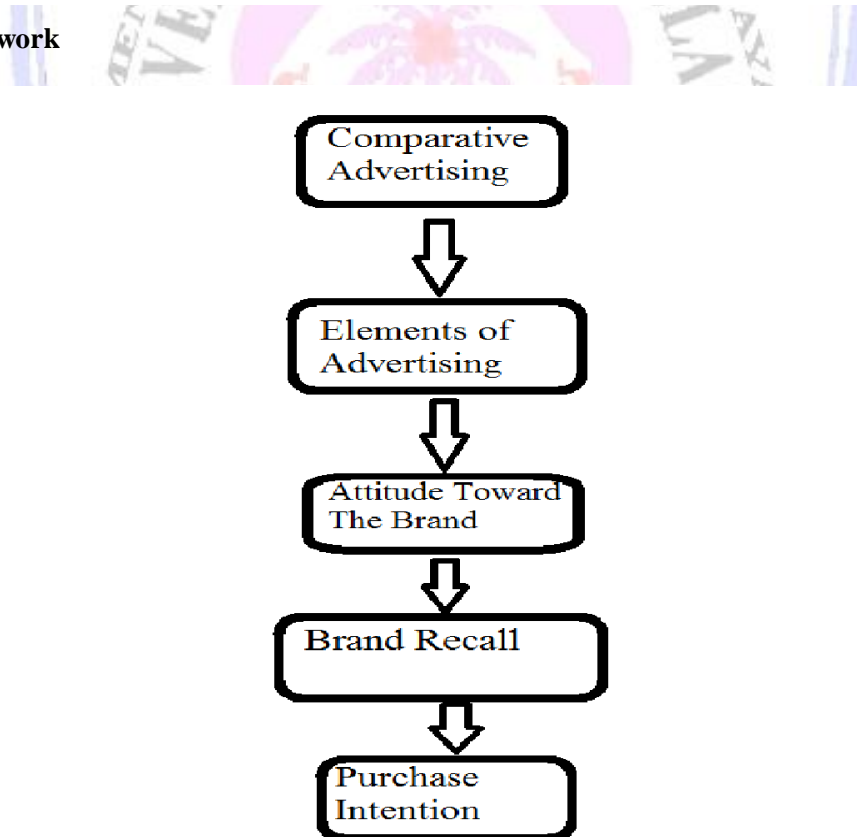


Figure 1. Conceptual Framework

Source: *Theoretical Framework*

RESEARCH METHOD

Types of Research

This research is appropriated to be conducted qualitatively by the researcher. Qualitative data is the data that shown descriptively or data in form of explanation. This research use the descriptive method, which is a method that processes the data that already exist and then compare between the result and existing theory. Descriptive study used in this research because the purpose of study is to examine the influence of comparative advertising to purchase intention of boarding house student.

Place and Time of Research

This research is conducted in Manado and focused in campus area where lots of students live in boarding house. The interview was conducted in August 2014.

Social Situation and Participant

Social situation in this research were those who are students and live in boarding house. Informant or participant of this research consists of 10 people, all of the informants are student.

Data Collection Method

There are two types of data which are primary data and secondary data. Sekaran and Bougie (2009:186-188) stated that interview is consist of two types which are unstructured interviews and structured interviews. In secondary data, researcher collect several sources such as books that dominated used in theoretical review, several articles to compare and analyze the previous research and relevant literature from library and internet about another keywords that can be contained in this research.

Method of analysis

1. Credibility. Degree to which the result of qualitative research are credible or believable from the perspective of the participant in the research.
2. Transferability. Degree to which the result of qualitative research can be generalized or transferred to other contexts or settings.
3. Dependability. Degree to emphasize the need for the researcher to account for the ever-changing context within which research occurs.
4. Conformability. Degree to which the results could be confirmed or corroborated by others.

Descriptive Method

This research used a description analysis tool to analyze the Effect of Comparative Advertising on Purchasing Intention of Indomie and Mie Sedaap on Boarding House Student in Manado. The data will organize through interview with the help of tools like recorders or by typing the interview. After that, the data will be transcript to written data. The next step is data reduction. Where the researcher will do the selection of data and make data coding. The data then processed into the data presentation and then conclusion is taken from the result.

RESULT AND DISCUSSION

Result

The responses to the question: “what is/are the point(s) you see in advertising?”

- 1 The message and how clear is the point of the message.
- 2 The message and the story that brought up before the message is presented
- 3 The music or the jingle that is used in the advertising
- 4 The model in the advertising
- 5 The model in the advertising and the graphics of the advertising
- 6 The whole format of the advertising
- 7 The story and the model in the advertising

The responses to the question: “What is a good advertising?”

- 1 Good advertising is the one that can get viewers’ attention, memorable and to the point
- 2 Good advertising is a catchy advertising
- 3 Good advertising is the one that can make people remember it by using their music
- 4 Good advertising is attractive and short
- 5 Good advertising is not too obvious, not giving away too much information and give some room for the viewers to think
- 6 Good advertising is the one that has story and not too obvious
- 7 Good advertising has to be clear regardless the way of how the advertising being presented
- 8 Good advertising can get the message to the viewers
- 9 Good advertising is not only talk about the product but has to build up some story first

Responses of the question: “why do you choose that (between Indomie/Mie Sedaap) advertising?”

- 1 To the point
- 2 Good story
- 3 Good music
- 4 Short duration
- 5 Not too obvious
- 6 Interesting story
- 7 Catchy

Discussion

The result of the interview that had been conducted with 10 informants who are students and live in boarding house, all the informants watch television often and also consume instant noodle regularly which are the requirements to be the population of informant for this research. The result of the interview is varied and there are some unpredicted answers. The result of the interview showed that some said that advertising should be to the point and also clear, and some said that advertising should have story and give some room for the audience to think and wondering what will happen next or where the advertising leading to, some of the audience think that the advertising should be easy to remember and catchy so it could catch people’s attention in an instant which support the theory about advertising creativity by Belch and Belch (2012:708) found that “advertisers should have the ability to generate fresh, unique, and appropriate ideas that can be used as solution to communication problem.” Which in this case is how advertisers going to communicate with the viewers.

People think differently about the term interesting and interesting advertising is different for each people, but from the interview the result can be seen that the majority of the informant think that advertising should have story and not only showed the product but has to build up some stories first and then present the product because this way people can also get entertained by the story within the advertising. Advertising is also should be memorable and regardless how they present it the most important thing is the message can get to the audience because if the message is not clear then the advertising will be considered as bad advertising and this result is supported by theory of advertising appeal by Belch and Belch (2012:708) define that “the basis or approach used in an advertising message to attract the attention or interest of consumers and/or influence their feelings toward the product, service, or cause.” Which in this term is the story of the advertising that influence the viewers. So from the interview result we can conclude that advertising should have story to guide and build up to the presentation of the product because that way advertising will not be annoying and instead it will be entertaining to the audience. Beside the story advertising is also should be memorable to the audience and also the message should be able to reach the viewer.

The result of the interview showed that some said that the most important thing in advertising is the music because the music usually stays in our head that makes people remember the advertising because if the music stays in the people's head, that kind of thing usually stimulates people to purchase the product this support some theory about music in advertising "Music is used often in advertising to enrich the key message and may be the single most stimulating component in a commercial" Alpert and Alpert, (1989). "It is perceived as a potential peripheral cue used to positively arouse the consumer's emotional state" Stout & Leckenby (1988), Gorn (1982) Park & Young (1986). "The notion of central and peripheral processing suggests that peripheral cues such as music can lead to a positive attitude about the advertisement and then transfer that positive attitude to the brand" Stout & Leckenby (1988). This leads to some viewers stimulated to remember the advertising through the music that is used in the advertising and some even said that it is even better if the advertising uses popular song instead of a song of their own because people listen to it almost everywhere not only limited in advertising. Some of the informant said that the most important thing in advertising is the model that used in the advertising because celebrity is role model of some people or in other words people look up to their idol and usually want to be like them and that kind of people usually follow the trend of what their idol do and follow them and also give certain elegance in which the image is changing when people know celebrity are using it too and this support some theories which state that "Celebrity endorsements are the more widely used strategy of using celebrities as a promotional tool.

These endorsements can have celebrities giving expert opinions, being a spokesperson for a product, or just being associated with a product McCracken (1989) Seno and Lukas (2007). Types of endorsements "can be explicit ('I endorse this product'), implicit ('I use this product'), imperative ('you should use this product'), or co-presentational (merely appearing with the product)" Seno and Lukas (2007). Some said that the most important thing in advertising is the whole advertising because if we took one thing away from the advertising then it will not be an advertising because it all go together as a unity and can only see as good advertising if put together as one. So by the interview conducted with the informant, the most important thing in advertising is the whole concept and format that make the other elements stick so the advertising could be presented as a unity and that is what makes advertising what it is.

When all of the informants showed the advertising of Indomie and Mie Sedaap the result is varied from people to people because their perception of good advertising is different from each other. Some said Indomie is better and some said that Mie Sedaap is better, the advertising is very different from one another because the example taken for the interview is the subtle kind of comparative advertising because the other kind of comparative advertising leads to negative comments and even insult each other. This two big brand of instant noodle are competing in a good way and also comparing each other by pointing out each other special features that the others doesn't have like how Mie Sedaap showed that they are using a good and delicious ingredients which make the taste of the noodle become so good that people will love how the way this product taste while Indomie pointed out how people are different from one to another and sometimes we can't bring people together because people are like oil and water, but despite the differences Indomie can bring people closer together and in the scenario it was showed that people are getting closer while consuming the product. In the interview that was conducted with the informants some people prefer Mie Sedaap advertising because it was to the point and short, for some people this kind of advertising is the good kind of advertising because it was short, to the point and very clear. For some people this kind of advertising considered as interesting and not boring, the reason is because people watch television for the television show and not the advertising and this kind way of thinking make people think that advertising are getting boring as they are getting longer. For the majority of the informants they prefer Indomie advertising because that kind of advertising that kind of telling story to build up the tension before they are getting to the presented product, people thinks that this kind of advertising is really getting to them because the story is entertaining and not boring like those monotone advertising that just showing models and the product over and over again and also the majority of the informants love the advertising that give the space to think a little to the audience or the one that make audience asking about what going to happen next.

The interview result that was done with the informants, the better the advertising leads to better product. This statement is concluded by taking conclusion from the interview which the informants have stated about how good advertising leads to good image of the brand of the product because a product is not always the product, it means that beside the product itself there's also a thing that is almost as important as the product itself and that is the image of the product. How people see the product is important because the advertisers want the audience to see the product the way they want the audience see it so they kind of setting the vibe of the advertising as good as possible so when people be in a certain condition or situation, that certain condition or situation sometimes reminisce them of the product, for example Indomie wants the audience to remember Indomie when they are in a situation where the differences is too pointed out that sometimes a good meal is what they need to make the situation better regardless the differences among them and that is the target that advertisers try to reach. Even sometimes when people doesn't like a certain product too much but when they see their idol is the model of the product advertising, they tend to start make themselves like the product or they start adapting and turn what they did not really like before become their favorite. So that simply said that people's perception of one product is almost as important as the product itself which support the theory of Branding by Michael Pinto (cited in <http://heidicohen.com>) "Branding is the defined personality of a product, service, company, organization or individual. Many folks confuse "having a logo" for an ongoing branding process, but in fact a good logo is an extension of a defined identity for a venture in the same way that a flag or national anthem may represent a country. A well designed brand personality can be seen in everything from customer service to the actual products a company may offer. Another misconception about brands is that they should reflect a quality; and that may be true in a brand that's about quality (think of a Chanel logo which communicates the idea of luxury) but on the other hand if a local dollar store even has a designed logo that may in fact work against the goals of their brand as they may seem overpriced. Like an artist finding his or her voice the goal of a branding process should be to always frame in a concise way what makes your endeavor unique; and then apply that message to each medium".

When asked if seeing comparative advertising trigger the intention to buy the product, minority of informants said no because of interesting reason. The advertising that made to compare a product with its competitor has no place in the heart of a loyal customer of a certain brand, and this also a matter of perspective because people can easily be loyal to a certain brand once they found what they want to in one product in this case the product fits their appetite really well so even if the other product has better advertising it will be no more than just a mere entertainment in television for them and the statement that stated here is supported by brand loyalty theory by Belch and Belch (2012: 709) which said that "Brand loyalty is a preference by a consumer for a particular brand that results in continual purchase of it" and also this kind of behavior is supported by theory about brand equity by Belch and Belch (2012:709) which stated that "Brand equity is the intangible asset of added value or good will that results from the favorable image, impressions of differentiation, and/or the strength of consumer attachment of a company name, brand name, or trademark". For some people who are not so uptight about the brand, this kind of advertising can trigger purchase intention, because majority of the informants said that they prefer the "winning" product in the comparison battle.

By analyzing the answers that given by the informants, how advertising works is different but how advertising present the product and make their message heard is amazing for like how advertising with storyline considered as entertaining while some thinks that advertising is boring and how they step up their game by comparing themselves and beating their competitor in advertising battle in their own way to get customer is amazing and this showed that to be able to get the audience to buy the product it needs great creativity and communication skill which can be done by a marketer. And from the result of the interviews it can be concluded that comparative advertising that competing in pointing out how one product is better than another and have their own feature and good point can really get people into purchasing the product.

CONCLUSIONS AND RECOMMENDATIONS

Conclusion

The conclusion of this research is advertising works differently but how advertising present the product and make their message heard is amazing for like how advertising with storyline considered as entertaining while some thinks that advertising is boring and how they step up their game by comparing themselves and beating their competitor in advertising battle in their own way to get customer is amazing and this showed that to be able to get the audience to buy the product it needs great creativity and communication skill which can be done by a marketer. And from the result of the interviews it can be concluded that comparative advertising that competing in pointing out how one product is better than another and have their own feature and good point can really get people into purchasing the product.

Recommendation

There are several recommendations suggested to marketers:

1. Do research of what is happening right now so marketers can use current event to become the base of their advertising. Because that way we can inform people and also promote at the same time
2. Make advertising with story instead of advertising that just mumbling about the product over and over again because those kind of advertising are considered to be annoying for the viewers. Because as marketers, marketers want people to recognize their product by a good kind of promotion which leads to good image.
3. Use model that are proper for the advertising so the advertising won't go out of context. Because if marketers use right model for the right advertising, people will immediately buy the advertising. For example like chefs doing model for cooking equipment advertising or a beauty pageant winner doing model for cosmetics advertising.
4. Set a vibe for the advertising that well suited for the target. The vibe or the image of the advertising is the one that sets the mood of how the viewer think of the brand. For example when advertise a jewelry the set for the advertising is somehow full of elegance, and when advertise food the set of advertising is somehow appetizing and cheerful.
5. Don't be afraid to point out why your product is better than the others. Because from this act you can gain a competitive advantage which will positively leads to increase in sales.

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