

## Provisional title

Commercial main character associations with advertisement attitude and buying binge.

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## Abstract

In this research, we analyze what kind of TV commercial is more likely to enhance advertisement attitude and consumers' buying binge in Japan's canned coffee industry.

We refer to narratology and our analysis is based on their plots and emotions of main characters (positive/negative) that seem to have been provoked in the commercial.

We measure the impression of the TV commercial (positive/negative), the examinees' emotional involvement with the use of Escalas and Stern (2003) advertisement attitude and buying binge.

Predictable result is that TV commercials with positive plots and main character's positive feelings provoke similar positive response in the examinees, therefore they are likely to enhance advertisement attitude and buying binge. TV commercials with negative plots, on the other hand, have poor effect on advertisement attitude and buying binge.

## Keywords

Commercials, Narrative, Advertisement attitude,

## Academic and managerial marketing issue

All over the world, commercials has been broadcasting every day. What's the difference between successful commercials and failed ?

This reach aimed narrative's point to analysis successful commercials and failed .

In this reach analysis about a Canned coffee commercials in Japan. Canned coffee market has 8,575,052,800EUR one year. It is big market. but this item presents a difficult problem in differentiation. So every companies contemplate differentiation.

This reach analysis Canned coffee commercials successful commercials and failed about 116 from 2009 to 2011. I use Commercial analysis company's data.

literature review

Narrative approach's review had Popp(1928), Greimas(1979), Genette,(1982), Todorov(1965).

Narrative means 1.The (structuralist-inspired) theory of narrative. Narratology studies the nature, form, and functioning of narrative ( regardless of medium of representation ) and tries to characterize NARRATIVE COMPETENCE. More particularly, it examines what all and only narratives have in common (at the of STORY, NARRATING, and their relations) as well as what enables them to be different from one another, and it attempts to account for the ability to produce and understand them.

2.the study of narrative as verbal mode of representation of temporally ordered situations and events(Genette). In this restricted sense, narratology disregards the level of story in itself(it does not attempt to formulate a grammar of stories or plots, for instance) and focuses on the possible relations between story and narrative text, NARRATING and narrative text, and story and narrating(Prince 1987).

Narrative Commercial and marketing reach review.

Deighton and Hoch(1993) said advertising client 2 ways reason to use narrative ad. Audience can experience about another world and communicate message about affect.

Stern(1994) said that narrative can persuade 3ways audience. 1. Individual exposes learning situation. 2 Produce empathic emotional response. 3 Stimulate the reasoning.

Escalas and Stern (2003) were measured sympathy and empathy(Table1). According to Escalas and Stern(2003) determine the ad attitude, sympathy, and empathy was in order.

Table 1

Ad Response Sympathy items

1. Based on what was happening in the commercial, I understood what the

characters were feeling.

2. Based on what was happening in the commercial, I understood what was bothering the characters.
3. While watching the ad, I tried to understand the events as they occurred.
4. While watching the ad, I tried to understand the characters' motivation.
5. I was able to recognize the problems that the characters in the ad had.

#### Ad Response Empathy items

1. While watching the ad, I experienced feeling as if the events were really happening to me.
2. While watching the ad, I felt as though I were one of the characters.
3. While watching the ad, I felt as though the events in the ad were happening to me.
4. While watching the commercial, I experienced many of the same feelings that the characters portrayed.
5. While watching the commercial, I felt as if the characters' feelings were my own.

#### The perspective of brain science

A mirror neuron is a neuron that fires both when an animal acts and when the animal observes the same action performed by another. The mirror neurons, found that people are unconsciously empathy with the system.

This reach's point of view about commercial main character emotion. His emotion happy or unhappy. So how does audience have emotion for main character? happy or unhappy?

In view of mirror neurons have the same feelings that viewers become unhappy main character.

116 commercials has 72 narrative type commercials. of which main character being fails or unhappy state 25 commercials. It all lies in the failure category.

For instance, "Unhappy pattern commercial" Figure1  
( failure category commercial)

(00 : 00~00 : 01) main character

“ I think that theater needs good atmosphere.”

(00 : 01~00 : 04) main character

“For example, Balance of the lighting and Floral fragrance.”

(00 : 04~00 : 06) main character

“This floral not only ornament but also good smell.”

(00 : 06~00 : 08)

(artificial flower)

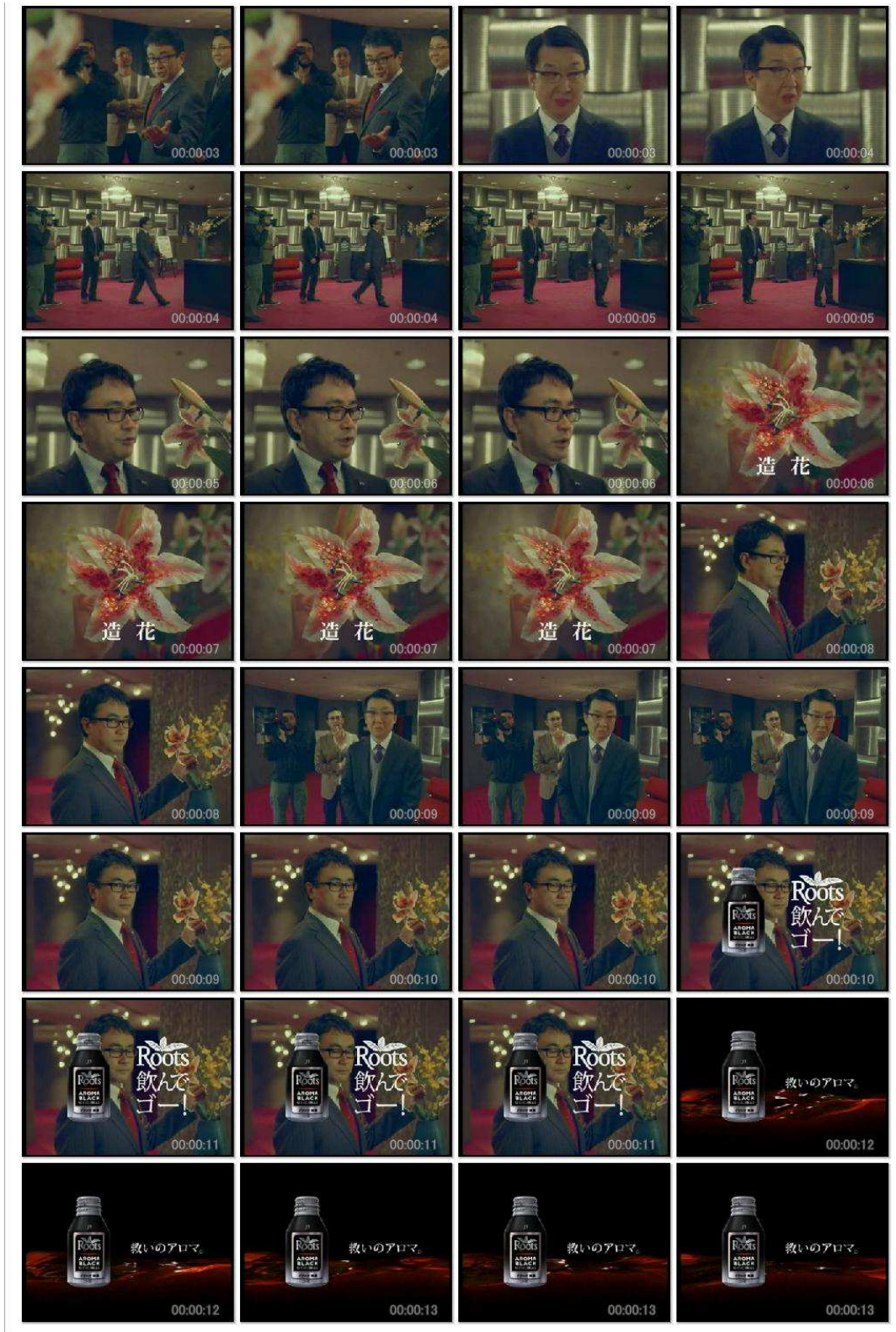
(00 : 08~00 : 09)

(Get away)

(00 : 09~00 : 11) narration

“Drink Rolls(Product) and GO!”

Figure1



For instance, “Happy pattern commercial” Figure2  
(success category commercial)

(00:00~00:05) main character’s narration

“Inhabitants of this planet, you see a mountain tunnel.”

(00:05~00:07) Foreman

“Hi Jones. Do it.”

(00:08~00:09) main character

“Fire”

(00:09~00:10)

(Blowup, Opening of the tunnel)

(00:10~00:12) main character’s narration

“This sense of accomplishment become a habit”

(Bnzai = Expression of joy)

(00:12~00:14) narration

Boss canned coffee

Figure2



## Theoretical framework and hypotheses

This research focus commercial plot, main character does positive action or negative action. I will do experiment.

This experiment that comparison of positive/negative commercials. Examinee views 2type commercial(each 15) and estimate positive/negative impression. So This reach measures Ad Response Sympathy items and Ad Response Empathy items (Escalas and Stern 2003), ad attitude and consumer appetite.

Methods of analysis use ANOVA.

Hypothesis1: Commercials with positive plots and main character's positive feelings provoke similar positive response in the examinees, therefore they are likely to enhance advertisement attitude and buying binge.

Hypothesis2: Commercials with negative plots and main character's negative feelings provoke similar negative response in the examinees, therefore they are likely to poor effect advertisement attitude and buying binge.

The results of this study, it is possible to show the proper way of creative marketing.

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