Factors Influencing Innovation in Advertisement: A Study on the Perspective of Bangladesh Market

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Abstract

The research has been conducted to find out the factors affecting the advertising creativity in the context of Bangladesh. The research is a Conclusive Causal Research, where we tried to find factors influencing advertising creativity in the Bangladeshi market. The study was conducted through an online questionnaire survey as well as face to face interview with the hardcopy of the questionnaire, both of which involved 210 participants. An in-depth analysis was run through SPSS V25.0 to analyze the acquired data. It was found that Motivation and Divergence greatly influences Innovation in Advertisement, however, the Bangladeshi market does not intend to follow the global Trend. In addition to this, we proposed what the customer base of the market demands when it comes to brand promotions, and how they perceive the recent changes as well as what makes the promotional campaigns innovative. It was found that the younger customers tend to be more inclined towards the uniqueness, novelty, and originality of today’s advertisements, while they do not indulge in being included in the campaigns. Moreover, with the industry being more competitive and diverse, the work environment is expected to be more challenging as well as rewarding that will bring out the creativity out of the marketers.

Keywords: Advertising, Innovation, Motivation, Divergence, Trend

INTRODUCTION

TV, Radio, or Digital Advertising in Bangladesh has always been more traditional than any other form of Integrated Marketing Communications (IMC). While we always have seen a part of the Bangladeshi culture in the local advertisements, the concept of constructing something creative has been relatively new in the marketing industry of this country. On the one hand, the older generation of advertising was focused more on melodious and rural emphasized promotions, and on the other hand, the younger generation and millennials, with all the technological advancement, have been being exposed to up to date and latest forms of advertising. Now the question arises, how Bangladesh has been doing in the advertising sector and whether the country’s ad agencies and targeted consumers have transitioned into a more creative mindset of promotion. Advertising in this country has become a concept of promoting for the customer rather than to the customer. There is a thin line between these two concepts. The mindset of promoting for the customer has been revolutionary in ad agencies where customers now do not get attracted to the conventional forms of advertising; they demand something unique, novel, and creative.

With respect to this, the term- ad creativity means the art of establishing meaningful and new relationships between previous and current ads through relevant, believable, and good taste (Smith, Mackenzie, Yang, Buchholz & Darley, 2002). Advertising is a part of the economy and the culture of a society and therefore is a part of the customer’s everyday life (Sirel, et. al, 2010). Ad creativity has been an important topic across the global context, and it is essential to examine the factors of ad creativity in Bangladesh so that the aspiring entrepreneurs and marketers, as well as the economists, can acquire an in-depth analysis of the advertising industry of Bangladesh. Therefore, the purpose of this research is to determine the factors of creativity in advertising from the perspective of Bangladesh market.

We also look at how the creative transition has taken place in the advertising sector in this country. The IMC concept is being executed through technological improvement (Kliatchko, 2005). As a result, the consumer perspective is important in understanding creativity in advertisement since the majority of the customers are reached through the digital media platforms. According to Smith, et. al, 2002, the customer perspective is important in judging ad creativity as creativity is in the eye of the beholder. Therefore, another major goal of the research is to understand and find out how the customer mindset has changed and what they look for when it comes to being exposed to different advertising and promotional tools. So, we seek the questions to the need, want, and demand of the consumers, what their perspective is towards advertisements, where their attraction lies in terms of new age promotion, and how the promotions they are attracted to are affecting the creativeness of the advertisement industry.

Therefore, the aim of the research is to find what kind of marketing mediums are attracting the consumers in Bangladesh and how these platforms are being used by ad agencies to reach maximum consumers. Moreover, the goal is to reciprocate the influence of the factors of innovation in advertisement and whether international trend has an effect on creative promotion. In addition to this, we are also intending to find the role of consumers in determining the type of business communication brands have been following, and how much the consumers are being
involved in the recent campaigns. Furthermore, one of the most substantial impacts of the research is to understand the significance of creativity in the marketing world.

**LITERATURE REVIEW**

The Concept of Innovative Advertisement

Ad creativity means the art of establishing meaningful and new relationships between previous and current ads through relevant, believable, and good taste (Smith, et. al, 2002). Creative or innovative ads are also those kinds of ads that somehow present the products in a fresh new way (El Murad & West, 2004, p. 190). To differentiate the past advertising with present, Till and Baack (2005, p. 49) claimed that creative ads can be defined as novel and/or original (Smith, et. al, 2002). An ad should be able to gather the interest of the customers; it is the customer perception that is expected to stimulate one’s interest in ads (Smith, et. al, 2002). According to Schilling, 2008, in the business world, innovation is defined as new products, services, or work processes that help a firm gain a competitive advantage (Pratoom & Savatsomboon, 2010). Ads these days have moved from just promotion and knowledge bearer tools to attract the consumers’ attention. Novel words, phrases, and few emotional aspects give the ads meaning through creativity (Sirel, et. al, 2010). The consumers are also affected and attracted by uniquely creative, effective, enthusiastic, and eco-friendly ads (Sirel, et. al, 2010). Also, according to Sirel, et. al, (2010), any powerful and creative ad can play on the customer’s emotions.

Ad creativity also refers to the extent to which an ad is related to the current issues and cultural aspects. According to Adibi, 2012, an advertisement is creatively effective if it attracts customer attention, influences purchase intention, affects customer emotion, and makes a memorable impact on customers’ brain (Ansari & Raiisi, 2016). An effective advertisement is creative, strategic, and perfectly executes the targeted goals (Ramalingam, et. al, 2006).

Ads can be called creative if it has the power to affect the customers heavily. Some authors suggested that creative ads are those kinds of ads that are easily relatable by the customers and can easily be recalled while buying a product. Creative ads have been expected to attract more attention (Smith & Yang, 2004). Creative ads are easily connectable to the customers and customers can remember those ads more. Ads using creative templates are more likely to be recalled (Smith, Chen & Yang, 2008). Ang, Lee & Leong (2007) found evidence that creative ads are more favorable on recalling and remembering brand attitudes (Smith, et. al, 2008). Till and Baack (2005) also claimed that creative ads influence unaided recall (Smith, et. al, 2008). Creative ads are both more ambiguous and more incongruent than less-creative ads, they should trigger the consumer’s sense-making equipment (Smith, et. al, 2008).

Divergence as a Factor of Innovation

One of the first factors that affect advertising creativity is divergence. According to Till and Baack (2005), divergence refers to the extent to which an ad contains novel, different and unusual elements (Smith and Yang, 2004). Divergence is something that determines the creativeness of an ad (Till and Baack, 2005). Divergence can be defined as the originality of content (Smith, et. al, 2002). Ads containing surprising, rare, sophisticated & attractive elements (Smith, Chen & Yang, 2008).

A creative ad is supposed to have divergence in its characteristics. Creative ads are at least novel or original (Smith, et. al, 2002). Osborn said that the wilder the idea, the better the idea (Santanen & Vreede, 2004). Divergence is one of the most important parts of creativity. Novel ads are more creative as it contains elements like uniqueness, a story, unusualness, and originality.

Guilford (1950, 1956, 1967) and Torrance (1987), to identify seven primary indicators of divergence (fluency, flexibility, originality, elaboration, resistance to premature closure, unusual perspective, and synthesis), and seven secondary indicators (empathic perspective, provocative questions, future orientation, humor, richness, and colorfulness of imagery, fantasy, and expression of feeling and emotion) (Smith, et. al, 2002).

Motivation as a Factor of Innovation

Skinnerian behaviorism externalized motivation by attributing it to reinforcing (consequences of action) and treating the human mind as an epiphennomenon (Locke, 1996). T. A. Ryan suggested that a fruitful approach to human motivation might be to simply ask people what they were trying to accomplish when they took an action (Locke, 1996). Motivating the employees through “do your best” can be a very important factor in encouraging creativity in someone. Commitment to specific and difficult goals is the most crucial element in creative outcome (Locke, 1996). And Supportiveness, recognition, and rewards are required of commitment (Locke, 1996) so that employees can deliver the most innovative results.

Motivation can come from both external and internal push. An individual can push himself for the best possible outcome for himself. Internal push towards the challenge of creativity can affect individual innovation (Shalley & Gilson, 2004). The term self-efficacy refers to task-specific confidence and is a key component of Bandura’s (1986) social-cognitive theory. Bandura has shown that self-efficacy can be raised by enactive mastery, persuasion, and role modeling; all of which can lead to innovation (Locke, 1996). Carmeli et al., (2006) found that self-leadership skill is an individual-level factor that fosters individual innovation (Pratoom & Savatsomboon, 2010). Several authors suggested that innovation and self-leadership go hand-to-hand and can be influenced through the risk supporting culture (Pratoom & Savatsomboon, 2010). Group culture can also be an important factor that affects employee innovation (Pratoom & Savatsomboon, 2010). Individual innovation can lead to high performance in the workplace (Carmeli, Meitar, & Weisberg, 2006; Janssen, Van de Vliert, & West, 2004).

Individual innovation is also motivated by personal level and group level. At the personal level, individual innovation and self-leadership are the important factors of innovation (Pratoom & Savatsomboon, 2010), while knowledge management and culture are the factors of group-level innovation (Pratoom & Savatsomboon, 2010). Different concepts also suggest that organizational culture may substantially influence individual creativity and self-leadership (D’Intino et al., 2007; Manz & Sims, 1989). Failure is one of the other ways to improve self-innovation. Failure can increase competence, experience, and skill (Locke, 1996) in a marketer.

Trend as a Factor of Innovation

Trend refers to the change in the international or global market. The global market has changed drastically over the last decade and information has been at hand’s grasp for customers that eventually lead to a boost in promotional activities. The market has shifted from
product-centric theories to customer-centric IMC campaigns (Schultz, 2003). In the new era of international marketing, meaningfulness, appropriateness, usefulness, and value to the audience is a must for creative ads (Darlie, Smith & Yang, 2007).

According to the research done by Taylor (2002) in What is Wrong with International Advertising Research?, significant importance has been given to better understand the international advertising (Taylor, 2005). It is also demonstrated by Zou’s paper that more scholars and marketers are studying international advertising than ever before (Taylor, 2005). It is clear that advertisers standardize general strategy while creating promotional tools and languages (Taylor and Johnson, 2002) which, in most cases, is influenced by the global trend. Global advertising can at least work in some contexts and at a strategic level, multinational companies are using global advertisement to build a better brand image (Duncan and Ramaprasad, 1995; Tai 1997, Taylor, 2002). Global awareness can also translate to brand equity (Taylor, 2002). As a result, it is expected that international trendy approaches to promotion have a lot of impact over domestic advertising attitude.

**Conceptual Model**

**Fig 1. Conceptual Model**

**Divergence:** Divergence can be defined as the extent to which an ad contains brand or execution elements that are different, novel, unusual, original, unique, etc. As an example of this approach Till and Baack (2005, p. 49) noted that creative advertisements have been consistently defined, at least in part, as novel and/or original. In order for an ad to be creative and innovative, it is necessary to be unique, novel, original, and rare. So, divergence has positive relation with innovative advertisements. From this, we can draw the first hypothesis,

H1: Divergence has a positive association with an innovative advertisement.

**Motivation:** Motivation is a reason set by intrinsic or extrinsic environment to work in the best possible capability of a human being. It is found that work motivation and environment can play a huge role in creative ad making. Edwin A. Lock (1996) stated that difficult and specific goal setting, and commitment to goals with specific work rewards can lead an employee to create to his or her full potential (Locke, 1996). As per the literature review definition, it is also clear that motivation plays a very vital role in creativity. Therefore, this also has a positive relationship with the dependent variable. From this, we derive the second hypothesis of this research,

H2: Work motivation and environment can play a huge role in creative ad making.

**Trend:** International branding and advertising trends play a significant role in the marketing sector of different domestic brands. On the other hand, for an international brand, it is also important to see the domestic trend, as what works worldwide might not work in Bangladesh culture. Demooji argued that since paradoxical values are frequently present in advertising, this may lead to advertising to reflect values that appear to conflict with a society’s traditional values (Taylor, 2005). The international marketing trend, tools, etc. are creating marketers and researchers to be up to date with the global advertisement activities. Thus, this results in yet another positive approach with creative advertisement. From this, we have drawn the final hypothesis,

H3: The international advertising trends are creating a perspective of new-end ad making mentality in the minds of marketers in Bangladesh.

**METHODOLOGY**

**Sample and Data Collection**

The population of the study lies in both rural and urban areas, with age ranging from 18 to 50, and a diverse background from students, housewives, job holders, public service workers, and business owners. The sample included both male and female, while more focus was given on female customers as they are the prime spender of this country.

In order to understand the influential factors of innovation, we need to understand the preferences of all age groups. According to family life cycles, we have designed five age groups in accordance with the Bangladesh demographic analysis. This would guide the research in better understanding what each age group likes according to their family life cycles.

**Table 1: Definition of Age Group**

| Age Group       | Description                                      |
|-----------------|--------------------------------------------------|
| 18-24 years’ old| Young Adults                                     |
| 25-35 years’ old| Newly Married Couples/ Young Professionals       |
| 36-45 years’ old| Single/Family with Young Children                |
| 46-55 years’ old| Single/Family with Adolescents                   |
| Above 55 years’ old | Later Years                                   |

Table 1 shows how the age group has touched all types of family life cycles in order to come up with the best results.

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Primary and Secondary Research

Under the conclusive research method, we conducted a causal research. Many literary works were considered to conduct a thorough discussion on the topic. Primary Research was done through a questionnaire that involved distributing an online form across different digital platforms like Facebook, and WhatsApp. The responses were generated automatically through the online portal and an Excel spreadsheet was used to input the sample data in SPSS V25.0.

Questionnaire Development

The questionnaire was based on 5 scale Likert Scale questions, where 1 was denoted as “Strongly Disagree” and 5 was denoted as “Strongly Agree”. A quantitative research method was used for the assessment of the data. A total of 210 respondents participated in the survey, with more than half of them being female. The IBM SPSS V25.0 software was used for analyzing the data. The questionnaire included a total of 20 questions for the two types of variables (independent and dependent), and 3 demographic questions asking for the gender, age, and occupation of the respondents.

Measurement Development

In the IBM SPSS, we conducted 3 types of tests:
1. Reliability Analysis- to check the consistency of the research and responses
2. Regression Analysis, ANOVA & Co-efficient - to calculate the relationship among the variables
3. Correlation Analysis- to find the relation of two variables with each other as well as across the demographics (Innovative advertisement with gender & motivation)

DATA ANALYSIS

Demographic Characteristics

As we focused more on the responses of the female customers, 54.3% of the total participants were female, and 45.7% were male respondents.

Table 2. Gender Demographic Result

| Gender | Frequency | Percent | Valid Percent | Cumulative Percent |
|--------|-----------|---------|---------------|--------------------|
| Male   | 96        | 45.7    | 45.7          | 45.7               |
| Female | 114       | 54.3    | 54.3          | 100.0              |
| Total  | 210       | 100.0   | 100.0         |                    |

We can see from Table 3 that the frequency of the young adults is higher at about 51.4% responses were generated from that age group. On the other hand, 92 of the respondents belonged to the age group between 25 to 55 years, and the rest being over 55 years of age.

Table 3. Age Demographic Result

| Age    | Frequency | Percent | Valid Percent | Cumulative Percent |
|--------|-----------|---------|---------------|--------------------|
| 18-24  | 108       | 51.4    | 51.4          | 51.4               |
| 25-35  | 37        | 17.6    | 17.6          | 69.0               |
| 36-45  | 32        | 15.2    | 15.2          | 84.3               |
| 46-55  | 23        | 11.0    | 11.0          | 95.2               |
| >55    | 10        | 4.8     | 4.8           | 100.0              |
| Total  | 210       | 100.0   | 100.0         |                    |

The purchasing power of people depend on their income, thereby, the perception towards different advertisement of an individual greatly by their consumption behavior. Our research tried to find to out how occupation plays a big role when it comes to the factors influencing innovation in advertisement. Our research focused on the younger generation therefore, 115 participants were students, and housewives were the second best as we also focused on acquiring the perception of the female buyers. Nevertheless, the attained data managed to gather responses across people from different job-sectors.

Table 4: Occupation demographic Result

| Occupation      | Frequency | Percent | Valid Percent | Cumulative Percent |
|-----------------|-----------|---------|---------------|--------------------|
| Student         | 115       | 54.8    | 54.8          | 54.8               |
| Housewife       | 25        | 11.9    | 11.9          | 66.7               |
| Job Holder      | 38        | 18.1    | 18.1          | 84.8               |
| Public Service  | 13        | 6.2     | 6.2           | 91.0               |
| Business Owner  | 19        | 9.0     | 9.0           | 100.0              |
| Total           | 210       | 100.0   | 100.0         |                    |

SPSS Results

RELIABILITY TEST

Dependent variable: Innovative Advertisement
Table 5: Cronbach’s Alpha Test of IA

| Reliability Statistics |  |
|------------------------|--|
| Cronbach’s Alpha        | N of Items |
| 0.633                  | 5          |

Cronbach’s Alpha If Item Deleted

| 0.490 | 0.582 | 0.514 | 0.621 | 0.663 |

A more than 0.6 value (0.633) of Cronbach’s Alpha suggests that the internal consistency of all the questions asked for the dependent variable is questionable but can be accepted. However, we can see that if each item is deleted, the value of Cronbach’s Alpha goes down except for the last question.

From this result, it can be interpreted that the statements related to innovative advertisements are closely connected with the variable. If we look at the first statement, it is one of the most important findings of the research, where people have either strongly agreed or agreed to the fact that the innovative forms of advertisements have massively influenced their buying approach. Similarly, most of the participants of the research believe that the promotional campaigns they regularly come across have been more original, unique, and better than the traditional ads, for instance, of 10 years ago. Moreover, they acknowledge that these innovative, out of the box, and novel ads are somewhat required to create buzz in the consumer mind.

In contrast, it has been found that ads do not require to be religiously accepted, and cultural oriented to be deemed innovative by the consumers, hence the value of the Cronbach’s Alpha would have increased if we had not considered the relationship of ethnic connection to innovation in advertisement.

Independent variable 1: Motivation

Table 6: Cronbach’s Alpha Test of Motivation

| Reliability Statistics |  |
|------------------------|--|
| Cronbach’s Alpha        | N of Items |
| 0.726                  | 5          |

Cronbach’s Alpha If Item Deleted

| 0.693 | 0.664 | 0.667 | 0.691 | 0.680 |

A value of 0.726 indicates that the internal consistency of all the questions asked for the independent variable Motivation is very good and acceptable. We can further observe that if each item is deleted, the value of Cronbach’s Alpha goes down in all the cases, which suggests that each question asked in the questionnaire is quite significant and essential in our discussion.

The variable, motivation, tends to find out how marketers and innovators can create pioneering works. Firstly, when the industry is greatly saturated and matured, competition is high, therefore, encourages the marketers to produce groundbreaking promotional ads to capture more customers. The Bangladesh economy is moving towards such healthy rivalry, which ensures that the work environment is competitive yet highly rewarding for advertisers who own up to the challenge of value innovation. In addition to this, it is perceived that failure should be utilized to advocate betterment in producing marketing campaigns for the consumers.

Independent variable 2: Trend

Table 7. Cronbach’s Alpha Test of Trend

| Reliability Statistics |  |
|------------------------|--|
| Cronbach’s Alpha        | N of Items |
| 0.445                  | 5          |

Cronbach’s Alpha If Item Deleted

| 0.386 | 0.396 | 0.396 | 0.431 | 0.368 |

A more than 0.4 of Cronbach’s Alpha suggests that the internal consistency of all the questions asked for the independent variable Trend is totally unacceptable. Which means the questions and the variable itself do not relate with the dependent variable. The variable might not be related with each other in the perception of Bangladeshi customer or the questions might not be relevant with the topic.

The very poor values of Cronbach’s Alpha indicate that Bangladeshi advertisers as well as the consumer group have yet to experience a paradigm shift towards digital platforms from traditional placements such as television commercials (TVCs) or radio commercials (RDCs). Even when the influential companies in large economies are altering their method of reaching maximum customer through digital platforms like Facebook, Messenger, Instagram, Snapchat, YouTube, and so on, Bangladeshis still lack far behind in expanding the horizon of marketing. As a result, digital marketing has not yet been an inexpensive strategy of promotion, and there is still a lot of scope to maximize the online formula of advertising.

Independent variable 3: Divergence
The Cronbach’s Alpha value of 0.540 suggests that the internal consistency of all the questions asked for the independent variable, Divergence, is quite poor. Moreover, we can see that if each item is deleted, the value of Cronbach’s Alpha goes down for all the cases here as well.

One of the most crucial conclusions that we can arrive to is that customers still demand conventional way of advertising, but they need to contain originality in terms of contents of the promotion. Furthermore, many big fishes of the world industry have exerted customers’ involvement in their advertisements, such as the famous Dove lotion ad that focused on customer review after using the product, whereas the consumers of Bangladesh do not desire to be engaged in such ways, and wish to stay out of the limelight in brand promotions. The preference is still inclined to the stereotypical system of brand endorsement through famous figures of the society.

**Multiple Linear Regression Analysis**

R square > 0.4 means a significant relationship between the dependent variables and the independent variables. Anything less than that means the variance of the dependent variable cannot be significantly predicted from the independent variables.

### Table 9. Multiple Linear Regression Analysis between Dependent Variable (IA), and Three Independent Variables (M, D, T)

| Model | R   | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-----|----------|-------------------|----------------------------|
| 1     | 0.609 | 0.371    | 0.361             | 0.50393                    |
| Predictors: Constant: Divergence, Motivation Mean, Trend |
| Dependent Variable: IA Mean |

We can see that our R- Square value is 0.371, which means that the regression is considered to have 37.1% of the variance with our dependent variable. In this case, the innovation in advertisement is not much dependent on the global trend, as regardless of what the large entities across the world has been doing, the Bangladeshi customer groups have a slightly different preference in terms of what they want to see in brand communication, and how they perceive the promotional campaigns. However, motivation and divergence are quite strongly related to innovation. It has been found that uniqueness, originality, and novelty are appreciated by the consumers, and the industry, being largely influenced by their customers, encourage marketers to create revolutionary promotions for the brands. Even though a standard R-Square value should be above 0.4, according to our secondary research, based on the R-Square value, we have seen that when researchers try to find out the behavior of respondents to a certain topic, the R-Square value tends to be lower than the benchmark.

### Table 10. ANOVA Test of the Variables

| Model | Sum of Squares | df | Mean Squares | F     | Sig. |
|-------|----------------|----|--------------|-------|------|
| Regression | 30.795         | 3  | 10.265       | 40.422 | .000 |
| Residual   | 52.313         | 206| 0.254        |       |      |
| Total      | 83.108         | 209|              |       |      |
| Dependent Variable: IA Mean |
| Predictors: Constant: Divergence, Motivation Mean, Trend |

The value of significant P value < 0.05 (P value= 0.000) implies that the H1 has good fit, although the independent variables individually are not very strongly related to the dependent variable. As a result, we can accept all the hypothesis, but there can be further scope to procure stronger variables that influence innovation in advertisement.

### Table 11. Coefficient Analysis between the Dependent Variable (IA) and Independent Variables (M, T, D)

| Model | Unstandardized Coefficients | Standardized Coefficients | t     | Sig.  |
|-------|-----------------------------|---------------------------|-------|-------|
|       | B                           | Coefficients Beta         |       |       |
| 1     | Constant                    | 0.763                     | 0.278 | 2.741 | 0.007 |
|       | Motivation Mean             | 0.315                     | 0.059 | 0.340 | 5.362 | 0.000 |
|       | Trend                       | 0.185                     | 0.074 | 0.166 | 2.499 | 0.013 |
|       | Divergence                  | 0.281                     | 0.078 | 0.249 | 3.590 | 0.000 |
|       | Dependent Variable: IA Mean |                           |       |       |

The positive Beta Coefficient value suggests that all 3 independent variables have quite strong effect on the dependent variable. However, Motivation has the strongest effect on advertising creativity as the value is much higher, greater than 0.34, than the other two independent variables, divergence, and trend. As it has already been found and discussed that trend is not a significant factor of innovation, the lowest value of beta coefficient (0.166), further explains the finding.

**Correlation Analysis**
The Pearson Correlation being more than 0 (.518) indicates that the relation between Motivation and Innovative advertisement is positive. This means that when one variable increases, the other one increases as well. The correlation is significant if it is at 0.01 or less than that. We can see that the significance value is .000, ensuring that the correlation between the two is, in real, significant.

** Table 12. Correlation between Motivation and Innovation **

| Variables   | Pearson Correlation | N  | IA Mean  | N  |
|-------------|---------------------|----|----------|----|
| Motivation  | Pearson Correlation | 1  | 0.518**  | 210|
|             | Sig. (2-tailed)     |    | 0.000    |    |
|             | N                   | 210| 1        | 210|
| IA Mean     | Pearson Correlation | 0.518** | 1 |
|             | Sig. (2-tailed)     | 0.000 |    |
|             | N                   | 210| 210     |    |

** Coefficient is significant at the 0.01 level (2-tailed) **

The correlation between gender and Innovative Advertisement is positive as the Pearson Correlation is more than 0 (.023). However, the correlation is not significant as the sig. value is more than .01 (.737). This implies that innovation in advertisement is equally essential for both genders of customer base.

** Future Scope **

The research opens a doorway for future researchers to implement further research on marketing innovation and creativity. The lack of secondary information available on the internet has been a great motivation to work on the paper so that the aspiring marketers can gather extensive knowledge on the Bangladesh market and the advertisement industry. Moreover, the findings of the paper are reviewed and verified, which can be used to future references.

Furthermore, the authors hope that new advertisers will dive into the business world with a broad knowledge on what the customer looks for in today’s advertisements and promotional campaigns. For the future, there is a great opportunity lies in finding more variables that related to innovative marketing as well as how the three variables of this paper can be utilized in the real world to bring out the best marketing schemes of the ongoing decade.

With no prior research on Bangladesh advertisement industry, we believe the country has progressed remarkably when it comes to brand and product promotion. The paper will provide a guideline for the would be graduates as well as current marketers to implement their ideas properly in accordance with the market demand. Moreover, the future researchers can be influenced through the paper for further research in the Bangladesh market which can be broader and stringer.

** Limitations **

One of the major drawbacks of the paper is the small sample size. The participants belonged to diverse backgrounds, however, majority of them were students. A broader dataset can be created with more time and in return the relationship between the variables could be understood better.

Although many authors carried out research on advertisement innovation, there was lack of secondary information and cited papers that focused on the Bangladeshi market. Therefore, lack of secondary data constrained the discussion, and we had to rely on the survey data analysis.

With more time, effort, and monetary purpose, it is possible to run a more concrete, robust, and broad spectrum of dataset through wide acquisition of primary data. The paper allows future researchers to find out the relationship between the factors of influence advertisement in the Bangladeshi market.

A small sample of participants carried the risk of data falsification, as online surveys are relatively less reliable than face to face interviews. However, the researchers carried out the notion of ensuring relevant, true, and reliable data were collected to conduct the research.

** CONCLUDING REMARKS **

The research paper tried to find out answers to the questions on how consumers perceive innovative ads, what the industry requires to encourage more innovation in promotional, and what affects the creativeness in brand communication in the market. It has been found out that the Bangladeshi customers are being more inclined to new and unconventional way of promotion, conversely, being adamant towards traditional platforms. However, when our secondary sources suggested that Divergence, Trend, and Motivation are the most influencing variables that affect innovative advertisements, the local customers’ perspective was only inclined towards Motivation factor in ad creativity. On the other hand, primary research could not establish a connection between Trend and creativity. The new advertising tools and media are playing a very important role in the transition of conventional promotion to original, novel, and unique concepts. Evidently, there is still scope to diversify the method to find the relation between divergence, trend, and motivation with innovation in advertisement.

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Statement of Authorship

Md. Ariful Enam and Ayman Rahman hereby declare the soulful authorship of this academic research. The secondary information that have been used in completion of the paper are mentioned in the reference section of the research paper.

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