

Developing Interpretive Structural Model of Consumer Responsiveness Towards Advertisement

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Abstract

Consumer responsiveness is highly dynamic and volatile in nature. In past studies, there have been numerous variables identified however soon it was understood that the final implication of communication on responsiveness is consequence of interaction and connection between these elements. Marketers in present world have been facing challenges in terms of understanding the relationship between these elements. This study will focus, explore and explain how the marketing of the product can be made more effective and efficient. This study becomes more important because it categorise the critical factors thus making things easier to plan for better marketing of the product. This study explains the sequential approach of marketing with relevance of each of the factor. This study will quantify level of exposure of advertisement that compel consumer to buy product. The methodology focuses on ISM modelling to identify and summarizing relationship between various specific variables, defining the problem. This technique is best suited to deal with the complex situation and finding out their solution. In the present study, main focus would be on the different factors that are responsible for change in responsiveness of customer towards any advertisement. After review of various studies and customer opinion on the survey various factors will be identified and ISM modelling is done to predict relationship between various variables.

Keywords: Consumer Responsiveness, Structural Self-Interaction Matrix, Level Partition, Interpretive Structural Modelling, MICMAC Analysis

Introduction

In this competitive period, to get edge over competitors is not simple. With the wide utilization of innovation, firms have expanded their effort for their potential clients. There

are various methodology and ideas that are being utilized for conveying reason by different means of communication. Advertising world has grown rapidly, not in numbers but in tools and techniques and has adopted various strategies. Now-a-days, advertisement plays crucial part in building brand name, attaching values that associate it with consumer as well as with certain meaningful purpose like generating loyalty among customer towards brand. Thus, it become very important to understand the basic concept involved in advertising the product. The best known among professionals is the Attention, Interest, Desire and Action (AIDA) model, which can measure the effectiveness of the advertisement. The AIDA display has been generally received in figuring advertising procedures in business. AIDA in context to advertisement indent to align consumer mindset to buy the products. Each of the phases has its own unique value and variables. All phases work in consecutive manner and the variation is led by the interaction between the variables. These variables are consumer-driven or -related that control the phase results and affects the buy intention of the consumer. Consider, the first phase 'attention' which engages consumer with product introduction, various features and utility. It can include the product demonstration as well as the product variations. The basic fundamental on which attention works is to understand the consumer needs and develop relation such that product seems to be solution of the needs. The second phase 'Interest' is developed with the extension of the relation develops in attention phase. Interest illustrates the product features to address the needs as well as other benefits in comparison to the other product in competition. These features can be either technology driven or strategic concept offerings to engage consumer with the brand and product. Further, the Desire phase is crucial because it consider the both sides, i.e., consumer expectation and socio-economics status of the

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consumer along with the features and benefits of buying product. The last phase 'Action' is based upon the fact the consumer feels that the paid amount for the product is either equivalent or less than the worth of the features of the product. This phase focuses on the buying intention for the product.

This core concept of the marketing, that consumer responsiveness is outcome led by the communication. Consumer insights lay basis for the consumer responsiveness, is basically govern by all the prior knowledge and experience gained self or the one whom they trust. Considering especially advertisement which is develop and design to be in captive in nature so that it leaves never ending influence on consumer which bring change in behaviour and attitude of consumer. Consumer insights may include any conclusion, inference, perception or certain belief derived from information after self-analysis done by customer. In the present era, understanding the consumer insight and factors affecting them are cardinal for the marketers not because this will lead to revenue generation but also help them to sustain in the market adverse and fluctuating conditions.

As per prior studies conducted, it was revealed that there are certain crucial factors associated with the advertisement that not only fulfil consumer basic need but also catches their attention to make them feel that they had made right choice and they are getting best offer. These factors are directly linked to the basic mindset of the consumer, thus makes huge impact the on the consumer insights. These factors are behind the analytical thought processes which result into formulation in consumer insight for purchasing of any product. Thus understanding these factors and their influence is foremost to develop marketing strategies.

Among these variables, the first to talk about firms association with the consumer which is totally in light of the related knowledge, trust and prior experience. The significance of trust as a complex and multi-faceted develop, and its part in encouraging commitment and offer receptivity, ought to be perceived as the aggressive centre of promoting exercises [1]. Product features and prices are choice factors utilized by advertisers to impact the product evaluation and buy practices of potential clients [2]. Purchase intention is shown to be absolutely influenced by perceived price that mediates the influence of perceived value and perceived quality [2]. Purchase

intention is directly influenced by product price and features [2].

It is important to acknowledge the chance of post-purchase effects whereby data from advertising is integrated with direct expertise once use [3]. Marketing experts trust that any news scope of a promotion will expand the buyer desire for product and in addition augment the awareness [4]. At the point when individuals have enthusiasm for advertisements, they prone to focus on promotions and assemble more information about the item [4]. Prior investigations have exhibited that the meeting impacts of emotions of consumer in interceding the connections between commercial advertisement and state of mind toward promotion and product features [5]. These are the essential factors that planned to impact the buyer mentality for purchasing a specific item. There can be numerous other auxiliary variables supporting these factors specifically or in a roundabout way.

Another concern that must be taken into account is complexity of the systems and their associated problems. The complexity arises mainly due to presence of various variables and their relationship with each other. These relationships hinder the clear understanding of the system as well as their problem. Thus, it becomes difficult to deal with such situations. The methodology used to identify actual structure of the system is Interpretive Structural Modelling (ISM).

Interpretive structural modelling is a well-established methodology for identifying relationships among specific items, which define a problem or an issue. This methodology is interpretive as the judgment of the group decides whether and how the different elements are related. It is structural on the basis of mutual relationship; an overall structure is extracted from the complex set of elements. It is a modelling technique, as the specific relationships and overall structure are portrayed in a digraph model. However, the direct and indirect relationships between the factors describe the situation far more accurately than the individual factor taken into isolation. It helps to impose order and direction on the complexity of relationships among various elements of a system. Therefore, ISM develops insights into collective understandings of these relationships.

Review of Literature

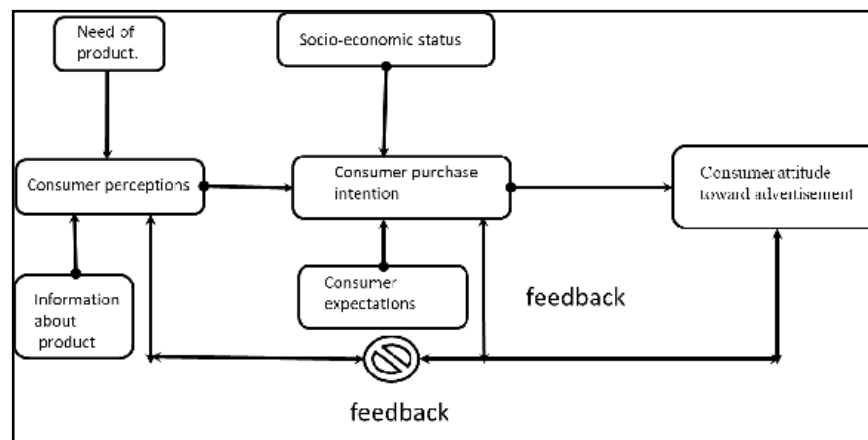
S. No.	Name of the Author(s)	Year of Publication	Title of the Paper/Journal	Tools and Techinque	Objectives	Findings	KEY INSIGHTS
1.	Keith P. Fletcher and Linda D. Peters	1997	Trust and Direct Marketing Environments: A Consumer Perspective	Analytical research e.g. Factor analysis	Trust leads to loyalty toward firm, trust make difference in the consumer buying behaviour.	Trust is important building relationship with customer.	Trust is crucial factors
2.	Tung-Zong Chang and Albert R. Wildt	1994	Price, Product Information, and Purchase Intention: An Empirical Study	ANOVA, CHI-Square fit test	Prior information and interest leads to attention which makes difference in consumer buying behaviour.	Interest, attention and value of product, retention of ad in memory effect consumer decision process.	Product details develop interest which seeks attention of the customer thus effect buying behaviour
3.	Robert E. Smith	1993	Integrating Information from Advertising and Trial: Processes and Effects on Consumer Response to Product Information	Analytical research	Brand loyalty does not get differentiate for positive and negative trial group.	Pre- and post-purchase effects reflect the consumer association with product.	Post-purchase effects reflect the experience and expectation of the customer, both of which are crucial in consumer buying behaviour.
4	Hyun Seungjin	2003	Compounding Consumer Interest Effects of Advertising Campaign Publicity on the Ability to Recall Subsequent Advertisements	Analytical research	Perceived price are influenced by objective and internal reference price, further influenced by product details. The buying intentions are influenced by consumer perception	A relationship exists between perceived price and internal reference price. perceived price and perceived quality leads to perceived value, which induces purchase intention.	The socio-economic backgrounds of the customers have direct influence on the purchase of the product based on perceived price and quality.
5.	Morris B. Holbrook and Rajeev Batra	1987	Assessing the Role of Emotions as Mediators of Consumer Responses to Advertising	Analytical research	To find out the role of evoke emotions in consumer response	Consumers are mediators to generate consumer response.	Emotion evoked to customer via information of the product feature impact decision making
6.	Shahizan Hassana, Siti Zaleha and Ahmad Nadzim	2014	Strategic Use of Social Media for Small Business Based on the AIDA Model	Qualitative research	Guideline for small business entrepreneurs on how to strategically use social media for marketing	The model can be applied in strategizing the use of social media for marketing purposes.	Variable analysis in AIDA can be used in preparation of market strategy and advertisement.

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7.	Alina Irina Ghirvu	2013	The AIDA Model for Advergimes	Qualitative research	Searching for new ways to communicate, to understand consumers' purchasing behaviour by interpreting the AIDA Model in the context of online adver-games.	Theoretical way focuses on identifying different connections between adver game and player interaction in the online environment. Practical way, focuses on measuring the impact of adver games on consumers	The interpersonal relationship of variables can be of 2 types direct and indirect and the both types play their significant roles.
8.	Priyanka Rawal	2013	AIDA Marketing Communication Model: Stimulating a Purchase Decision in the Minds of the Consumers through a Linear Progression of Steps	Qualitative research	An ad would be effective only if consumer accept and understand the message and persuade to buy. communication via TV has evolved to be great success	With time advertising have becomes competitive and sophisticated. Yet the basic remain intact which is to seek attention.	Every cognitive state of consumer mind is important and the decisions are based upon these phases. There is specific sequence that converts the awareness into action of buying product.
9.	Nailya Bagautdinova, Ilshat Gafurov, Nataliya Kalenskaya and Aida Novenkova	2012	The Regional Development Strategy Based on Territorial Marketing	Qualitative research	Implementation of active Organizational and economic changes in Russia's regions will lead to stabilization and subsequent growth of the national economy and social development.	Without trust, there is no investment and production development. Without the production development there is no economic growth.	Every systems functionality is based upon certain factors, to understand the complexity and system it is important to go through these variables
10.	Jiangyu Li and Haibo Yu	2013	An Innovative Marketing Model Based on AIDA: A Case from E-bank Campus-Marketing by China Construction Bank	Descriptive analysis	New model will greatly improve marketing efficiency of e-bank services from CCB at university market, and it also unfolds a new perspective in marketing of the enterprises.	Convert rate of AIDA at each stage could be improved greatly in target market.	AIDA reflect the mindset of consumer, running this model with respect to specific aim can be beneficial

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11.	Rajesh Attri, Nikhil Dev and Vivek Sharma	2013	Interpretive Structural Modelling (ISM) Approach: An Overview	Descriptive research	To provide the facts and worthiness of ISM	ISM laid basis to understand the complexity of systems and relationships between various variables.	ISM and framework methodology is an effective measure to inter-relationship between variables
12.	M.D Singh, R. Shankar, R. Narain and A. Agarwal	2003	An Interpretive Structural Modelling of Knowledge Management in Engineering Industries	analytical research	To justify the accountability of ISM method	The engineering industries is based on various factor the play their roles in co-ordination	Authenticate valid analytical methodology is required to understand any systems.
13.	Bambang Sukma Wijaya	2012	The Development of Hierarchy of Effects Model in Advertising	Conceptual framework (explorative research)	To study roles of various factors associated with advertisement	AISDALS Love model is evolved on the basis of AIDA model	Attention, interest, desire and action are the basic factors that govern any advertisement.
14.	Roger Crisp	1987	Persuasive Advertising, Autonomy, and the Creation of Desire	Qualitative research	To study the impact of persuasive advertising in creating desire for the product	Heavy persuasive advertising is not a sign of quality.	Persuasive advertising can be effective but only for the short time span. Value creation can be utilized as long term advertising tool.
15.	Thomas E. Barry and Daniel J. Howard	1990	A Review and Critique of the Hierarchy of Effects in Advertising	Review article	To understand just how advertising influences buyers' purchase decisions	The consecutive effects in customer's cognition are larger in number and their intensity for the implication varies	Attention, interest, desire and action are the basic factors that govern any advertisement.
16.	David Glen and Mick Clausbhul	1992	A Meaning- based Model for Advertising Experiences	Qualitative research	To understand and emphasize on the factor that decide the meaning of ad to customer.	The interpretation and connotations regarding ads vary from one consumer to another.	Consumer's need for the product is involved in generating interpretation of ads information.
17.	Hans-Christian Pfohl, Philipp Gallus and David Thomas	2011	Interpretive Structural Modelling of Supply Chain Risks	Analytical research	To study the structural analysis of potential supply chain risks	ISM was proven as a useful methodology to structure supply chain risks.	ISM was used to identify inter-relationships among supply chain risks and to classify the risks according to their driving and dependence power

S. No.	Name of the Author(s)	Year of Publication	Title of the Paper/Journal	Tools and Technique	Objectives	Findings	KEY INSIGHTS
18.	John A. Bargh	2002	Losing Consciousness: Automatic Influences on Consumer Judgment, Behaviour, and Motivation	Descriptive analysis	To study trends and developments in automatic and nonconscious research in social cognition, consider their relevance to consumer behaviour, and then consider their implications for future directions in consumer research.	Consciousness is centric to attention and interest and indirectly effect decision making	Consciousness as integral part of attention play vital role in selecting the judgment, behaviour and motivation of the consumer toward product
19.	Morris B. Holbrook and Elizabeth C. Hirschmen	1982	The Experiential Aspects of Consumptions: Consumer Fantasies, Feelings and Fun	Descriptive analysis	To study and analysis the various facts associated with consumer feeling and fantasies for the product	The consumer behaviour includes fantasies and various complexities which arise due to the interaction of the consumer with the advertisement stimulus.	Consumer behaviour is highly complex thus require an approach which can simplify this system complexities e.g. ISM
20.	Frank R. Kardes, Steven S. Posavac and Maria L. Cronley	2004	Consumer Inference: A Review of Processes, Bases, and Judgment Contexts	Descriptive analysis	To study the various kind of the inferences consumer may form as per advertisement.	From the framework 8 types of inferences are possible and a wide variety of information, ranging from specific attributes and cues to general categories and schemata, can be linked to these inferences.	The consumer decision is not based upon single information rather it depend upon the various information and interpretation.
21.	Victoria K. Wells	2014	Behavioural Psychology, Marketing and Consumer Behaviour: A Literature Review and Future Research Agenda	Review article	To understand how psychology developed and influence in marketing and consumer behaviour.	Focused on advertising to more recent approaches.	New approaches such as ISM must be used to simplify the complexities associated with consumer psychology and its interaction with other factors.

Conceptual Framework



Defining and designing the framework for the study is one tedious and time consuming step. In past, there exists large number of studies that suggests numerous factors are responsible for consumer responsiveness and alternation in buying behaviour. Although, the framework of this study kept simple and mostly covers all factors concluded via prior studies, there exist some of the factors which ought to be taken into consideration individually. This framework is based upon the feedback mechanism. Each factor has its own interaction with other factor and passes their effect on other interaction. This happens through chain effect which ultimately concludes to consumer responsiveness and change in consumer buying behaviour. There are certain factors which lay basis for the framework and are totally depended upon the personality of consumer. The back bone of the framework is the consumer insights which include mainly consumer perception, any inference and logic. A consumer insight is based upon prior experience and knowledge acquire about the product as well as its association with the manufacturer in terms of trust. Any advertisement is made to seek attention, develop interest, persuade desire and lastly leads to purchasing of the product. All of these factors are arrange themselves in the supporting and similar manner mention above. As per the marketing strategies suggests that consumer have basic need which he looks for in any advertisement but it's the advertisement development and presentation that not only fulfil his basic need but also give him extra benefits which result into attention seeking. To seek attention product specification and information is associated with the basic need along with the input from the experience as feedback. Interaction at this level will impact the interaction of factors for developing the interest. At the

next level, various factors like socio- economic cause and consumer expectation and purchase intention are influencing the overall equation of the system. Their final output will impact the later stages which is attitude toward buying and overall responsiveness of the consumer. This study is trying to test this basic framework with the help of consumer insights and sample advertisement.

Research Methodology

ISM approach starts with defining the problem, an identification of variables, which are relevant to the problem or issue. Then a contextually relevant subordinate relation is chosen. Having decided the contextual relation, a Structural Self-Interaction Matrix (SSIM) is developed based on pairwise comparison of variables. After this, SSIM is converted into a Reachability Matrix (RM) and its transitivity is checked. Once transitivity embedding is complete, a matrix model is obtained. Then, the partitioning of the elements and an extraction of the structural model called ISM is derived.

Objectives of the Study

This study primarily focuses on the identification of factors affecting consumer responsiveness toward advertisement, to create ISM model for factors responsible affecting consumer responsiveness and perform MICMAC analysis for classification of factors and understand their interaction.

Identification of the Factors

Considering the initial objective of the study, the identification of the major factor involved in the system

is done with the help of consumer insights along with the literature review. Initially, approximately 15 consumers were exposed to a sample advertisement and asked to list down at least 10 factors for which they think why consumer should have particular response toward that particular advertisement. After this step, these listed factors by consumers are merge with the enlist factors obtained from the literature or prior studies. Later on this list is exposed to the same set of consumer and asked them to down size the list and enlist only those factors which comes to their priority. The final list obtain as consumer insights consist of 12 major factor which are as follows:

- Emotion of consumer
- Visualization of advertisement
- Subject/Centre point of the Advertisement
- Product specification
- Strategic planning
- Prior experience
- Quality
- Consumer expectation
- Acquired information
- Need
- Time period of an advertisement
- Environment

ISM Model Development Steps

Step 1: variables affecting the consumer responsiveness are listed out with the help of review of the literature and consumer insights.

Step 2: for the variables identified in step 1, contextual relationships is established among different variables.

Step 3: A structural Self- interaction marix (SSIM) is developed for the variables, indicating the pairwise relationship among variables.

Step 4: reachability matrix is developed from the SSIM is checked for the transitivity, which refers to the facts that the if a variable A is related to Band B is related to C, then A is necessarily related to C.

Step 5: the reachability matrix from the step 4 is partitioned into different levels.

Step 6: based upon the relationship in above mention reachability matrix, a digraph is drawn and the transitive links are removed.

Step 7: the resulted digraph is converted into an ISM.

Step 8: the ISM model developed in step 7 is reviewed to check the conceptual inconsistency and necessary modification.

Structural Self-Interaction Matrix (SSIM)

Development of SSIM is totally based upon the contextual relationship among variables. To explain the kind of the relationship between the various variables, there can be 4 kind of the relations that exists. Assumed the two variables are i and j, and then relations are as follows:

V: variable i support variable j;

A: variable j will be alleviated by variable I;

X: variable i and j will help each other to alleviate;

O: if there is no relation between variable I and variable j;

The reachability matrix was developed from SSIM by expressing the information in terms of 0 and 1 in each cell of SSIM. Later, the reachability matrix is partitioned into reachability and antecedents sets for each factor, through a series of iteration these factors are grouped into various levels. Further the reachability matrix is converted into conical form, which is based upon the absence or presence of the relationships between the variables. A digraph portraying the direct and indirect relationship through arrows is then converted into ISM.

MICMAC Analysis

This analysis is based upon the driving and dependence power of the various variables. All variables are classified into 4 clusters which are autonomous variables, dependent variables, independent variable and lastly linkage variables. Autonomous variables are those which have weak driver and weak dependence power and are found to be disconnected from the system. Dependent variables are those which have weak driver power but strong dependence power. Linkage variables are those variables which has strong driving and dependence power. Lastly, independent variables are those which having strong driving power but weak dependence power.

Finding and Analysis

Initial response matrix by the 15 respondent

	1	2	3	4	5	6	7	8	9	10	11	12
1	1 A											
2		1 A										
3			1 A									
4				1 O								
5					1 A							
6						1 A						
7							1 V					
8								1 A				
9									1 O			
10										1 O		
11											1 O	
12												1

Initial Reachability Matrix

	1	2	3	4	5	6	7	8	9	10	11	12
1	1	0	1	0	1	0	0	1	0	0	0	0
2	1	1	0	0	0	0	0	1	1	1	1	0
3	1	1	1	0	1	0	0	1	0	0	0	0
4	1	1	1	1	0	1	1	1	1	0	0	0
5	1	1	1	0	1	0	0	0	0	0	1	0
6	1	0	0	0	1	1	0	1	1	0	0	0
7	1	1	0	1	0	1	1	1	1	0	0	0
8	0	0	0	0	1	0	0	1	0	1	0	0
9	1	0	0	0	0	0	0	1	1	0	0	0
10	1	0	1	1	1	0	0	1	0	1	0	0
11	0	1	0	0	0	0	0	0	1	1	1	0
12	0	0	0	0	0	0	0	1	0	0	1	1

Reachability Matrix after Transitivity Check

	1	2	3	4	5	6	7	8	9	10	11	12 driving
1	1	1	1	0	1	0	0	1	0	1	1	0
2	1	1	1	1	1	0	0	1	1	1	1	0
3	1	1	1	0	1	0	0	1	1	1	1	0
4	1	1	1	1	1	1	1	1	1	1	1	0
5	1	1	1	0	1	1	1	1	1	1	1	0
6	1	0	0	0	1	1	1	1	1	1	1	0
7	1	1	0	1	0	1	1	1	1	1	1	0
8	0	0	0	0	1	0	0	1	1	1	1	0
9	1	0	0	0	0	0	0	1	1	1	1	0
10	1	0	1	1	1	0	0	1	0	1	1	0
11	0	1	0	0	0	0	0	0	1	0	1	0
12	0	0	0	0	0	0	0	1	0	0	0	1
depender	9	7	6	4	8	4	4	11	9	10	11	1

Level Partition Iteration

Iteration 1

enablers	reachability set	Antecedents sets	intersection	level
1	1,2,3,5,8,10,11	1,2,3,4,5,6,7,9,10	1,2,3,5,10	
2	1,2,3,4,5,8,9,10,11	1,2,3,4,5,7,11	1,2,3,4,5,11	
3	1,2,3,5,8,9,10,11	1,2,3,4,5,10	1,2,3,5,10	
4	1,2,3,4,5,6,7,8,9,10,11	2,4,7,10	2,4,7,10	
5	1,2,3,5,6,7,8,9,10,11	1,2,3,4,5,6,8,10	1,2,3,5,6,8,10	
6	1,5,6,7,8,9,10,11	4,5,6,7	5,6,7	
7	1,2,4,6,7,8,9,10,11	4,5,6,7	4,6,7	
8	5,8,9,10,11	1,2,3,4,5,6,7,8,9,10,12	5,8,9,10	
9	1,8,9,10,11	2,3,4,5,6,7,8,9,11	8,9,11	
10	1,3,4,5,8,10,11	1,2,3,4,5,6,7,8,9,10	1,3,4,5,8,10	
11	2,9,11	1,2,3,4,5,6,7,8,9,10,11	2,9,11	1
12	8,12		12	12

Iteration 2

enlabers	reachability set	Antecedents sets	intersection	level
1	1,2,3,5,8,10	1,2,3,4,5,6,7,9,10	1,2,3,5,10	
2	1,2,3,4,5,8,9,10	1,2,3,4,5,7	1,2,3,4,5	
3	1,2,3,5,8,9,10	1,2,3,4,5,10	1,2,3,5,10	
4	1,2,3,4,5,6,7,8,9,10	2,4,7,10	2,4,7,10	
5	1,2,3,5,6,7,8,9,10	1,2,3,4,5,6,8,10	1,2,3,5,6,8,10	
6	1,5,6,7,8,9,10	4,5,6,7	5,6,7	
7	1,2,4,6,7,8,9,10	4,5,6,7	4,6,7	
8	5,8,9,10	1,2,3,4,5,6,7,8,9,10,12	5,8,9,10	2
9	1,8,9,10	2,3,4,5,6,7,8,9	8,9	
10	1,3,4,5,8,10	1,2,3,4,5,6,7,8,9,10	1,3,4,5,8,10	2
12	8,12		12	12

Iteration 3

enlabers	reachability set	Antecedents sets	intersection	level
1	1,2,3,5	1,2,3,4,5,6,7,9	1,2,3,5	3
2	1,2,3,4,5,9	1,2,3,4,5,7	1,2,3,4,5	
3	1,2,3,5,9	1,2,3,4,5	1,2,3,5	
4	1,2,3,4,5,6,7,9	2,4,7	2,4,7	
5	1,2,3,5,6,7,9	1,2,3,4,5,6	1,2,3,5,6	
6	1,5,6,7,9	4,5,6,7	5,6,7	
7	1,2,4,6,7,9	4,5,6,7	4,6,7	
9	1,9	2,3,4,5,6,7,9		9
12		12	12	12

Iteration 4

enlabers	reachability set	Antecedents sets	intersection	level
2	2,3,4,5,9	2,3,4,5,7	2,3,4,5	
3	2,3,5,9	2,3,4,5	2,3,5	
4	2,3,4,5,6,7,9	2,4,7	2,4,7	
5	2,3,5,6,7,9	2,3,4,5,6	2,3,5,6	
6	5,6,7,9	4,5,6,7	5,6,7	
7	2,4,6,7,9	4,5,6,7	4,6,7	
9		9 2,3,4,5,6,7,9		9

Iteration 5

enlabers	reachability set	Antecedents sets	intersection	level
2	2,3,4,5	2,3,4,5,7	2,3,4,5	5
3	2,3,5	2,3,4,5	2,3,5	5
4	2,3,4,5,6,7	2,4,7	2,4,7	
5	2,3,5,6,7	2,3,4,5,6	2,3,5,6	
6	5,6,7	4,5,6,7	5,6,7	5
7	2,4,6,7	4,5,6,7	4,6,7	

Iteration 6

enablers	reachability set	Antecedents sets	intersection	level
4	4,5,7	4,7	4,7	
5	5,7	4,5		5
7	4,7	4,5,7	4,7	6

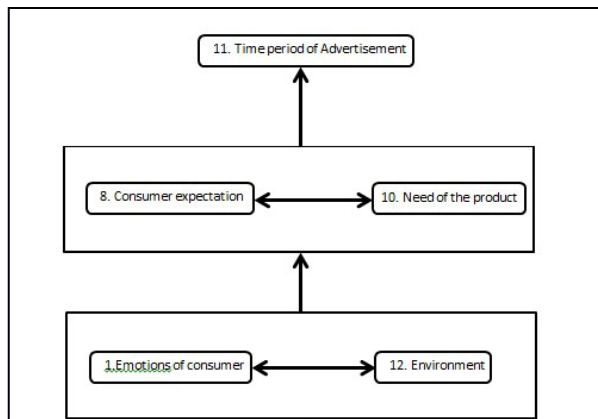
Iteration 7

enablers	reachability set	Antecedents sets	intersection	level
4	4,5		4	4
5		5 4,5		5

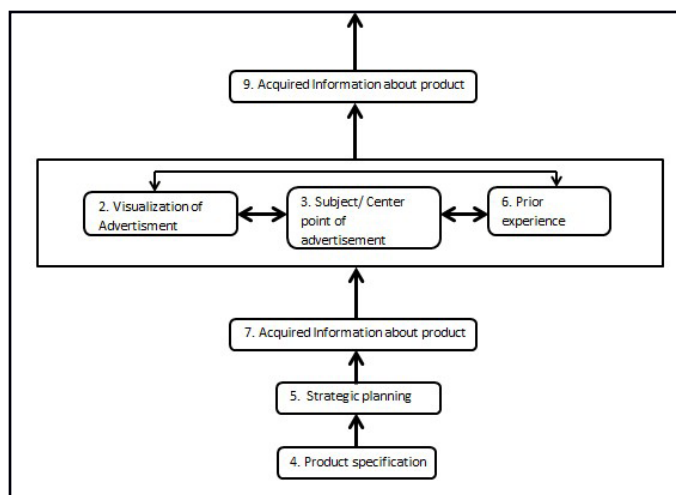
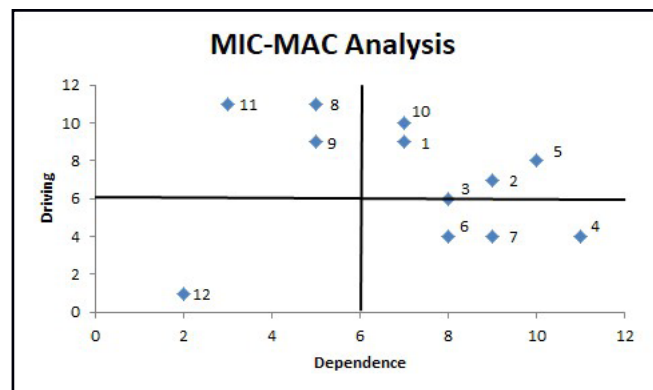
Iteration 8

enablers	reachability set	Antecedents sets	intersection	level
4		4	4	4

ISM Model for the Study



MICMAC Analysis



Interpretation and Result

This study simply makes it lucid that there are specific factors that affect consumer responsiveness toward any advertisements. These factors interact with each other in different levels and lead to their unique interpretation and power to influence consumer responsiveness. This study concludes that there exist 8 such levels where individual factors either interact on same level or support the level just above it. Through ISM it becomes easy to not only identify the various factors responsible for consumer responsiveness but also to categorise and understand their individual interaction with each other easily. The factors are categorised into 4 different categories. Among these category the factor environment comes under autonomous category while factors like

subject of the advertisement, product specification, prior experience, quality comes under dependent variable. On the other hand, factors like need, emotion of consumer, visualization of advertisement, subject of advertisement and strategic planning under the head of linkage variables. The factors like consumer expectation, time period of an advertisement, acquired information about product comes under head of independent variable.

Conclusion

Consumer responsiveness toward advertisement can be very well understood and derived in the form of structural model through ISM. The derived hierarchical relationship among various identified variable shows that the consumer responsiveness toward any advertisement is driven by acquired information and time period of advertisement, consumer expectation. The responsiveness is also influenced by certain other factors and their interaction but independent of impact of environment.

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