

IF YOU'RE HAPPY AND YOU KNOW IT - LIKE MY AD



With the recent technological advances and the ability to skip through advertisements (thanks to the PVR), it is important that the ones that do get watched are effective. Advertising expenditure for TV for the first five months of 2012 was R5.7 billion. It is therefore important that marketers know their target audience very well and know what kind of advertising speaks to them.

A recent study was conducted by Monique du Bruyn, a [Master's](#) student in the [Department of Marketing Management](#), to determine if the likability of TV advertisements is influenced by the consumer's mood and personality. The study also explored the possibility that relationships exist between different personality types and types of advertising appeals used in advertisements. The study was conducted amongst a sample of 250 young adults registered at the University of Pretoria during the 2010 academic year.

The results of the study suggest that the mood of a consumer does not have any significant impact on whether the advertisement is liked or not. The content and style that the advertisement is presented in seems to have a bigger impact on the likability of the advertisement.

It can be concluded that specific personality types are more inclined to like certain advertising styles and appeals. Personality types can be divided into five main groups namely extraversion, agreeableness, conscientiousness, emotional stability and openness. Effective advertising to the extraversion group (outgoing and talkative people) includes using humour and fantasy. The agreeableness group (considerate and caring people) would need advertisements with music in order to be effective. The conscientious group (ambitious and responsible people) respond well to authoritative advertising. The emotional stability group (those able to handle anxiety and stress well) has no specific advertising preference. Effective advertising to the openness group (imaginative and curious people) includes using dramatisation and emotion.

It is important for marketers to understand how consumers react towards advertising, and how external and internal traits influence their reactions towards advertising. Positive attitudes towards an advertisement help in building positive attitudes to the advertised brand. The results of this study provide clear indications that marketers should be fully aware of the personality type of their selected target audience. Knowing this will help them to create advertisements to ensure optimum understanding, acceptance and likability are achieved.

This research was conducted as part of the fulfilment of the [Master's degree](#) in Marketing Management in 2012 with the [Department of Marketing Management](#) by Monique du Bruyn, under the supervision of Dr Arien Strasheim.