

Value Creation Through Advertising Insight Into Consumer Perception Of Sportswear Using Disclosure Methodology

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Abstract: Organizations know that today much more is needed to connect the brand with the consumer, advertising messages that bring value to the audience or target, and for this, they work with creativity, strategies, among others; however, this is not enough, since it is not always possible to achieve the objectives of their advertising campaigns. The purpose of this research is to contribute to the communicational strategy of the companies, creating value in the advertising issued, and to connect the subconscious of the consumers with what they perceive, hear, see and feel when they receive the advertising message. We will work with the identification of the insight, before launching an advertising campaign, using projective, facilitative, and ethnographic techniques. The planner will be able to know what consumers have inside; what they think, feel and what are the real reasons why they buy a product or make use of a service.

Keywords: Value creation, advertising insight, consumer, and communication strategy.

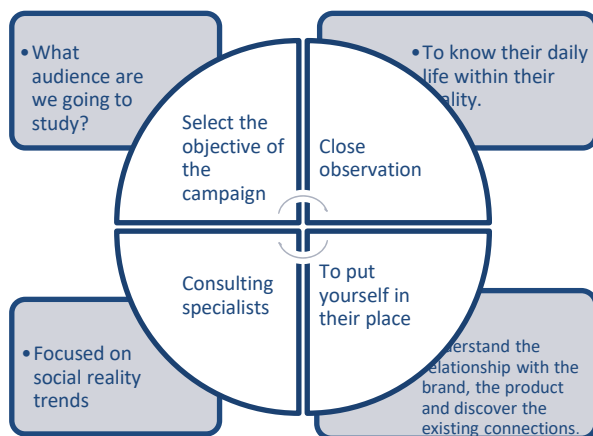
I. INTRODUCTION

Advertising is the art of convincing the consumer, with an intuitive work, with smell and common sense, playing with feet on the ground and achieving results, Bassat (2017); however, Bosch (2006), indicates that advertising, seeks to convey a message, and achieve an interaction with the public or target, generating a response; that the receiver adopts a behavior aimed at the purchase or use of the product/service. For Sánchez-Blanco (2014), two aspects give rise to strategic planning. One is the maturity of the market, in which there was a need not only to sell products but also to know and understand the consumer. As well as to discern about advertising, evaluating the effectiveness of advertising work. Therefore, the role of the planner was transformed, to the point that today he represents the voice of the consumer in the advertising strategy, as García Guardia (2009) indicates. Sánchez Blanco (2011) also states that planners must find the insight since it

is the fundamental piece to activate and inspire creatives in advertising campaigns. Quiñones (2013) indicates that organizations have transformed their strategic planning, considering communication strategy as a fundamental piece, so planners focus on unveiling what their target thinks, feels, and motivates, transforming data into hidden consumer revelations, to launch ads that lead to connecting the brand with the audience. Therefore, Holt and Cameron (2012), indicate that insights are considered as the fundamental element in the development of the advertising briefing and the strategy of advertising campaigns since it consists of understanding and knowing the consumer or target audience, what inspires, motivates, or feels them and knowing why they adopt that behavior. This is reaffirmed by Seumenicht (2012), who indicates that insight provides deep knowledge of the consumer, discovering what he feels, thinks, and does, which means that it is possible to possess the information and understand his motivations, which are present consciously and

unconsciously in him. For Valdivia and Ramirez (2002), the word insight can be understood from the awareness of abnormality to the generation of new knowledge of the same individual. In the field of Psychoanalysis, insight, according to Etchegoyen (2001), would have been introduced by European and American analysts, designating that privileged moment in which the individual becomes aware, making the unconscious conscious, and López (2007) argues that Insight is related to emotional advertising, transforming the way of knowing the consumer, in its deepest sense, applying the emotional psychology derived from the experience with the products, being considered in advertising, allowing to connect with the consumer.

In the field of communication, Jürgen Klaric (2012) indicates the definition of "insight";



as the power or act of seeing in a situation; penetration, the act or result of learning or grasping the inner nature of things or the act of seeing intuitively. In (to enter, to penetrate) + Sight (vision). In addition, in the book La Magia del planner (2012) Antón Álvarez, determines the main steps and techniques to find "insight". Let's see the following graphic about steps and techniques to find "insight".

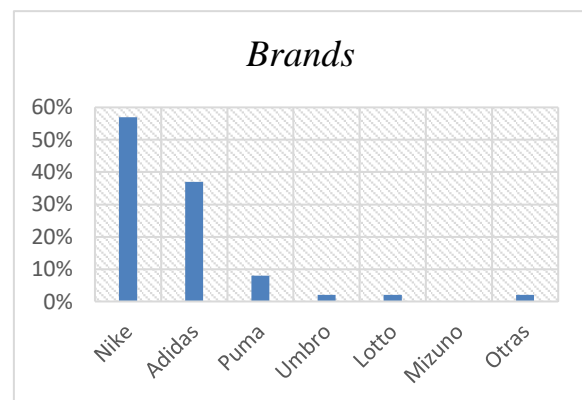
Fig.1. (a & b) Steps and techniques to find the insight

For Fernández (2010) perception is a process of understanding, while Shiffman and Kanuk (2010); p. 57 indicate that perception is a mental function that allows the organism, through the senses, to receive and process information from the outside and convert it into organized totalities endowed with meaning for the subject. We have that perception has basic components such as; a) Sensation: corresponds to the immediate response

that comes from the sensory organs when they are exposed to stimuli, however, this will depend on the quality in which the sensory receptors receive such stimulus since the consumer receives every day a series of advertising stimuli. Paz, (2013). b) The absolute threshold: it allows knowing the limits of perception of an individual, within a minimum or maximum magnitude, but the human being adapts or gets used to what he can always see, which is why advertisers are always concerned about attracting the attention of their audience, generating freshness in the guideline, working with new media to have the attention of the target audience Paz (2013). c) the discrimination capacity of our senses, allows us to find the minimum distance of two points, where the individual can describe the minimum intensity of variation from one stimulus to another, these stimuli are transmitted to the central nervous system, where the body is in contact with its outside world that surrounds it, according to Vasquez, Coto, Chacon, and Lopez. (2019) we refer to the differential threshold. However, Maldonado (2008), indicates that perception also depends on the relationship that exists between the character of physical stimuli with the environment, and the conditions that each person possesses, since each person can possess a different perception in relation to the same stimulus.

Leo Burnett, a creative director, indicates that the best creativity comes from understanding what people are thinking or feeling. The process has a part of the reason, a part of the heart, and a good part of intuition.

According to the study conducted with young people between the ages of 18 and 25, in relation to soccer-related sports shoes in the city of Quito, it was found that the participants' preferred brands are Nike and Adidas, as shown

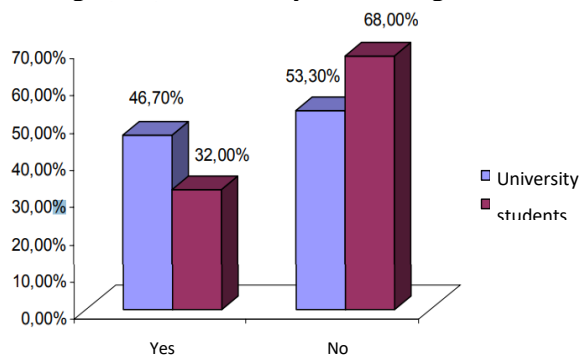


in the following graph.

Fig.2. Examples of sports brands

Source: Information referenced (Yépez Zambrano, J. B., 2016).

For Vicedo, Madrona, VÍllora, García, Padilla, García, and Molinero, in their research work "Attitudes towards the consumption of sports products of the students of the University Campus of Albacete and the people in the street", indicate that university students are those who show a greater advertising influence towards consumption (47%), while the people in the street, on the contrary, are those who reflect feeling less influenced by advertising that incites



such consumption (68%), which is evident in the following graph;

Fig.3. consumption of sports products

Source: Vicedo, Madrona, VÍllora, García, Padilla, García, y Molinero).

Valdés (2004), in his text *La traducción publicitaria*, also considers that, when talking about advertising, it is essential to enter into a world of interdisciplinarity, considering the media, copywriting, and strategy planning, so that the content and form of the advertising message must be focused on generating the desired action in the public or target since its effectiveness consists in how it manages to convince and lead the receiver to the purchase action.

2. Analysis and Methods

The research was conducted at the Universidad Privada San Juan Bautista, considering the young university students of the professional program of administration and international business, at the Ica branch, represented by 478 students of the professional career of administration and international business, who were considered as

the population under study, according to Valderrama S. (2015) the population is a finite or infinite set of elements, beings or things, which have common attributes or characteristics, susceptible of being observed. Therefore, it is possible to speak of a universe of families, such as companies, institutions, etc.

The sample, according to Valderrama S. (2015), is a representative subset of a universe or population. Because it reflects the characteristics of the population when the appropriate sampling technique is applied; it differs from it only by the number of units included and is adequate, since it should include an optimal and minimum number of units; this number was determined using various procedures. So, to obtain the sample, the

following formula was applied:

Sample of university students:

$$n = \frac{z^2 N p q}{e^2 (N-1) + z^2 p q} \quad (1)$$

For sample size readjustment:

$$n = \frac{n'}{1 + \frac{n'}{N}} \quad (2)$$

Whereas:

N = Sample size

N = Population

Z = Confidence level (95% \square 1,96)

E = Error margin (5%)

P = (Assuming the maximum

heterogeneity

of 50% x 50%) 0.50

q = 1 - p = 0.50

Considering 148 students of cycles II, V, VII, and X, to whom the data collection instrument, the questionnaire, was applied voluntarily, without any pressure or obligation, being able to do so on a specific day of their class

sessions. The research team was made up of professors from different universities in the areas of marketing, methodology, and statistics.

A quantitative approach was used, considering Hernández, Fernández, and Baptista (2014), who indicate that this approach represents a set of sequential and evidential processes. Each stage precedes the research, and we cannot "skip" or elude steps.

The order is rigorous, although we can of course redefine some phases. For the research, data collection was used to test hypotheses, based on the numerical measurement and statistical analysis, to determine whether advertising perception is related to consumer perception of young college students. For data collection, the survey technique was applied, whose instrument was the questionnaire, which for Valderrama (2015), consists of a methodological tool for data collection, and the instrument applied was the questionnaire, designed with questions related to advertising perception and consumer perception, considering its dimensions.

The questionnaire is made up of sixteen items, corresponding to the variables under study, establishing eight items to the advertising insight variable, whose dimensions are facilitating, projective and ethnographic techniques, and the remaining eight, corresponding to the consumer perception variable, whose dimensions correspond to sensation, absolute threshold, and differential threshold, which allowed to know psychological aspects, focused on the perception of consumers.

Data collection was carried out using the virtual platform Google Forms and Google Drive, and the data obtained were analyzed using Microsoft Excel and SPSS 25 for the elaboration of tables and figures that were later analyzed statistically.

Likewise, for the discussion of the results we worked under the Deductive Method, according to Dávila Newman (2006), it is a system for organizing known facts and drawing conclusions, considering the Analytical method with the observation and examination of a particular fact, since it is developed after reviewing separately different and numerous bibliographic references from which the phenomenon is studied from a broader

perspective until the information is broken down or fractioned in such a way that the possible causes and effects of the relationship between the advertising insight and the perception of the consumer investigated from a context of young university students can be found. For the treatment of the data obtained, the statistical method was used: descriptive statistics (statistical averages, standard deviations) Sanchez H. and Reyes C. (2015).

The study is of a basic level, correlational type, it is also called constructive or utilitarian, it is characterized by its interest in the application of theoretical knowledge to a given concrete situation and the practical consequences derived from it. The methodology used is presented below:

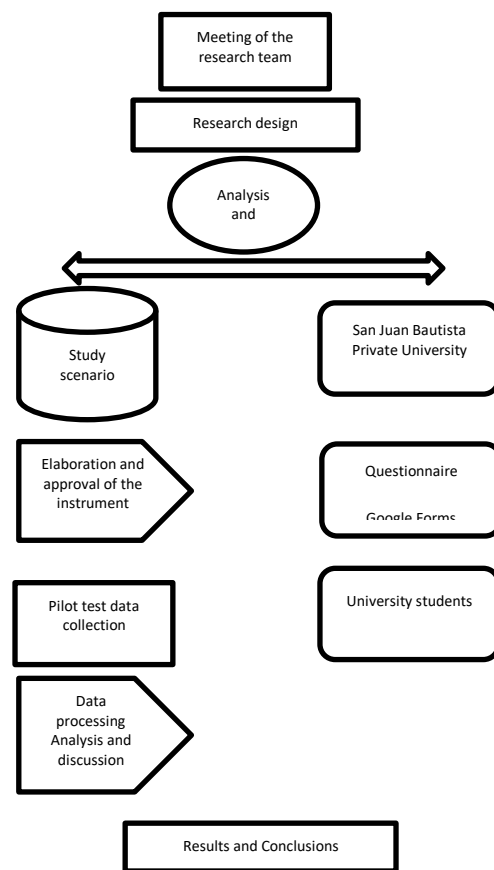


Fig.4. Methodology

Source: by owner.

3. Results

The information obtained at the end of the application of the instrument in the young university students who participated in the research is presented in the following graph.

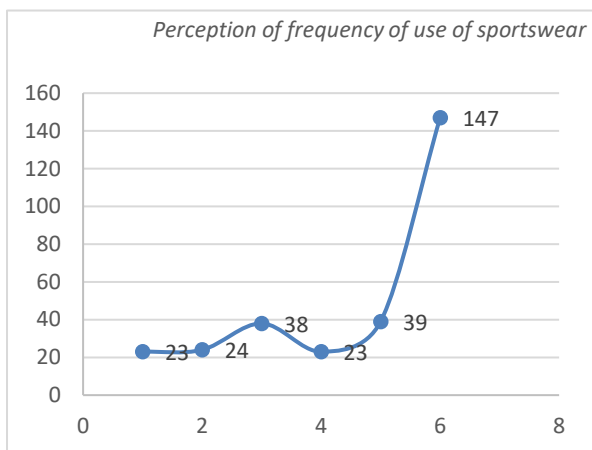


Fig.5. Methodology

Source: by owner.

The information summarized by the participants of this research in the statistical tool, referring to the frequency of use of sportswear used during the week, 26.5% say they use it when they do sports, 25.9% say daily and 47.6% inform us that they use it on weekends or once a week or rarely

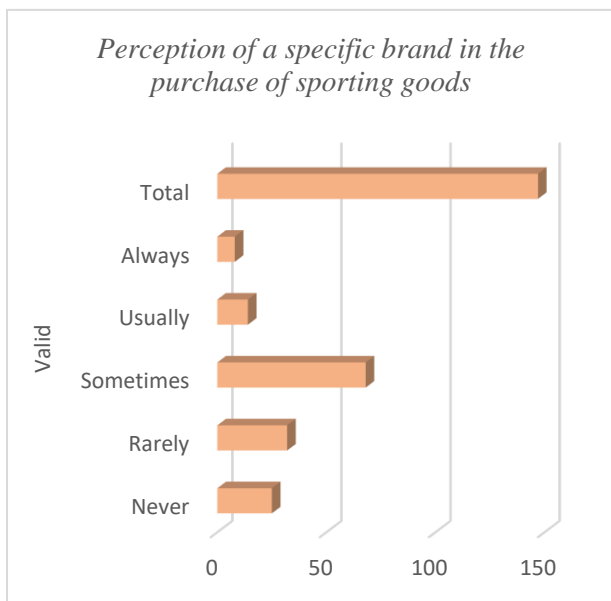
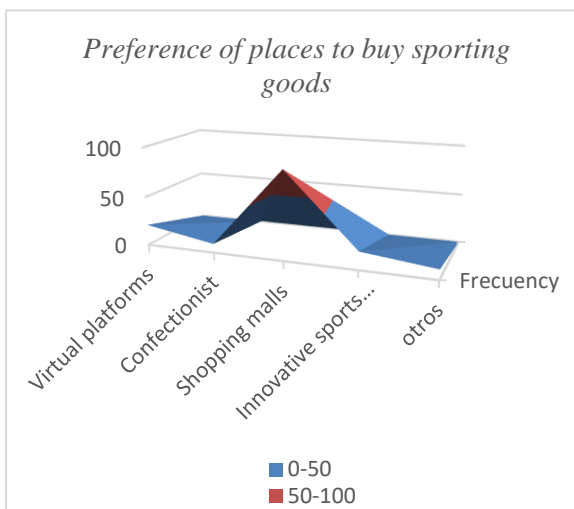


Fig.6. Perception of a specific brand in the purchase of sporting goods

Source: by owner.

The statistical tool presents important information from this research, about the fact that

in the purchase of sports products they consider



the brand, and the answer is that 46.3% consider it sometimes, 38.8% consider it as rarely or never, and only 14.9% responded that they almost always or always do it thinking about the brand.

Fig.7. Preference of places to buy sporting goods

Source: by owner.

60.5% of the sample participants still prefer to shop in shopping malls, 14.3% do so in virtual

platforms, and 25.2% do so in clothing stores or in innovative sports or other businesses.

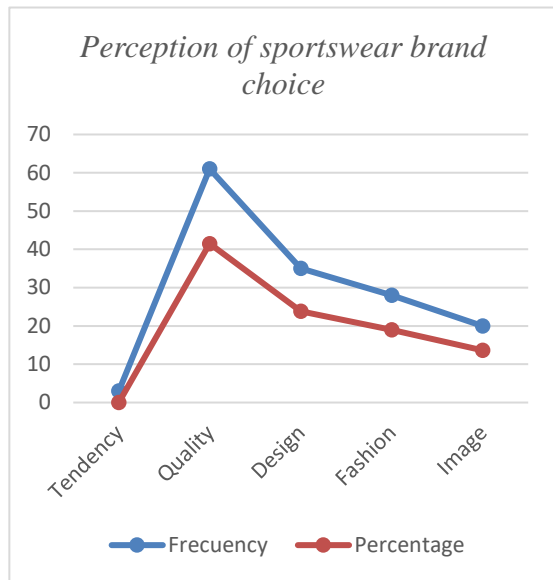


Fig.8. Perception of sportswear brand choice.

Source: by owner.

The statistical tool presented above summarizes the information on why they choose the brand when buying sportswear, and 41.5% of them answer that it is because of the quality, 23.8% because of the design, and the rest only 34.7% think that it is because of fashion or trend or product image that they have preferences when purchasing a product.

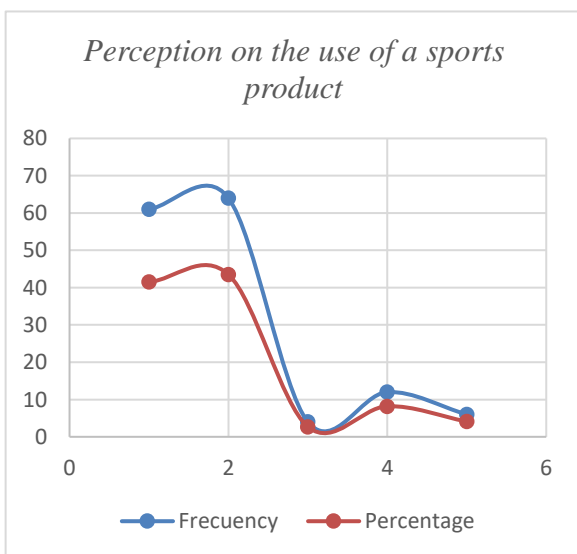


Fig.9. Perception of sportswear brand choice.

Source: by owner.

The information obtained from college youth about their feelings about wearing sportswear,

43.5% of them said it was for satisfaction, 41.5% for the comfort of others, and only 15% responded for recognition or distinction or another feeling

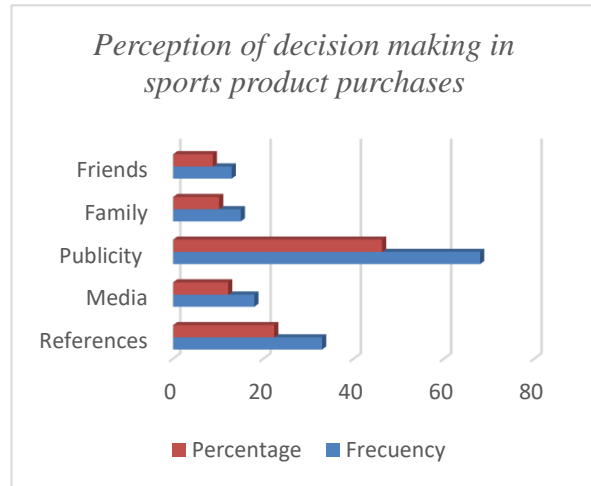


Fig.10. Perception of decision making in sports product purchases.

Source: by owner.

The young university students who participated in the survey have provided us with very significant data on how they get information before deciding to buy a sports product. Of these, 46.3% say it is through the advertising that the company puts on its products, 22.4% through the references they receive, 12.2% through the media, and 19.1% find out about it from family or friends.

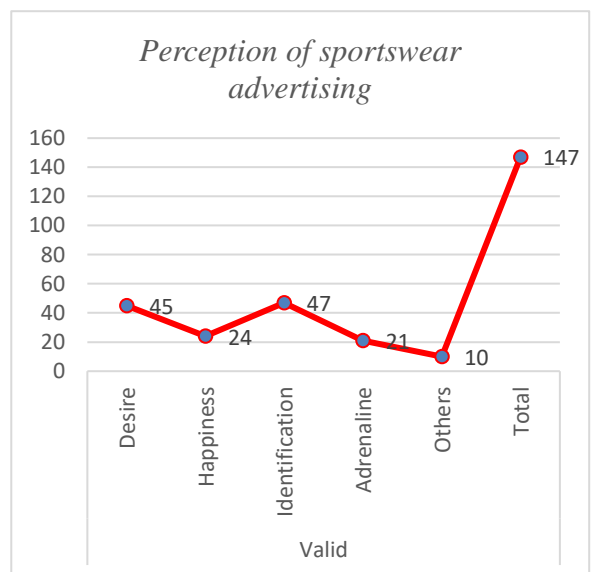


Fig.11. Perception of sportswear advertising.

Source: by owner.

The information summarized in the statistical tool above about the feelings that flow when they see sportswear advertising, 30.6% say they are desires, while 48.3% say they are imbued with joy or identification with the brand; however, 21.1% responded that they are moved by adrenaline or other feelings

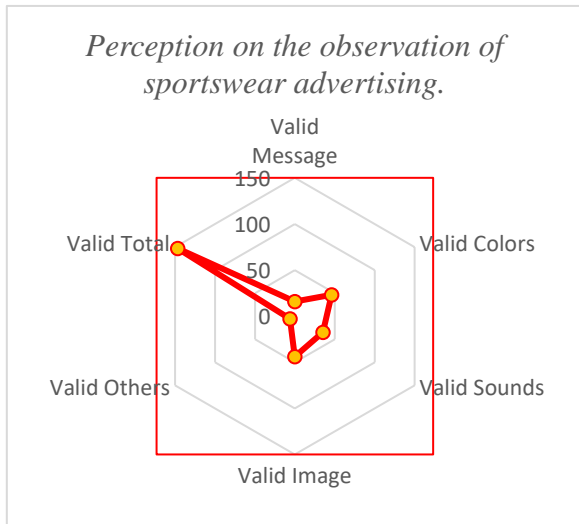


Fig.12. Perception on the observation of sportswear advertising.

Source: by owner.

In the presentation of advertisements on sportswear, the information provided by young university students is very significant for companies, where they focus the attention on advertising and respond 29.9% on the image of the brand, another 31.3% on the colors of the brand, as well as for 38.8% say they focus on the menage or sounds or other features.

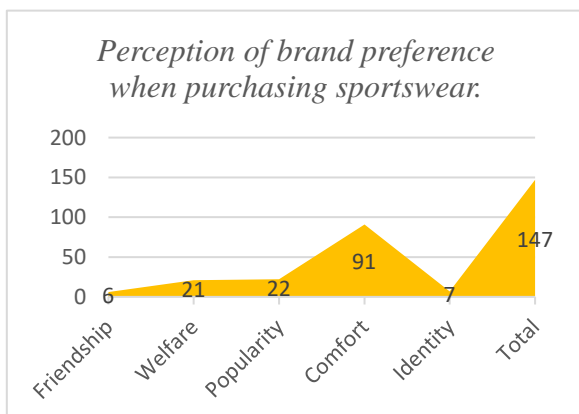


Fig.13. Perception of brand preference when purchasing sportswear.

The above statistical tool shows us the answers of young university students on the definition they would give to the brands of their preferences when acquiring it and 61.9% of them define it as comfort, other 29.3% affirm that they identify with well-being or popularity, on the other hand, 8.8% give as an answer that their definition is friendship or identity.

4. Discussion

The research we have concluded shows us that Insight advertising is positively related to the consumer perception of sportswear, of young university students in Ica with a p-value=0.014<0.05 and with a contingency coefficient of high but moderate intensity in the relationship whose value is 0.553 and a with p-value= 0.014 < 0.05, which validates the results also achieved by Gonzales and Garcia (2019) who argue that there is a moderate correlation of 0.552 between the study variables. So, it is concluded that there is a linear relationship between insight and service satisfaction fulfilling the objectives of this research.

Concerning the results obtained from this research, it was found that young university students are moved by various factors at the time of making their purchases of sportswear, for example, advertising in 46.3% of the time, it is rather that they acquire their products by identification with the brand in 32% of them, so it is to investigate the factors to do sports since the acquisition of sports products is not related to doing sports, with this we validate what arrived by Cerna (2017) in what studied the emotional Insight, as a resource of advertising Spot the magic of Christmas - pantheon D'onofrio significantly influences the brand positioning.

The corroborated by Untiveros (2017), the same that considered that the insight is a creative resource of the advertising discourse to connect the brand of a product or organization with the interests of the consumer, recipient, or stakeholder of the same was validated by our research with the results that we obtained facing the question of the influence of advertising when acquiring products of their preferences, and the participants express us in a 29.9%. The participants expressed in 29.9% that they were satisfied with the image of the brand, while 55.1% were

motivated by the colors and the sound of the advertising spot.

5. Conclusions

Based on the results presented, it is concluded that the advertising insight is positively related to the perception of the consumer of sportswear of the young university students of Ica, with a value $p=0.014<0.05$, determining each of the characteristics and constructs of each of the variables investigated such as the facilitating, projective and ethnographic techniques of the advertising insight and making a detailed description of each of the characteristics of the consumer's perception.

It is concluded that the facilitating techniques are not positively related to the perception of the consumer of sportswear, of the young university students of Ica, achieving a detailed analysis of each of the facilitating techniques as the study of the characteristics of consumer perception.

The projective strategies are not positively related to the perception of the consumer of sportswear, of the young university students of Ica, achieving a detailed analysis of each of the projective techniques of the advertising insight.

The ethnographic strategies are not positively related to the perception of the consumer of sportswear, of the young university students of Ica, achieving a detailed description of each of the projective techniques of the advertising insight.

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