

მესიჯი და საბაზრო ტენდენციები

ბიბილაშვილი ლელი
საქართველოს უნივერსიტეტი

კომპანიათა უმეტესობა საკუთარი პროდუქტისა თუ მომსახურების პოპულარიზებას და მის შესახებ ინფორმაციის გავრცელებას კომუნიკაციის საშუალებით ახორციელებს. კომუნიკაცია კი უმეტეს შემთხვევებში რეკლამის სახით გვევლინება. იმისათვის, რომ რეკლამამ წარმატება მოუტანოს კომპანიას უამრავი თანხები იხარჯება, ბიუჯეტის უმეტესი ნაწილი სწორედ რეკლამისთვის არის გათვალისწინებული. სწორედ ამ მიზეზის გამო ჩემს სტატიაში წარმოდგენილი საკითხი იმ საშუალებებს ეხება და განიხილავს, რაც ეფექტიანი გზავნილის და, შესაბამისად, რეკლამის ჩამოყალიბებისთვისაა აუცილებელი და მნიშვნელოვანი. სტატიაში განსაკუთრებულად ხაზგასმულია საბაზრო ტენდენციების, სამიზნე სეგმენტისა და აუდიტორიის ძირითადი და არსებითი მისწრაფებების, დამოკიდებულებების, განწყობების გამოვლენის, მისი მუდმივი კვლევისა და ანალიზის როლი ეფექტური რეკლამისა და გზავნილის შემუშავებისთვის. ამ მიზნით განხორციელდა პირველ ეტაპზე, კონკრეტულად სამოსის სამომხმარებლო ბაზრის კვლევა, ხოლო მეორე ეტაპზე მოხდა კვლევის შედეგებზე დაყრდნობით, როგორც მთავარი გზავნილის განსაზღვრა, ისე რეკლამის შემუშავება და მისი სამიზნე აუდიტორიაზე გავლენის განსაზღვრა რაოდენობრივი კვლევის საშუალებით.

Message and Market Trends

Bibilashvili Leli
The University of Georgia

Efficiency of advertisement is a critical issue for every organization, while successful advertising influences customer quantity, organization's awareness and positive image.

Measuring efficiency of advertisement is possible by observing its components and elements, but the most important part what drives a customer to react on advertisement is mostly message of the advertisement. Intention to behave according the message is determined by such factors as adequate reception, interpretation and internalization of the message. Construction of appealing message itself depends on our audience's deep research and knowledge of major market tendencies.

Message construction is the most important part of the whole marketing and PR campaigns and advertisements. Most significant is to decide on the adoption process of the message, during the message construction process it's essential to take into account that message will be adopted in case if the message can track audience's attention and make them aware of the product, then it should appeal interest in the target segment, then it should raise desire of trial and at last message should drive the audience to act on the message and react relevantly to the message.

In general audiences come to messages for very different reasons. People use mass media for several reasons, for screening and monitoring the environment, for entertainment, for reinforcement of their beliefs and opinions, and for making decisions about buying a product.

One of the most important facets is also appeal to self-interest, what I have used in my advertisement. Publics become involved in issues that appeal to their psychological or economic needs. Different emphasis may be done in the message, sometimes according to the need, sometimes emphasis is made on basic needs, like saving money, time, improving health, escaping pain, being secure or on satisfaction of more upper level needs, like comfort, popularity, enjoyment, difference, style and fashion, self-expression. Messages for passive and active audiences are, of course different. Passive audiences need messages that have style and creativity; passive audience should be lured by photos, illustrations and catchy slogans, while active audience seeks for information by himself and look for more sophisticated supplemental information. My advertisement is targeted on passive audience based on personal appeal and destined to catch their attention and arouse their interest.

Research of clothes' market presented in the article is destined exactly to reveal what the most effective message for the advertisement could be for retail.

According to my hypothesis, presented in the article, if message of an advertisement will be designed according to customer's aspirations, attitudes, and after that message will be verbally and visually perfected, than message will influence on customer's behavioral intention to try the product.

Market Research for Clothes Market to reveal main Communication Message

Main goal of the research is to reveal major trends of local clothes' market, in order to determine what the most effective message for advertising will be.

Research objectives:

1. Georgian customers' preferences during the clothing selection process;
2. Identification of Georgian customers' wearing and fashion style;
3. Identification of factors influencing buying behavior;
4. Identification of buying behavior characteristics in Georgian population;

Quantitative research conducted to reveal all the above mentioned tendencies. Tool used during the quantitative research was questionnaire. Research encompassed Tbilisi population. Number of surveyed respondents is 500. Data analysis was done by statistical software SPSS. Research report includes descriptive and conclusive data

analysis, namely calculation of frequencies and interconnection and correlation of variables through cross tabulation.

Sampling was done proportionally.

Research Analysis

First I want to discuss demographic characteristics of people surveyed. In total 500 people were surveyed from which 327 were women and 121 were men.

Age of the persons surveyed varies from 18 to 60. Interrelation of sex and age is as follows:

Sex	18-20	21-25	26-30	31-35	36-45	46-50	51-55	56-60
Female	30	33	28	44	75	49	37	31
Male	28	38	21	20	20	18	11	17
Total	58	71	49	64	95	67	48	48

It's also noteworthy to mention that income of the most of the respondents varies from 2001000 GEL

Income	Frecuency	%
Less than 200 GEL	90	18
200-500 GEL	201	40.2
500-1000 GEL	110	22
1000-1500 GEL	41	8.2
1500-2000 GEL	18	3.6
2000-2500 GEL	5	1
2500-3000 GEL	1	0.2
4500 GEL and more	1	0.2
Avoid to answer	33	6.6
Total	500	100

There was not observed serious differences between weights of respondents.

KG	Frequency	%
45	10	2
51-55	50	10
56-60	90	18
61-65	78	15.6
66-70	76	15.2
71-75	54	10.8
76-80	57	11.4
81-85	34	6.8
86 and more	49	9.8

*Major Tendencies**Preferences of Selecting clothes and brands*

In general, as the research showed Georgian customers prefer buying clothes rather than sewing. Buying process – shopping in Tbilisi is perceived as a comfortable process, this trend emphasizes the fact that Tbilisi's market hasn't lack of choices and alternatives. Sewing is associated with negative aspects, such as waiting, unexpectedness, like clothes may not meet one's expectations and it may not fit well the customer. So to avoid such surprises 85% of Georgian customers prefer to buy clothes.

Clothing style

During the research respondents were given a list of alternatives of clothing style and they were to choose which style they prefer most, this list comprised:

1. Sports style
2. Classic style
3. Extravagant
4. Combination of Classical and Sports Style
5. Retro Style

As research data has shown most of the respondents, namely 40% prefer combination of sports and classical clothing style, 34% prefer classical and 25% sports style.

Psycho type of Georgian customers

Georgian customer's psycho type is a very important factor for successful positioning and targeting. What are their psychological attitudes, what meaning they put in word fashion determines the whole brand strategy and construction of message.

After the research data analysis, wearing clothes of high quality or brand is a means of self-expression, much more it makes more self-confident Georgian customers, raises their self-esteem and encourages the feeling of being different in their community and social environment. Most of the respondent, 70% of them, think that wearing a brand means being in the center of attention.

Research results give us opportunity to conclude, that wearing brand is perceived from Georgian customers as a means of security.

Factors influencing Buying Behavior

The other major facet for determining how to design effective message requires defining factors that influence buying behavior and decision making process. Options were:

1. Imitation of celebrities;
2. Consultant's advice;
3. Price of clothes;
4. Quality;
5. Liking
6. Dressing according to status;
7. Discount.

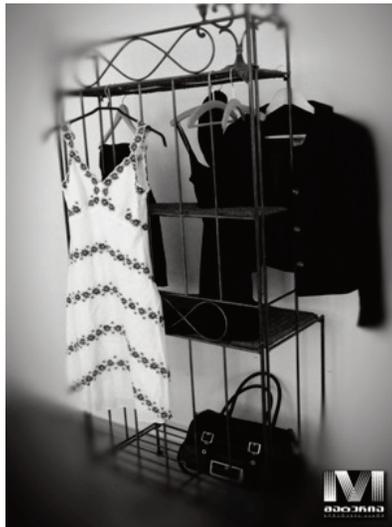
As research results revealed, Georgian customers pay great attention to quality, also if they liked the clothing while wandering in the shops.

According to market research and analysis, one of the major driving factors to buy this or that brand is having the feeling of difference in the social community where they interact, consequently the main appealing message should be constructed on the sense of being different.

To retest this tendency, I conducted the second stage of the research. I designed a poster-type advertisement, and decided to put the message of being different indirectly, for this reason effect of contrast was used in the advertisement. Namely, background is presented by black clothes and on the front side white dress is hanging.

On the advertisement logo of Georgian Clothes shop “Materia” is presented and there’s not written any slogan type information, because respondents should recognize the main idea and message themselves.

Advertisement looks that way:



Advertisement Message Monitoring

After developing advertisement, objectives of the second phase of research were:

1. To reveal if the target group perceives adequately the main idea of the advertisement
2. To assess the extent of influence on customer’s intention to buy the given brand

Methodology

Quantitative research method, namely questionnaire was used to monitor message efficiency. Taking into account advertisement content just women were surveyed, in total 100 respondents were surveyed throughout Tbilisi. Age of respondents varies from 18-45.

Age	%
18-20	10%
21-25	30%
26-30	33.30%
31-35	20%
36-45	6.70%

To reveal how adequately they perceived advertisement's main idea, respondents were to choose among given options and state how they thought what the main message of the advertisement was:

1. Demonstration of diversity of choice in the shop;
2. Just clothes advertisement;
3. Emphasize on difference and demonstration of different offers;
4. Idea is vague and hard to understand.

While it was impossible to measure the direct effect of an advertisement on buying behavior, because it is the issue of longitudinal and for this reason influence of message on intention was examined by following questions:

1. After viewing the advertisement would they enter the shop more recently and buy the product;
2. After viewing the advertisement they lost interest to enter the shop and try the products presented on the market.

Results

After the advertisement exposure 60% of respondents said that the main message of an advertisement is emphasis on difference, 30 % of them said that they perceive the advertisement just as an ordinary presentation of alternatives and options presented on the market.

Above mentioned result allows us to conclude that interpretation of message was done correctly and adequately.

Regarding their perceived influence of advertisement on buying behavior intention, here research has shown positive results. Most of them, namely 60% of respondents stated that they will enter the shop and try the products of the company presented in the advertisement. Just 40% of them refused to enter the shop and buy clothed there.

Conclusion

Based on research data, it should be concluded, that an advertisement, in general, was effective. Adequate perception of the message and intention and desire to visit the shop and try the advertised products gives me basis for making such assumptions.

Results emphasized once more how important is to study the audience and major market trends before developing a message. Messages should not be devised spontaneously, just on one or two persons' subjective opinion; advertisement should be designed only after audience's appeals thorough research especially in the modern society, where companies' most budget is spent on advertisements and communication.

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