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THE EFFECT OF HERO ARCHETYPE IN ADVERTISING ON EFFICIENCY OF PREVIEWED PRODUCT

Dr. Shiju C R[1], Nayanathara O A [2]
[1]*Assistant Professor, Department of Commerce, St. Paul's College, Kalamassery, Kerala, India*
[2]*PG Student, St. Paul's College, Kalamassery, Kerala, India*

ABSTRACT
The study aims at assessing the effect of hero archetype in advertising on previewed product efficiency. It is an attempt to give an awareness about the fact that the hero archetype in advertising plays a key role in capturing the attention of consumers and making a strong emotional connection with them. By using a hero figure, sense of empowerment, aspiration, and inspiration among consumers. The data were elicited from the respondents using structured questionnaire. The Correlation analysis was used to test the hypothesis formulated for the study. It is found that there is significant relation between hero archetype on purchase intention. The findings of the study suggest that the advertisements containing hero archetypes are more memorable and elicit a strong emotional response from consumers. The hero archetype contributes significantly to brand loyalty by providing a narrative that allows customers to perceive themselves as the hero in their own story, alongside the brand they support.
KEYWORDS: *Hero Archetype, Advertising Effectiveness*

INTRODUCTION

In the field of advertising, many approaches and strategies are used to gain the attention and interest of customers. Advertising is essential for promoting products and services, capturing consumer attention and encouraging them to make a purchase. The employment of the hero archetype has an impact on the effectiveness of advertising strategies. The hero archetype exists throughout cultures and is profoundly established in human psychology. Employing the hero archetype in advertising can tap into consumers' inner goals and aspirations, increasing their likelihood of purchasing a product or service. This emotional connection can be particularly strong when the hero archetype is used in advertising for products that promise to enhance efficiency and productivity in today's fast-paced world.

"The Hero with a Thousand Faces" is the definition of the Hero Archetype (Joseph Campbell 2008) serves as the standard for discussions on archetypal heroes a representation of bravery, tenacity, and strength. They depict a hero who faces obstacles head-on and triumphs, frequently motivating others to do the same. Brands looking to leave a lasting impact on consumers must comprehend the Hero Archetype.

When the hero archetype incorporated into advertising, they enable marketer create a powerful narrative that resonates with consumer by aligning their products with hero archetype of advertisers tap into consumers desire to heroic themselves or to associate with heroic figures. The hero archetype can also be employed to communicate a sense of dependability and trustworthiness in a product. A hero is someone who can be relied on to come through in times of need, and a product portrayed as a hero in advertising can be viewed as a trusted ally who will not let consumers down. This impression of dependability can be critical in developing brand loyalty and influencing customers to choose a specific product over competitors. Brands may create a sense of community and connection with their audience that transcends transactional connections by positioning themselves as a source of inspiration and strength. In general, brands seeking to leave a lasting impression on consumers' attitudes and actions have found that hero archetype advertising is a powerful element. As a companies continue to strive for a way to stand out in a crowded marketplace, the hero archetype remains a timeless and effective strategy for capturing consumers attention.

STATEMENT OF THE PROBLEM

The study aims to investigate the effect of hero archetype in advertising on previewed product efficiency. The hero archetype in advertising plays a key role in capturing the attention of consumers and making a strong emotional

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connection with them. By using a hero figure, sense of empowerment, aspiration, and inspiration among consumers. Understanding how hero archetype appeals influence in consumer perception, attitudes and intentions towards previewed product, ultimately determining its effectiveness in driving product recognition and sale. This study will explore the relationship between hero archetype and purchase intention provide a valuable insight for marketers in tailoring their approaches to target efficiency.

OBJECTIVES OF THE STUDY

The study is conducted with the following objectives:

- To explore the hero archetype technique used in advertising.
- To determine the relationship between hero archetype and brand loyalty among customers.
- To examine the role of hero archetype in shaping consumers purchase intention and actual purchase behavior.

HYPOTHESIS

The study is based on the following hypothesis:

H_0: There is no significant relationship between hero archetype on purchase intention.

METHODOLOGY

a) Sampling

The study is both descriptive and analytical in nature. The effect of hero archetype in advertising on efficiency of previewed product was assessed by eliciting data using structured questionnaires. Convenience sampling process were used for selecting the samples for the study. A sample of 100 respondents in Ernakulam district were taken.

b) Data collection

Both primary and secondary data were used for the study. Primary data were collected from the respondents by using structured questionnaires. Secondary data were collected from the websites, newspapers, journals and magazines etc. The opinion of respondents was marked on five-point Likert-type scale.

c) Tools used:

The data collected were analysed using SPSS. The Correlation and regression analysis test are used to test the hypothesis.

RESULTS AND DISCUSSION

The fair response of 100 consumers from Ernakulam district are collected for the study. Data was found to be reliable with a Cronbach's Alpha above 0.7 of each construct. But data was found to be normally distributed ($p > 0.05$ in KS Test) and hence, parametric procedures were used to draw inferences. The data were analysed using IBM SPSS 22.

FIGURE 1

Correlation analysis

		Hero Archetype	Purchase Intention
Hero archetype		1	.843**
	Person correlation		.000
	Sig. (2- tailed)	120	120
	N		
Purchase intention		.843**	1
	Person correlation	.000	
	Sig. (2- tailed)	120	120
	N		

Source: Computed from Survey Data # Correlation Analysis

The results obtained from the analysis of the data collected were shown below:

H_{01}: There is no significant relationship between hero archetype on purchase intention.

An attempt made to study the relationship between hero archetype on purchase intention, Correlation Analysis was utilized. As the p value is .000 and the alternative hypothesis is accepted it also means that an increase in hero archetype use in advertising lead to increase in purchase intention.

CONCLUSION

The effect of hero arche type in advertising on the efficiency of previewed product is a significant and relevant study in today's advertising landscape. The hero archetype has long been a successful storytelling tool in advertising, attracting the interest and respect of audiences all over the world. Brands may connect with consumers on a deeper level by embodying values like bravery, strength, and perseverance, encouraging them to take action and make a difference in their own lives. As we've seen time and again, the hero archetype is a timeless and powerful technique for building emotional connections and fostering client loyalty in the ever-changing world of advertising.

The archetype can serve to distinguish the marketed product or service from competitors by linking it with characteristics such as courage, strength, and righteousness. This might result in greater brand recognition and loyalty among customers. This advertising method has been demonstrated to significantly improve the success of advertising campaigns in terms of generating attention, increasing brand awareness, and driving sales. According to studies, advertisements containing hero archetypes are more memorable and elicit a strong emotional response from consumers. The hero archetype contributes significantly to brand loyalty by providing a narrative that allows customers to perceive themselves as the hero in their own story, alongside the brand they support.

Therefore, when used correctly, the hero archetype has been shown to have a beneficial effect on the perception of the product's efficiency, which in turn affects purchase intention. It has the capacity to create deep emotional connections, boost brand loyalty, and improve consumer attitudes toward the promoted product.

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