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CONSUMER PERCEPTIONS OF DISPLAYED PRODUCT ATTRIBUTES IN ADVERTISING

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CONSUMER PERCEPTIONS OF DISPLAYED PRODUCT ATTRIBUTES IN ADVERTISING

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To Johan, Mom and Dad

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SYNOPSIS

The primary objective of this study was to determine consumer perceptions of displayed product attributes in advertising. To reach this objective, a research project comprising two phases was used.

Content analysis was applied during Phase One to establish an exhaustive list of product attributes featured in magazine advertisements pertaining to the product category lipstick. During Phase Two, a quasi-experimental design was used during which a sample of lipstick users was required to evaluate the importance of the identified attributes for the product category and three brands of lipstick. The statistical technique, factor analysis, was employed to analyse the data.

Factors were extracted and labelled for the product category and the three brands analysed in the study. The results of the study suggested that as explicitly mentioned attributes in advertisements differed, the labelled factors (and therefore the perception of the attributes) differed.