1) Explain the differences between high and low involvement buying. Show how your advertisements reflect these differences.

High and low involvement buying refers to the level at which a consumer is interested or engaged with the purchase of a product (Askegaard et al, 2006)[1]. Consumer involvement is dependent on a product's price and purpose as well as the personality and preferences of the individual consumer which can differ significantly between one consumer and another. Typically, a consumer would allot more time, effort and expense to a high involvement purchase rather than a low involvement purchase for which a consumer would generally give less of their time, effort and money to. For example, buying a house is both costly and necessary for a person's safety and physiological life, therefore, the level of involvement during the purchase of a house is much higher than when a consumer purchases a chocolate bar due to it having a considerably lower cost comparatively and reduced importance in the consumer's life, thus less time and effort is required to purchase it.

Advertisement one from Prada advertises a men's perfume. Due to the strategic seasonality of this advertisement publication in the December 2016 issue of GQ, it is obvious Prada intends for this product to be a Christmas present. This would result in a higher involvement purchase as the consumer will want to ensure they are buying the best perfume for their partner or friend. Also, due to Prada's luxury brand reputation, the consumer would have higher involvement due to the higher price of the perfume compared to others in the shop, therefore highlighting how a higher price can increase involvement just as much as the consumer's circumstances and preferences.

Alternatively, the advertisement from H&M would result in less involvement from the consumer comparatively because H&M is typically viewed as an affordable high street brand and so, the price of this product wouldn't raise the customer's involvement as much as a product from Prada or Chanel, which would typically be priced much higher. As well as this, due to the advertised product being an everyday coat, the involvement would be considerably less because the advert isn't targeting the product at a specific time of year or for a specific event, unlike Prada's advert, which is clearly targeting consumers as a Christmas gift.

However, due to the nature of fashion products, one can see how the level of involvement does depend on the personal preference of the consumer. For example, a consumer who pays little attention to brands and doesn't prioritise their aesthetics over other parts of their life would, in turn, have a lower involvement purchase when buying fashion products compared to a consumer who typically leans towards Ego Involvement or Sigmund Freud's id Ego whereby they purchase products for materialistic purposes and they consider the social risk if they don't wear the brands marketed as luxury. This, too, applies to the Role Theory and contrasts between the roles of the Communicators, the Identity Seekers and the Choosers. All three of these consumer roles vary, yet are all influenced by the consumer's priorities and circumstance, their purpose of purchase and their personal preferences.

2) Identify the market segments being targeted by your advertisements.

Market segmentation is a strategic tool utilised by marketers to target a brand to a specific group of consumers categorised by age, gender, income, race/ethnicity, geography and social class (Askegaard et al, 2006)[2].

In the Chanel advertisement, a female audience is being targeted due to the advert's positioning at the front of Harper's Bazaar, one of the world's leading women's high fashion magazines[3], thus asserting Chanel as the leading high fashion brand (J. Rabolt & R. Solomon, 2004)[4] for women due to their fashionability and price (B. Sproles, 1979)[5]. Chanel have used young female models throughout their campaign in order to show the relation between their brand and their intended consumer, thus correlating with Harper's Bazaar's main target audience which they describe as "affluent, educated, professional women" (Harper's Bazaar, 2015)[6] with their highest readership between the ages of 18-34 at 39.6% (Harper's Bazaar, 2015)[6]. This highlights how Chanel is strategically positioning the young female models in their advert in order to appeal to the largest reader segmentation of the magazine, therefore, Chanel is utilising both age and gender to segment their target audience.

Looking into the financial statistics from IPSOS Affluent Survey USA 2015, Harper's Bazaar's 'woman' has an average household income of "$246,029" (Harper's Bazaar, 2015)[7] which is the perfect market for Chanel as they are reaching women who can afford their luxury clothing products, thus an example of the utilisation of Database Marketing techniques and segmentation by way of income. In light of the statistical evidence presented by Harper's Bazaar on their corporate website, it's clear that Chanel have successfully located a way to directly advertise to their target market segmentation of educated and career focused young women between the ages of 18 and 34. Applying this to the Role Theory, Chanel is harnessing the Communicators role as the women are career focused, they want to look professional and, by purchasing Chanel products, they can display their increasing wealth, professionalism and their rising social status (J. Rabolt & R. Solomon, 2004)[8].

In essence, Chanel is expressing that their products can help consumers fulfil the Self-Actualisation level of Maslow's Hierarchy of Needs because by wearing Chanel, consumers will show others that they are educated and professional, thus completing their self-fulfilment and feeding Freud's id ego. It's apparent that Chanel wants the consumer to know that they understand and will deliver what the consumer wants and needs. Referring to market segmentation, it's clear that Chanel is targeting young women who don't have major family responsibilities like a child and they are targeting women who wish to enhance both their social class and incomes via their career (J. Rabolt & R. Solomon, 2004)[9].

Perhaps Chanel is also targeting an East Asian market segmentation due to the fact that one of the models looks oriental and, as well as this, small badges have been added to the clothing, a popular trend in South Korea. To add further, a Maneki-neko figurine has been strategically placed in the

background beside the close-up of the model which is a common Japanese lucky charm. This evidence suggests that Chanel is indeed targeting segments geographically and via racial/ethnic categories by positioning their advert towards East Asian consumers, a currently booming market for the brand (Yan, 2015)[10] and now that East Asian consumers make up a large portion of the luxury goods customer base (D'Arpizio et al, 2015)[11], it's an important market for Chanel.

3) Use your understanding of perceptual processes to explain why your advertisements should be effective.

Perceptual Processes refers to the five human senses of touch, smell, taste, vision and sound and how those sensory stimuli are implemented into marketing strategies to grasp the attention of consumers and hold it for a longer time (Askegaard et al, 2006)[12].

The Levi's advertisement holds the most detail of its products compared to the other advertisements, in turn, boosting its visual perception. For example, the Levi's jacket is laid out and lit well so consumers can clearly see its details and a label diagram surrounding the product emphasises some of the jacket's main features which, again, enhances the consumer's visual stimulation. As well as this, a whole paragraph has been included at the bottom of the campaign outlining the production and historical importance of this product to the Levi's brand heritage which adds further depth for the consumer's visual perception.

Along with a link to the Levi's website (Levi Strauss & Co., 2016)[13], which shows the digital presence of the brand, thus indicating the emphasis on perceptual processes of stimuli, for example, the Levi's website is a digital reflection of the print advert, thus unlocking stimuli print simply cannot, such as the perception of sound. The plain white background further emphasises the details of each product and centralises the consumer's focus on the labels, details of the clothes and descriptions of the product, in turn, enhancing the consumer's visualisation of the advertisement (Schroeder, 2002)[14].

In Prada's advert, the initial targeted perceptual process is touch, as the paper has been purposefully thickened in order to make the advert distinctive and to further emphasise the luxuriousness of the product because the page feels higher quality. Also, the thicker page makes it easier for the consumer to find Prada's advert in the magazine, thus an example of utilising perceptual techniques in order to draw and hold consumer's attention through their touch stimuli.

Secondly, the Prada advertisement features a peel-off label, thus allowing the consumer to preview the fragrance, in turn, creating a motivator for purchasing the scent as consumers can tell if they like it. Prada is utilising the perceptual process of smell which, Prada hopes, will be a strong enough incentive for the consumer to firstly buy and secondly share their product on social media which is encouraged by the brand via "#pradaxprada" on the advert with the intention of it gaining online popularity (Twitter, Inc., 2016)[15].

Here, Prada utilises the role of social media representation in The Self for its own commercial benefit. Due to the fact that Prada has built a credible reputation of being a luxurious and status-lifting brand (Rabolt & Solomon, 2004)[16], they understand that some consumers want to represent themselves in the best possible light. Prada want consumers to know that they can achieve this by wearing Prada products, thus raising the consumer's status, self-esteem and their self-concept. This, in turn, fulfils the Belongingness of Maslow's Hierarchy of Needs because the consumer feels accepted by others as they have represented themselves as prestigious.

Each brand has shown an understanding of consumer behaviour because they want the consumer's to firstly recognise, secondly interpret and thirdly share the brand. This is achieved via the reputation of the brand so consumers will purchase to attain a higher social status, self-concept and self-esteem, thus fulfilling the Ego Needs of Maslow's Hierarchy of Needs by achieving prestige, status and accomplishment.

4) Apply at least one motivation theory to explain what the marketers seem to think is motivating consumers to buy.

Motivation is the varied processes that cause consumers to do what they do and gives marketers an opportunity to understand consumer's behavioural tendencies to better position their brand (Askegaard et al, 2006)[17].

On the Levi's campaign, the phrase "Made in the USA" has been used which is both relevant and important to make clear in today's fashion industry as many companies are being condemned by human rights and environmental groups on the policies they have regarding their manufacturing and production processes and locations. In this instance, Levi's is playing into the Role Theory of the Activists, whom would argue against companies employing people in poor countries in squalid conditions and so, by emphasising the "Made in the USA" concept, Levi's is dispelling all rumours that it could somehow be conducting its business operations in low ethical standards (Rabolt & Solomon, 2004)[18], something the role of the Activist would boycott.

This is an example of Levi's playing on the role of interpretation because the majority of western consumers, especially Americans, would appreciate that Levi's products are "Made in the USA" rather than low-cost regions. However, the concept of interpretation asserts itself here in the idea that some consumers may interpret "Made in the USA" with scepticism as they may believe that Levi's isn't explicitly saying their products are manufactured in the USA and that they could simply be saying that they are designed in the USA with the American lifestyle in mind, but are actually manufactured elsewhere.

Here, it seems Levi's is utilising the technique of Relationship Marketing which allows them to construct lifetime bonds between their brand and the consumer. Levi's have done this in this

particular advertisement through the use of their heritage, which older consumers may remember and younger consumers can learn about in order to continue both the heritage of the Levi's brand and their iconic product; the denim jacket. Also, this is an example of Nostalgic Marketing because the brand is emphasising, throughout the campaign, the dates and history of the product's production, thus reminding consumers of Levi's important role in American fashion during the 20th century. These theories, techniques and concepts cumulate to create a stronger motivation for the consumer to purchase, therefore revealing the true success of this Levi's advertisement.

In H&M's advertisement, the brand has clearly understood the behavioural tendencies of consumers by utilising and positioning an influential celebrity, David Beckham in this example, as the model for their product because he is an instantly recognisable public figure and sports icon, and so, H&M (Rabolt & Solomon, 2004)[19] has endorsed his celebrity to encourage male consumers to purchase their product. Here, H&M is positioning itself into the Consumption Play by utilising the role of the Influencer as David Beckham, to motivate consumers into purchasing their product, thus unlocking the influence of celebrities in popular culture, a powerful marketing technique.

The word "selected" has been used in H&M's campaign to emphasise to the consumers that David Beckham himself has "selected" the outfit shown in the advertisement which further motivates consumers to buy the product so they can show they share the style of David Beckham. The inclusion of David Beckham here fulfils the consumer's need to affiliate themselves with a particular person, a powerful motivational marketing technique, thus simultaneously fulfilling the Belongingness level of Maslow's Hierarchy of Needs.

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