



## Impact Of Pictures And Colours Of Advertisements: A Study of customer behavior in Andhra Pradesh

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### Abstract

Products and services are often marketed with the support of branding and advertisements. In this process of promoting the qualities of the products various factors such as creative pictures and colours might influence the customer. When supplemented with semiotics advertisements bring out best results and often they work together to make the ads more effective. Like signs, symbols, colours and vividness the pictures often influence the visual imagery of the eyes and become an important part of the advertisement seems to play crucial role in their success. In the newly formed and developing capital region of the state of Andhra Pradesh advertising is fast emerging as an important profession. In this context the researchers tried to study the contribution of the semiotics with special reference to pictures and colours in advertisements. To understand their role of creating impact among the youth the researchers conducted a study of 512 respondents. The results show that pictures and colours play a mediating roles in brand perception and brand selection among the youth.

**Keywords:** Semiotics, Pictures, Vividness, Brand selection

### Introduction

One can observe "the art of the modern world" advertising in print, electronic, and social media (Danesi, 2004, 273). Recent technological advancements and media computerization have resulted in consumer commercials that display both traditional and nonconventional indicators, as well as linguistic and nonlinguistic variations. With the aid of contemporary technology, the difficulties associated with identity and expression have been converted in communication by altering the objects, images, colors, font styles, and sizes in order to successfully market the products. In audio-visual media, consumer advertisements can occasionally take the form of still photographs.

Words are considered to be inferior to pictures when it comes to learning (important for brand awareness and brand beliefs). Eysenck (1977) evaluated the evidence, and found that the superiority was true whether the learning task used long-term memory or short-term memory, recognition responses or recall responses (McKelvie and Demers, 1979). Paivio's (1971; 1978) dual-coding theory is a key theory for explaining the picture superiority effect. According to the hypothesis, most images produce both a verbal and a visual representation. However, the former is less likely to happen while using words. Unlike long-term verbal memory, which appears to have almost unlimited capacity, long-term visual memory degrades relatively slowly and does not exhibit primacy or recency effects (Avons and Phillips, 1980).

Colour is valued for its capacity to capture and hold viewers' attention (Schoormans and Robben, 1997), which speeds up information processing. Possible indicators of a physical marvel, a mental element, or a mental affiliation include shading. Shade can convey a variety of possessions. In general, colour helps us remember, grasp, and identify remarkable things. Colors leave the most stunning memory imprints. Hues successfully serve as indicators, and different hues have different connotations. Consumers are known to rely on visual cues, which could act as subconscious cues that affect their decision-making (e.g. Clement, 2007; van der Laan et al., 2015; Orth et al., 2010). Sight is the most essential sensory channel since visual information can be processed fast and seeing itself takes little mental effort (Kauppinen-Räsänen, 2014; Krishna, 2012).

Through advertisement and other semiotics message should be regularly distributed to the stakeholders, together with information and feedback. Several cities in the state of Andhra Pradesh, including Vijayawada and Guntur have turned out to be the hubs of activity whereas these cities together turned out to be a political, governance and corporate capital also. As not many studies were done earlier in the state with regard to advertising it is necessary to conduct relevant studies. Taking into account the magnitude of commerce and business that were developed since 2014 the capital had grown to be a significant source of clients. In this context, the researcher chose the capital region to understand how advertisements affect young people with a focus on semiotics.

### Objectives of the Study

The present study has the following objectives

- To find out the differences in Pictures, Colors Brand selection and Brand perception by gender age, nativity, income, and education
- To assess role of mediation reference to Pictures, Colors and predicting Brand selection mediated by Brand perception.

Earlier studies have shown that as a part of communication process especially in advertisements pictures and colours have played an important role. In this context the researchers evaluated the significance of customer communication, various factors of advertising, their effectiveness and benefits to the business. Based on the conceptual model the following hypotheses were prepared.

**Differences in Pictures, Colors Brand selection and Brand perception by gender age, nativity, income, and education**

Null Hypothesis (H0): With regard to Pictures, Colors there is no significant difference in the mean scores by gender, age, nativity, income, and education.

Alternative Hypothesis (Ha): With regard to Pictures, Colors there is significant difference in the mean scores by gender, age, nativity, income, and education.

**Mediation Analysis with reference to various variables and predicting Brand selection mediated by Brand perception.**

Null Hypothesis (H0): There is no significant mediation effect of brand perception in the relationship between variables such as Pictures, Colors and brand selection.

Alternate Hypothesis (Ha): There is significant mediation effect of brand perception in the relationship between variables such as Pictures, Colors and brand selection.

**Methodology**

As a part of study of customers' perception in Amaravathi Capital City, data was collected from primary sources by means of survey. A sample of 521 youngsters were selected from both the cities of Vijayawada, Guntur and few rural areas that come in to capital region by means of purposive sampling procedure. The data for this research study was collected through a structured questionnaire.

**Pictures by gender**

A t-test was conducted a t-statistic of -1.24 and a corresponding p-value of .215, demonstrate that there is no statistically significant difference in responses to pictures between genders. The p-value exceeds the conventional alpha level of .05, signifying that the observed mean difference is not statistically significant. it can be concluded that there is no significant gender-based disparities in responses to pictures among the study participants.

**Table 1 : t-Test for pictures by Gender**

Variable	MALE			FEMALE			t	p	d
	M	SD	n	M	SD	n			
pictures	47.65	4.82	297	48.16	4.39	215	-1.24	.215	0.11

Note. N = 512. Degrees of Freedom for the t-statistic = 510. d represents Cohen's d.

**Differences in pictures by age, nativity, education, and income**

Analysis of Variance (ANOVA) tested the influence of age, nativity, education, and income on participants' responses to pictures and found that age had a statistically significant impact on participants' picture responses, as evidenced by an F-statistic of 0.80 (p = .026) and an effect size ( $\eta^2$ ) of 0.01. This suggests that different age groups displayed variations in their responses to the pictures presented. Conversely, nativity, education, and income did not show significant effects, with F-statistics of 1.62 (p = .184,  $\eta^2 = 0.01$ ), 0.55 (p = .701,  $\eta^2 = 0.00$ ), and 1.66 (p = .174,  $\eta^2 = 0.01$ ), respectively. These results indicate that participants' place of birth, educational background, and income levels did not significantly influence their reactions to the pictures. Overall, age emerged as the sole significant predictor in this analysis.

**Table 2 : Analysis of Variance Table for pictures by age, nativity, education, and income**

Term	SS	df	F	p	$\eta^2$
Age	68.17	4	0.80	.026	0.01
Nativity	103.75	3	1.62	.184	0.01
Education	46.76	4	0.55	.701	0.00
Income	106.47	3	1.66	.174	0.01
Residuals	10,604.92	497			

**Differences between the male and female categories in terms of color preferences**

Table 3 presents the outcomes of a t-test analysis demonstrates that there is a statistically significant but small difference in color preferences between males and females, highlighting the influence of gender on this aspect of participant responses within the study.

**Table 3 : t-Test for colours by gender**

Variable	MALE			FEMALE			t	p	d
	M	SD	n	M	SD	n			
Colours	27.22	4.87	297	27.11	4.97	215	0.25	.002	0.02

Note. N = 512. Degrees of Freedom for the t-statistic = 510. d represents Cohen's d.

**Differences in colours by age, nativity, education, and income**

Table 4 presents the results of an analysis of variance (ANOVA) test findings suggest that age plays a statistically significant role in shaping color preferences within the studied population, while nativity, education, and income do not appear to have significant effects in this context.

**Table 4: Analysis of Variance Table for colours by age, nativity, education, and income**

Term	SS	df	F	p	$\eta^2$
Age	44.90	4	0.46	.047	0.02
Nativity	32.51	3	0.44	.723	0.00
Education	19.99	4	0.20	.936	0.00
Income	8.44	3	0.11	.952	0.00
Residuals	12,200.88	497			

**Mediation Analysis with pictures predicting Brand selection mediated by brand perception**

**Interpretations for regressions.** The regressions were examined based on an alpha value of .05. pictures significantly predicted Brand selection,  $B = 0.39$ ,  $z = 6.63$ ,  $p < .001$ , indicating a one-unit increase in pictures will increase the expected value of Brand selection by 0.39 units. Pictures significantly predicted brand perception,  $B = 0.54$ ,  $z = 8.41$ ,  $p < .001$ , indicating a one-unit increase in pictures will increase the expected value of brand perception by 0.54 units. Brand perception significantly predicts Brand selection,  $B = 0.06$ ,  $z = 1.54$ ,  $p = .003$ , indicating a one-unit increase in pictures will increase the expected value of Brand selection by 0.06 units.

**Mediation.** Mediation was examined and has been noticed that the indirect effect of brand perception on the relationship of Brand selection regressed on pictures was significant,  $B = 0.03$ ,  $z = 1.52$ ,  $p = .009$ , indicating a one-unit increase in pictures, based on its effect on brand perception, a significant effect on Brand selection by 0.003 units. The total effect of pictures on Brand selection was significant,  $B = 0.43$ ,  $z = 7.63$ ,  $p < .001$ , indicating a one-unit increase in pictures will increase the expected value of Brand selection by 0.43 units. Since the indirect effect was significant, partial mediation was supported by brand perception.

**Table 5 : Unstandardized Loadings (Standard Errors), Standardized Loadings, and Significance Levels for Each Parameter in the path analysis Model (N = 512)**

Parameter Estimate	Unstandardized	Standardized	p
<b>Regressions</b>			
pictures → Brand selection	0.39(0.06)	0.30	< .001
pictures → brand perception	0.54(0.06)	0.35	< .001
brand perception → Brand selection	0.06(0.04)	0.07	.003
Indirect Effect of Brand selection on pictures by brand perception	0.03(0.02)	0.02	.009
Total Effect of Brand selection on pictures	0.43(0.06)	0.32	< .001
<b>Errors</b>			
Error in pictures	21.54(1.35)	1.00	< .001
Error in Brand selection	34.37(2.15)	0.89	< .001
Error in brand perception	46.30(2.89)	0.88	< .001

Note.  $\chi^2$  could not be calculated; -- indicates the test was not conducted as the observed variance/covariance values were used

**Mediation Analysis with colours predicting Brand selection mediated by brand perception**

Colors significantly predicted brand selection,  $B = 0.20$ ,  $z = 3.75$ ,  $p < .001$ , indicating a one-unit increase in colours will increase the expected value of brand selection by 0.20 units. colours did not significantly predict brand perception,  $B = 0.04$ ,  $z = 0.57$ ,  $p = .02$ , indicating a one-unit increase in brand perception will increase the expected value of brand selection by 0.04 units. Brand perception significantly predicted brand selection,  $B = 0.14$ ,  $z = 3.90$ ,  $p < .001$ , indicating a one-unit increase in brand perception will increase the expected value of brand selection by 0.14 units.

**Mediation.** Mediation was examined using the indirect and total effects of brand perception on the relationship between colours and Brand selection. The indirect effect of brand perception on the relationship of Brand selection regressed on colours was not significant,  $B = 0.005$ ,  $z = 0.56$ ,  $p = .004$ , indicating a one-unit increase in colours, based on its effect on brand perception, a significant effect on Brand selection by 0.005 units. The total effect of colours on Brand selection was significant,  $B = 0.21$ ,  $z = 3.79$ ,  $p < .001$ , indicating a one-unit increase in colours will increase the expected value of Brand selection by 0.21 units. Since the indirect effect was significant, partial mediation was supported by brand perception.

**Table 6 : Unstandardized Loadings (Standard Errors), Standardized Loadings, and Significance Levels for Each Parameter in the path analysis Model (N = 512)**

Parameter Estimate	Unstandardized	Standardized	$p$
Regressions			
colours → Brand selection	0.20(0.05)	0.16	< .001
colours → brand perception	0.04(0.07)	0.03	.002
brand perception → Brand selection	0.14(0.04)	0.17	< .001
Indirect Effect of Brand selection on colours by brand perception	0.005(0.009)	0.004	.004
Total Effect of Brand selection on colours	0.21(0.06)	0.17	< .001
Errors			
Error in colours	24.03(1.50)	1.00	< .001
Error in Brand selection	36.33(2.27)	0.94	< .001
Error in brand perception	52.66(3.29)	1.00	< .001

*Note.*  $\chi^2$  could not be calculated; -- indicates the test was not conducted as the observed variance/covariance values were used.

**Discussion**

Take into account how the advertisement matches the entire message and how the target audience will respond, from imagery and colour scheme. If a company caters to a certain demographic, it is crucial to comprehend the significance of colours and pictures.

**Colours**

It has been demonstrated time and again that colour is a crucial component of any advertising campaign because it creates the appropriate mood and enables potential buyers to connect those feelings with goods or services. The right emotions are induced by the right colour mix. Every business advertisement must include colour. It is important for creating sales since it can affect consumers' perceptions of the products or services you are advertising. Color draws consumers before words and messages do. Many firms select red as their main colour since it is thought to be powerful in India, whereas green is associated with prosperity because it represents love, survival, and desire. Red is used by companies like Coca-Cola and McDonald's to portray themselves as significant in the eyes of the consumer.

- The colors stood at the top among all the factors that influencee the understanding of advertisements and images. May be the color is important and straight away conveys the message to the viewers. Color helps consumers' brains identify products and the companies that manufacture them. Based on consumer expectations, colours and visuals help link the right audience with the right brand.
- Audio visual presentation and colors, signs and symbols, vividness influence the perception of audience. Almost one fourth of the respondents have agreed to it and the reason might be that attractive colors of the images have more impact and the back ground music create some sense for the ad. By combining both the ad makes it feel good and create good perception towards products.

**Pictures**

Pictures in advertisements have a greater impact on purchase intention at the level of agree (36.5%). Probably the reason could be that the attractive and embossed pictures can speak 1000 words about the product. And the marketers can change the buying behaviour of youth and adults by incorporating the pictures in ads and it could change the perception of the markets as well.

- More than 36% respondents have agreed that pictures speak universal language. Nearly 40% of sample have responded to understanding of pictures requires no special training and pictures still continue to tell the story of product. When used properly, photography can support an entire marketing campaign. Photographers use technique to capture the audience's attention because branding and advertising are all about making a good first impression.
- Advertising images are of the highest calibre and are striking so that the brand's message is conveyed to customers effectively. Effective solutions that can take advantage of innate power have been made available by the digital in age. Ability of pictures to express thoughts in their simplest form has got not at all at 37% speaks much because, text and the objects are making in to thought process more than the expressing of it.
- A big majority have accepted that picture and its style helps to draw attention to the adverts and make them easy to understand the advertisement message. Reason might be the size of the image, image content, presence of celebrity and shape of the images speaks more on present trends like fashion, life style, usage and utility of products such as automobiles, accessories, tourism of Kerala,(God's own City), Singapore and Malaysia etc.

### Suggestions

Based on the differential study and mediation analysis the following suggestions may be considered for making the advertisements more effective and successful.

- **Pictures:** Along with gender, place of birth, educational background, and income levels do not significantly influence the reactions to the pictures. Only age is significant predictor hence keeping the age groups of audience and prospective customers in minds the ads can be designed. From children, adolescent, youth and to the senior citizens the pictures would be of specific in nature. Depending on the age groups in audience the pictures of contemporary, conventional, traditional and modern outlook can be incorporated in advertisements.
- **Colours:** Gender does play a role in shaping color preferences within the studied population. So also age plays statistically significant role and additional unexplored factors may contribute to the observed differences in color preferences. Except radio all the other media formats where print, TV, films, media and outdoor media along with the visuals it is the colour which can readily attract the attention of public. Be it news paper or, visual ads the wide range of colors, hues and myriad colors shades and gradients of colors can readily get identified. Especially the conventional colors of red, green, yellow which readily speak concepts like power, propriety etc should be handled judiciously in ads. Colors, shades or backgrounds should be merged in to the concept or vividness or visuals they should be impregnated in to the spirit of the meaning and understating.

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