

Vampire effect marketing success in Iranian companies

(A case study: industrial companies of Tehran).

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Abstract

This study was carried out to investigation Vampire effect marketing success in Iranian companies. This study was a descriptive survey and the survey instrument was a researcher-made questionnaire. Statistical society was all of managers in industrial companies of Tehran. Sample size (245 persons) determination is based on the Krejcie and Morgan table and cluster random sampling method was used. After data collection, data analysis was performed using SPSS. Results showed that size of company, product type and customer behavior affect Vampire effect marketing success in Iranian companies.

Key Words: Vampire Effect Marketing, Size of Company, Industrial Companies of Tehran

Introduction

Nowadays marketers face extensive challenges when communicating with potential customers. The race for getting the attention of a target audience is vast due to the information overload of modern society. In an attempt to stand out from other advertising messages, marketers take the risk of getting trapped into the so-called vampire effect of their own advertising campaigns: tools for getting attention “suck” customer attention away from core messages of the advertisement (Ergen et al., 2015).

Despite the fact that a lot of studies have been done concerning the effectiveness of advertising, little attention has been drawn to this phenomenon. Thus, this study aims to explore the risks of vampire effect in advertising using celebrity endorsement and to provide recommendations for preventing its occurrences. The vampire effect can generally be defined as an image, object or person, which grabs the attention of the target audience away from the product or the brand (or other product/brand related messages) and, thus, prevents customers from remembering the product or the brand. A difficulty in identifying these “vampires” in

advertising lies in the fact that any image used in an advertisement has a risk of taking away the attention (Kuvita and Karlicek., 2014).

Vampire effect in the context of celebrity endorsement occurs when the celebrity overshadows the product featured in the advertisement. A Cyber Media Research study reveals a high percentage of vampire effect occurrences: 80 percent of respondents in this study could remember a celebrity but not the brand (Okorie, Oyedepo and Akhidenor, 2012). It is also believed that the probability of vampire effect occurrence increases if an internationally unknown brand uses an international celebrity (Erdogan and Baker, 1999). In such cases, it is more likely that potential consumers will pay attention to the celebrity and not to the brand.

Therefore, vampire effect in advertising is an important issue, since the occurrences of it may be quite hard to predict. Thus, it needs to be studied in a greater detail Goal and Methodology. Based on what was mentioned above and due to the importance of the topic, the present study aims to investigate Vampire effect marketing success in industrial companies of Tehran.

Methodology

The present study is a descriptive one. Theoretical bases of the study were collected by reputable sites, books and related articles. The information and data for hypothesis testing were gathered by a researcher-made questionnaire. Statistical society was all of managers in industrial companies of Tehran. Sample size (245 persons) determination is based on the Krejcie and Morgan table and cluster random sampling method was used. In this study, Validity and reliability of the questionnaire was approved. Validity of the questionnaire was accepted by expert opinion of university and reliability of that was calculated by Cronbach's alpha and the value of that was 0.81.

Before completing the questionnaire by the participants, basic description of the study and its objectives as well as additional details about the questions presented to them. Enough time to complete the questionnaire was provided to participants. Write the name and characteristics of participants for the questionnaire was not compulsory, so they can fully express their opinions. After gathering information from the questionnaires, the data were analyzed and results are discussed with the findings of previous studies. All of data were analyzed by SPSS software.

Results

Table 1 shows descriptive statistics of participants. As showed by the table, males with 53.5% participants are the highest sex of them. Bachelor participants with 35.5% make the most and participants with job experience Higher than 20 years are highest in the group of job experience.

Table 1: Descriptive statistics of participants

Statistics						
Sex	Female			Male		
	114	46.5%	131	53.5%		
Education	Diploma		Bachelor		Masters or higher	
	33	13.5%	87	35.5%	65	28.5%
Job Experience	Less than 10 years		Between 11-20 years		Higher than 20 years	
	51	20.8%	124	50.6%	125	51%
Age	30-30 years		36-45 years		Higher than 40 years	
	46	18.7%	94	38.4%	105	42.9%

Since the test statistics is higher than table critical value at 95 percent and corresponding confidence interval is positive, so the hypothesis was accepted, namely size of company, affect Vampire effect marketing success in Iranian companies.

Table 2: The mean comparison based on the one-sample t test.

Variables	Average	SD	t	sig	Confidence intervals 95%	
					Lower bound	higher bound
Size of company	3.75	2.22	0.356	0.015	0.145	0.217

Since the test statistics is higher than table critical value at 95 percent and corresponding confidence interval is positive, so the hypothesis was accepted, namely product type affect Vampire effect marketing success in Iranian companies.

Table 3: The mean comparison based on the one-sample t test.

Variables	Average	SD	t	sig	Confidence intervals 95%	
					Lower bound	higher bound
Product type	2.87	1.43	3.45	0.001	0.105	0.158

Since the test statistics is higher than table critical value at 95 percent and corresponding confidence interval is positive, so the hypothesis was accepted, namely customer behavior affect Vampire effect marketing success in Iranian companies.

Table 4: The mean comparison based on the one-sample t test.

Variables	Average	SD	t	sig	Confidence intervals 95%	
					Lower bound	higher bound
Customer behavior	3.47	1.02	3.02	0.001	0.104	0.178

Discussion

As shown by the results, size of company, product type and customer behavior affect Vampire effect marketing success in Iranian companies. With the increasing amount of information available worldwide, it gets rather hard for an advertiser to create an effective marketing communication campaign. “The chase for reaching an audience is becoming more complex, and getting people to sit down to hear a message is challenging” (Gobe, 2009, p. 243).

Furthermore, even when the message is delivered, it is hard to ensure that the receiver understood it in the correct manner. Besides, the targeted group could get overloaded with marketing messages. Information overload is generally defined as “the state of an individual in which not all communication inputs can be processed and utilized, leading to breakdown” (Quentin, 2004, p.196).

Cognitive psychologists proved that because a person has a limited capacity to process information, he/she creates a filter to prevent the information-processing system from overloading (McLeod, 2008). No general definition of the term vampire effect is provided in academic literature; nevertheless, such phenomena as vampire claims and vampire videos are discussed which in turn help to understand the idea behind it.

High risk of vampire effect is associated with using celebrities in advertising. The probability of vampire effect occurrence increases when there is no congruency between the celebrity and a brand or a product. When the celebrity endorsing the product does not have any relation to the product he or she endorses, the vampire effect is more likely to occur (Erdogan, 1999). Similarly, a study of Speck, Schumann and Thompson found out that related celebrities produced higher product recall than unrelated celebrities (Erdogan, 1999). Nonetheless, the difference was not statistically significant, and thus the outcome should be further verified.

Another stream of research provides important results with regard to celebrity advertising without focusing on a comparison to noncelebrities. Misra and Beatty (1990) find evidence that brand recall increases with greater fit between the celebrity and the brand, which suggests that the brand–endorser relationship could be an important moderator of the vampire effect. This result is an important indication for further investigating the role of fit as a potential moderator. Constanzo and Goodnight (2005) asked students to recall brand names by cuing them with different celebrity faces. They found that a celebrity recognized in a magazine advertisement did not increase consumer recall of the brand endorsed by the celebrity for both professional athlete celebrities and other entertainment celebrities who are not professional athletes.

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