

Hierarchy of Effects and Consumer Buying: Findings from Literature Review

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Abstract

Consumer behaviour is a very complex phenomenon and this complexity has provided the inquisitiveness amongst marketing practitioners and researchers to investigate in depth about its intricacies. Past research on different attitudinal models, generally termed as 'hierarchy of effects', categorises phases that a consumer passes through before eventually making the purchase decision eventually. The present paper is an attempt to explore the extant research in the area of buyer behaviour and the different hierarchical models to understand the stepwise approach to decision making. It can be inferred that all the hierarchical models developed by researchers in the early phase reflected certain similarities. However, the ones developed during the recent phase do reflect some unique reasons for consideration. The authors are of the view that the different hierarchical models that have been taken up in this paper, based on an extensive study of literature, will help to understand the buying process in a better way. Moreover, an attempt has also been made in this paper to understand the attitude of the buyer towards online buying as well, which is another recent phenomenon.

Key words: Advertising, Attitude, Consumer buying, Hierarchy of effects.

1.0 Introduction

Understanding consumer buying behaviour is a complex process and this complexity has provided the inquisitiveness amongst different marketing researchers to explore in depth on this domain since decades. In the quest to know the consumer and his buying pattern from a close proximity, different models on buyer behaviour were developed with time. The constant shift in the tastes and preferences of the buyer and their buying habits has led scholars to investigate if advertising has influenced their attitude formation towards a product

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that led to a frequent change in their buying decisions (Smith & Swinyard, 1983; Cobb & Hoyer, 1985). The core concept of this study has been developed after an extensive review of related literature on the different models of advertising effects that has been researched and developed over the years in order to understand the way consumers perceive the information while making buying decisions. The literatures reviewed reveal that research on identifying different hierarchical models for measuring advertising effectiveness has been conducted in the past with the introduction of the first model by E. St. Elmo Lewis during the 1900's? popularly known as the AIDA (Attention-Interest-Desire-Action) (Barry & Howard, 1990).

From the literature that has been reviewed on the issue, it has been observed that the AIDA model was the base. Small modifications either in the form of inclusion or exclusion of steps could be identified in the later models. In 1961, a major contribution was made by Lavidge and Steiner when they had developed a seven step 'classic psychological model' (Palda, 1966) from unawareness about the product to its ultimate purchase which is collectively framed as cognitive, affective and conative stages that is considered and accepted in the world of advertising till date. The early models addressed the common premise that advertising must be able to grab the attention of the consumer at the first instance. However, differences had emerged and the evolution necessitates a study. Keeping this aspect in view, this study has been undertaken based on the following objectives:

- (1) To present a gist of the various research works in the area Hierarchy of Effects and Consumer Buying.
- (2) To find out the emerging trends in the research on Hierarchy of Effects and Consumer Behaviour.

2.0 Hierarchy of Effects: An Overview of the Concept

Based on a vast gamut of literature, it is clear that researchers at different period have proposed different models, which were considered necessary for salespersons to increase sales on the one hand, and to measure advertising effectiveness on the other which are unique in their own merit. Even though the traditional models did not reveal much significant differences from one another in terms of its contribution to the world of advertising and consumer decision making, it was the improved model developed by Palda (1966) that acted as a

refinement to the model on advertising effectiveness already developed by Lavidge and Steiner (1961). With this, a new perspective of looking at what is widely known in advertising as ‘the hierarchy of effects model’ came into existence. In context of the first objective that has been proposed in the study and in reference to what Barry (1987) had framed in his work, the hierarchal framework can be sub-divided into the following phases:

- (1) The Early Development Phase (1898-1960)
- (2) The Modern Development Phase (1961 onwards)

2.1 *The Early Development Phase (1898-1960)*

Proponents of the early development phase were mostly concerned with the way a consumer would behave about sales and advertisement presentations and thereby take buying decisions. Barry (1987) and Barry and Howard (1990) had cited that the foremost hierarchical model was a three-stage AID (*Attention-Interest-Desire*) framework developed by E. St. Elmo Lewis (1898) where he felt that in order to make selling successful, sales people had to first attract the attention of the buyer, maintain their interest and thereby create a desire in them for the product. Later, as a modification to his own work, Lewis (1900) had added that necessary action has to be taken to close the sale as the last step, which came to be widely accepted as AIDA (*Attention-Interest-Desire-Action*), and is still very popular. Printer’s Ink (1910), forwarded a four-step AICA model thereby highlighting that advertising and selling must attract *Attention*, develop the *Interest*, produce *Conviction* and induce *Action*.

However, Sheldon (1911) had further developed Lewis’ work by citing that Attention has to be ‘favourable’ and Satisfaction must be ‘permanent’ in his AIDAS (*favourable Attention-Interest-Desire-Action-permanent Satisfaction*) model. According to him advertisements, which are able to grab the consumers’ attention are favourable and this will lead to a permanent satisfaction for the product that has been purchased in the end. Likewise, keeping the AIDA model as the base, several such related traditional hierarchical models on selling and advertising effectiveness emerged. The International Correspondence School (1911) had viewed the importance of preparation and generating customer interest in an advertisement, closing the sale, and most importantly holding the customer for a certain period. Hall (1915) felt that generating confidence and making the customer convinced should be the inherent nature of selling in his five step *Attention-Interest-Confidence-Conviction-Action* model. In 1920, the West Coast Life Insurance Company put

forwarded a five steps ADICA (attracting *Attention*, creating *Desire*, removing *Inhibitions*, inspiring *Confidence*, impelling *Action*) model while Ramsay (1921) in his effective direct advertising had developed the AIDCA (*Attention, Interest, Desire, Caution, Action*) framework. Thereafter, other traditional writers Osborn (1922), Strong Jr. (1922), Starch (1923), Strong Jr. (1925, 1938), Bedell (1940) and DeVoe (1956) had contributed in this arena as well.

Table 1 Early Development Phase (HOE models preceding the Lavidge-Steiner model)

Year	Model	Author/Developer
1898	Attention, Interest, Desire (AID)	E. St. Elmo Lewis
1900	Attention, Interest, Desire, Action (AIDA)	E. St. Elmo Lewis
1910	Attention, Interest, Conviction, Action (AICA)	Printer's Ink
1911	Attention, Interest, Desire, Action, Satisfaction (AIDAS)	Arthur F. Sheldon
1915	Attention, Interest, Confidence, Conviction, Action (AICCA)	Samuel R. Hall
1920	Attracting Attention, Creating Desire, Removing Inhibitions, Inspiring Confidence, Impelling to Action (ADICA)	West Coast Life Insurance Company
1921	Attention, Interest, Desire, Caution, Action (AIDCA)	Robert E. Ramsay
1922	Attention, Interest, Judgement, Action (AIJA)	Alexander Osborn
1923	Seen, Remembered, Believed, Read, Acted Upon (SRBRA)	Daniel Starch
1938	Attention, Interest, Desire (Want), Conviction (Solution), Purchase, Satisfaction (AID(W)C(S)PS)	Edward K. Strong, Jr.
1940	Attention, Interest, Desire, Conviction, Action (AIDCA)	Clyde Bedell
1956	Attention, Interest, Desire, Memory, Action (AIDMA)	Merill DeVoe

Source: Barry (1987); Barry & Howard (1990).

2.2 Modern Development Phase (1961-1975)

The modern phase witnessed a transformation from advertising being more inclined towards enhancing sales to being effective in delivering the actual message so that the consumer can judge the message and make decision. The traditional hierarchical models had depicted advertising as a means to enhance sales. Lavidge-Steiner (1961) had proposed a more sophisticated view that provided a close inter-relation between advertising and consumer buying indicating that an advertisement is effective if the message can impart a positive response in the audience for long even after the advertisement may not be in existence. They have divided the different stages of their model into three sequential steps viz; cognitive, affective, conative. According to them, advertising is an investment for the long term because most advertisements have a long lasting impression in the minds of the target customers (Barry, 1987). Therefore, the model of Lavidge-Steiner (1961) as shown in Figure 1 highlights the stages that a consumer has to go through before making the actual purchase decision.

Colley (1961) had developed his *Awareness, Comprehension, Conviction, Action* (ACCA) model in his popular work 'Defining Advertising Goals for Measured Advertising Results (DAGMAR)'. According to Colley, DAGMAR is a way to understand the effectiveness of an advertisement in terms of its result orientation. The message would act as an assurance for the consumers to make a decision. The Advertising Research Foundation in 1961 had developed a model of consumer buying by highlighting that communication from the advertising message not only can develop the product knowledge but also can play a significant role in transforming the consumer attitudes. In this context, the Advertising Research Foundation (1961) had highlighted a five step hierarchical model of *Exposure, Perception, Communication* (Knowledge), *Communication* (Attitude), *Action*. Henceforth, Wolfe (1962), Rogers (1962), Aspinwall (1964), Sandage and Fryburger (1967), Schwartz (1969), Howard and Sheth (1969), McGuire (1969), Robertson (1971), Longman (1971), Ehrenberg (1974), Holbrook (1975), Anderson and Barry (1979), Vaughn (1980), Rothschild (1981), Smith and Swinyard (1982), Preston (1982), Pretson and Thorson (1983), Moriarty (1983), Pretson and Thorson (1984), and Vaughn (1986) had also contributed significantly. This has been summarised in Table 2.

Figure 1 Stages in the Consumer's Actual Purchase Decision

Related behavioural dimensions	Movement towards purchase	Examples of types of promotion or advertising relevant to various steps
CONATIVE – the realm of motives	<pre> graph TD PURCHASE[PURCHASE] --> CONVICTION[CONVICTION] CONVICTION --> PREFERENCE[PREFERENCE] PREFERENCE --> LIKING[LIKING] LIKING --> KNOWLEDGE[KNOWLEDGE] KNOWLEDGE --> AWARENESS[AWARENESS] </pre>	<ul style="list-style-type: none"> • Point of purchase • Retail store ads • Last chance offers • Price appeals • Testimonials
AFFECTIVE – the realm of emotions		<ul style="list-style-type: none"> • Competitive ads • Argumentative copy • Image ads • Status, glamour appeals
COGNITIVE – the realm of thoughts		<ul style="list-style-type: none"> • Announcements • Descriptive copy • Classified ads • Slogans • Jingles • Sky writing • Teaser campaigns

Source: Lavidge & Steiner (1961); Barry & Howard (1990)

Table 2 Modern Development Phase

Year	Author/Developer	Model
1961	Robert J. Lavidge and Gary A. Steiner	Awareness, Knowledge, Liking, Preference, Conviction, Purchase
1961	Russell H. Colley	Awareness, Comprehension, Conviction, Action (ACCA)
1961	Advertising Research Foundation	Exposure, Perception, Communication (Knowledge), Communication (Attitude), Action (EPC(K)C(A)A)
1962	Harry D. Wolfe, James K. Brown and G. Clerk Thompson	Awareness, Acceptance, Preference, Intention, Provocation of Sale (AAPIS)
1962	Everett M. Rogers	Awareness, Interest, Evaluation, Trial, Adoption (AIETA)
1964	Leo V. Aspinwall	Acceptance, Preference, Insistence (API)
1967	Sandage and Fryburger	Exposure, Preference, Integration, Action (EPIA)
1969	David A. Schwartz	Exposure, Attention, Retention, Attitude, Change, Purchase (EARACP)
1969	John Howard and Jagdish Sheth	Attention, Comprehension, Attitude, Intention, Purchase (ACAIP)
1969	William J. McGuire	Presentation, Attention, Comprehension, Yielding, Retention, Behaviour (PACYRB)
1971	Thomas S. Robertson	Awareness, Comprehension, Attitude, Legitimation, Trial, Adoption (ACALTA)
1971	Kenneth A. Longman	Exposure, Attention, Perception, Comprehension, Belief, Motivation, Action (EAPCBMA)
1974	Andrew S.C. Ehrenberg	Awareness, Trial, Reinforcement (ATR)
1975	Morris B. Holbrook	Attention, Perception, Memory, Attitude, Intention (APMAI)
1980	Richard Vaughn	Stated that “thinking model” – the traditional hierarchy model of cognition, affect, conation-not adequate; added three additional models in different sequencing, e.g. affect-cognition-conation; conation-cognition-affect; Conation-affect-cognition.
1981	Michael L. Rothschild and William C. Gaidis	For low involvement purchases; advertising acts as stimuli for awareness and knowledge; leads to trial; product becomes stimulus, satisfaction may lead to increased probability of repeat purchasing behaviour.

1982	Robert E. Smith and William R. Swinyard	The learning hierarchy may not be appropriate for low order belief and affect; suggests three models: traditional of cognition-affect-commitment; low involvement of cognition-trial-affect-commitment; and brand switching of cognition-trial-trial-trial.
1982	Ivan L. Preston	Presents more comprehensive consumer information processing model stating lack of this in previous models: Distribution, Vehicle Exposure, Ad Exposure, Ad Awareness, Ad Elements Awareness, Association Evaluation, Product Perception, Integrated Perception, Product Evaluation, Prior Evaluation, Integrated Evaluation, Product Stimulation, Prior Stimulation, Integrated Stimulation, Action; states traditional hierarchy valid in spite of low involvement theory.
1983	Ivan L. Preston	Defends traditional hierarchy models and adds to the Association Model of 1982 with: Search, Search Perception, Search Evaluation, Search Stimulation, Trial, Trial Perception, Trial Stimulation, Adoption, Adoption Perception, Adoption Evaluation and Adoption Stimulation.
1983	Sandra Ernst Moriarty	Reviews and challenges traditional hierarchy models; presents a Continuum Domain Model with the domains being perception (no awareness to recall), education (learning to generalisation and discrimination), persuasion (reinforce old attitudes to changing old ones) and behaviour (inquiry to repurchase).
1984	Ivan L. Preston and Esther Thorson	Adds three Action Steps (Search, Trial, Adoption)
1986	Richard Vaughn	Recognises that there are multiple hierarchies used in responding to advertising messages.

Source: Barry (1987); Barry & Howard (1990).

Considering the cognitive-affective-conative stages of Lavidge and Steiner, the other researchers have highlighted the three hierarchical steps in different ways. Vaughn (1980, 1986) added three different models with different sequencing viz; affect-cognition-conation, conation-cognition-affect and conation-affect-

cognition. This indicated the different steps from unawareness to purchase which may change with the type and quality of the advertised message.

Ray *et al.* (1973) on the other hand, had suggested a three stage model as an alternate to the traditional hierarchical models viz; learning hierarchy, dissonance-attribution hierarchy and low involvement hierarchy (Krugman, 1965) that can measure the responses of the consumer towards any advertising information. Considering the learning hierarchical model as ‘the thinking model’, Ray *et al.* (1973) had indicated that consumers generally pay close attention and think about the message communicated in the advertisements to which they develop certain attitude and thereby behave in terms of expressing their desire for buying the advertised product. Thus, it follows the Lavidge-Steiner model of cognitive-affective-conative stages. The dissonance-attribution theory is reverse of the learning hierarchy model where the consumers at first behave by expressing their ultimate desire for advertised product, then develop their attitudes towards the behaviour that they had expressed and then think accordingly and thus follows the (reverse) Lavidge-Steiner model of conative-affective-cognitive. Krugman (1965) in his work of low involvement hierarchy cites that behaviour precedes knowledge and learning about the products is followed by the development of the attitudes towards the advertised product. Thus, it follows the conative-cognitive-affective hierarchical model.

In this context, an attempt has been made to see how researchers in the indicative extant literature have addressed the phases in hierarchy of effects.

The above literatures mainly focuses on the contribution of modern researchers in the field of advertising and the decision making process. From what Lavidge and Steiner (1961) had highlighted in their work on advertising and attitude formation from awareness to ultimate purchase to Sathya’s (2016) impact of T.V. advertising on children, the review provides a wide framework of the way advertising works in different circumstances in shaping the attitude of the buyer.

3.0 Future Implications and Emerging Trends in Research on HOE Framework in Indian Market

Although several research has been conducted to understand the attitude of buyers and measure advertising effectiveness related to physical products as evident from the review of literature (Table 3) yet much work has not been conducted in the area of hierarchy of effects in the modern Indian context.

Table 3 Review of Literature

Sl. No.	Year	Focus of the study	Author(s)	Variables Investigated	Methodology	Findings	Tools Used
1	1961	A model for Predictive Measurement of Advertising effectiveness	Lavidge, R. J. & Steiner, G. A.	Awareness, Knowledge, Liking, Preference, Conviction and Purchase	Descriptive	The model of advertising effectiveness is a means for understanding the transformation in attitude formation of the consumer from awareness to ultimate purchase.	Semantic differential
2	1966	The Hypothesis of Hierarchy of Effects: A Partial Evaluation	Palda, K. S.	Awareness, Knowledge, Recall, Recognition (Cognitive), Attitude change (Affective), Intention to buy (Conative)	Experimental	An advertisement well communicated enhances level of awareness; product knowledge and brand recall which eventually leads to an increase purchase intention, brand loyalty and favourable attitude.	Regression Analysis
3	1982	Attitude towards Advertising: A multinational study	Wills, J. R. & Ryans, J. K.	Attitude	Experimental, Survey	Polarised perception about advertising between managers and consumerists on different advertising attributes identified on print and television advertising.	Kruskal-Wallis Tests and Structured questionnaire

4	1985	The influence of advertising at the moment of brand choice	Cobb, C.J. and Hoyer, W.D.	Recall, Recognition, Perception, Choice strategy	Survey	<p>1. Advertising may not always influence choice rather personal experience does.</p> <p>2. Consumers with a high level of advertising recognition display a lower level of in-store information processing and they are not more brand loyal.</p> <p>3. High Level of advertising recognition implies lower level of in-store information search.</p> <p>4. Consumers are well aware of the advertisements for the brands they purchase.</p> <p>5. The level of perception of the consumer is higher than that of recognition and recall.</p> <p>6. Brand recognition is higher than brand recall.</p>	Chi-square test and Paired t-test
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5.	1986	Warmth in advertising: Measurement, impact and sequence effects	Aaker, D.A., Stayman, D.M. & Hagerty, M.R.	Warmth, Purchase likelihood, Recall and Attitude towards Ad	Experimental, Survey	Warmth has a physiological component and that a warm ad preceded by another warm ad is less effective as compared to one preceded by a non-warm ad. A significant correlation was observed between warmth, recall and higher purchase likelihood in case of humorous ads.	ANOVA, Scheff's test
6	1988	Advertising's Immediate and Delayed Influence on Brand Attitudes; Considerations across message-involvement levels	Muehling, D.D. and Laczniak, R.N.	Attitude towards the ad (Aad), attitude towards the brand (Ab) and Involvement	Experimental	Individuals who are more involved in the advertised message tend to create a long lasting attitude towards the ad as well as the brand	Regression analysis (Aad and beliefs were regressed on brand attitudes) and Cronbach's alpha (Brand attitude)
7	1989	The Impact of feelings on Ad based affect and cognition	Burke, M.C. and Edell, J.A.	Feelings (affective component) Judgement (cognitive)	Experimental Sample size n = 191	1. Feelings as an effective response are important aspect of an advertisement. 2. Upbeat and negative feelings have a direct	Coefficient alpha

8	2001	Creativity in advertising: Impact of communication effect and consumer purchase behaviour.	Paul, J.	Advertising Creativity, Attitude towards the Ad, Communication effect	Diagnostic, Survey	There is a strong relationship between highly creative ads, communications effect and purchase behaviour of the consumers which indicates that high creative ads are more effective. High creative ads have a tendency to generate positive attitude towards the ads and the Interest and Cognitive Affect (ICA) is more.	Pearson Correlation, t-test, Chi-square test
9	2006	Responses to Humorous Ads: Does audience involvement	Zhang, Y. and Zinkhan, G.M.	Humorous ads, low involvement and high	Experimental	Humour in advertising is more effective under low involvement conditions than high	ANOVA, Regression analysis

10	2008	The Impact of advertising Creativity on HOE	Smith, R.E., Chen, J. and Yang, X.	Brand Awareness, Brand Liking, Accepting and Rejecting Ad claim Brand LikingBrand Intentions	Experimental	involvement	involvement ones. Media selection also plays a role under different levels of audience involvement in regard to humourous ads. 1. For an ad to be creative, the presence of both relevance and divergence is necessary. 2. Creative ads are more effective. 3. Creative ads are more interesting, attract more attention and create more brand awareness. 4. The purchase intention increases because of high linear relationship between divergence and relevance interaction.	MANOVA Structural Equations Model (SEM)
11	2010	A study on audience behaviour towards television advertisements	Saiganesh, S.	Audience perception, advertising attributes	Descriptive		Certain factors in advertising like animations, emotions, good looking endorser/personality, background music, location, humour and suspense (teaser) influences	Simple percentage method, Weighted average, Chi-square, Factor

11	2011	Fast Moving Consumer Goods advertising and its effectiveness in Cachar district in Assam.	Patra, G.	Advertising effectiveness	Evaluative and diagnostic	the audiences to a considerably great extent. However, constant repetition of an ad irritates the audiences and they tend to 'advertisement zapping (avoidance)'. T.V. advertisements are a good source of information in regard to making a purchase decision. Apart from television and newspaper, outdoor media play a significant role in shaping the attitude of the consumers. Outdoor display especially in case of low involvement products help in remembering the ad and better positioning. Appeal in advertising creates interest that enhances better recall and recognition and changes the buying attitude of the consumer.	analysis, and Multiple regression
12	2012	Impact of Globalisation on	Anekar, K.R.	T.V. advertising Globalisation	Explorative. Disproportion-	Repetitive commercials create irritation amongst	ANOVA, t-test, Post

13	T.V. advertising with reference to viewers in Thane district	Modig, E.	Divergence, Relevance, Craftsmanship and Humour as dimensions of advertising creativity, advertising effectiveness	Empirical (based on 5 different articles on advertising creativity)	the viewers of all the age groups. Since, globalisation, advertisements have become much more creative TV advertising is the most popular source to influence the buying behaviour of the prospective customers.	Hock Test, Correlation test, Chi-square test.
14	Understanding advertising creativity-How perceptions of creativity influences advertising effectiveness	Singh, A.	Social Advertisement	Exploratory, Survey	Consumers prefer relevance, craftsmanship and humour more in an advertisement than divergence (as preferred by advertising professionals) Consumers can have a positive attitude about brand evaluations with the presence of artwork in advertisements.	Factor Analysis, t-test, ANOVA, Post Hoc
	A study of the impact of social advertisement				The respondents were able to recall the tag lines of various ads on social issues, which show that the level of awareness amongst individuals is high on social	

15	2014	Consumer Attitude on Television Advertisement	Chithra, T.V., and Kothai, S.	TV advertising, attitude, communication medium	Survey	<p>issues. In addition, social ads motivate individuals to take up action plans for the betterment of the society.</p> <p>Consumers have mixed feelings about television advertisements. Some believed that TV ads inform them about products and new arrivals while some felt about a negative impression of TV ads as it confuses them about products and irritates them through frequent ads.</p>	Friedman rank test
16	2015	A study on consumer perception towards product quality of select branded consumer durables	Borah, A.	Consumer perception, product quality and brand image	Multistage sampling N = 516	<p>Price, brand image, durability, superior product features significantly influences consumer perception of quality of their favourite brand of durables.</p>	Chi-square test, Cross tabulation

17	2016	A study on the impact of social and emotional appeal of advertising on consumer perception	Noval, S.	Social appeal, emotional appeal, consumer attitude	Descriptive n = 500	Consumer attitude towards social appeal of advertising are more favourable than towards emotional appeal of advertising. Such an appeal is more effective in developing a positive brand image.	ANOVA, One sample t-test, Paired t-test, Correlation analysis
18	2016	Impact of T.V. advertising on children	Sathya, R.	Awareness and Purchase intention	Descriptive	Advertising has high conative effect and moderate cognitive effect on children.	Chi-square test and Correlation coefficient

Source: Authors' Analysis.

However, an emerging trend in research on hierarchy of effects is to understand the attitudinal formation or transformation of buyer related to online buying. After globalisation, there have been perceivable changes in the creative and implementation parts of advertising. Internet penetration among the new age buyers is high. With time, consumer buying behaviour has changed and today, it is seen that the traditional buyers have gone digital thereby adapting to the modern and sophisticated ways of buying products online. The attitude that the buyer displays while buying online can be sub-divided into three components viz. attitude towards the internet, attitude towards the website and attitude towards the brand (Castaneda et al. 2009). They further highlight that buyer attitude towards the brand is an important determinant in shaping the attitude towards the website that advertises the brand.

Armstrong and Kotler (2000) highlights that understanding the buyer attitude towards E-shopping will not only make online marketers prepare specific marketing strategies but also envisage prosperous growth of E-commerce. Park and Kim (2003) opine that online consumers mostly display 'relational' behaviour that entails more efficacies in their decision making and in turn their buying behaviour. Since, the tangible component in the virtual world is very low, the affective component of the hierarchy is minimal. However, the online buyer is more inclined in the diversified attributes of the products like its quality, colour, design etc. before actually placing the order online. This indicates the presence of the cognitive and conative components of the hierarchy of effects. Even though there is a considerable literature related to attitude of online buyers and their behavioural patterns, yet the relation between the traditional and modern hierarchical components in case of online purchase has to be probed further, as the buyer behaviour has undertaken a new dimension with the advent of online shopping.

4.0 Conclusion

From this present study, it can be concluded that advertising is a prime component that shapes the attitude of buyers from generating awareness to the ultimate purchase decision. It has been further observed in this study that different hierarchical models were developed by different researchers in their respective period, providing a path to better understand the relationship between advertising and the buyer attitude. However, the Internet boom brought with it a new dimension in the way buyers take their buying decisions and there is much reason

to believe that the age old hierarchical models may not be able to capture the new age buying behaviour. Hence, there is a scope for future researchers to establish the relation between old hierarchy models and the new development in the field of online marketing.

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