



ORIGINAL RESEARCH PAPER

Management

The Impact of Advertising Appeals on Advertising Attitudes and Purchase intentions

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ABSTRACT

Advertising Appeal is an igniting force which stimulates the customer mind set towards the product or services. It is not the only factor in the marketing mix which initiates a consumer for buying the product but it is certainly one of the advertisers' most important creative strategy decisions involving the choice of an appropriate appeal. Companies use various appeals in their advertising practice to impact consumers' attitudes and purchase intention by an advertisement. Since there is no general pattern for the use of appeals and the success of an advertising message, this study aims to explore the impact of the emotional and rational advertising appeals on the purchase intention. The research results indicate that different advertising appeals may have a different impact on the consumer's purchase intention; in case of women, the emotional appeal has a stronger impact while for men it is the rational appeal, while "fear appeal" proved to be effective to a certain point, after which it causes selective perception and rejection. This implies that depending on the product, its purpose and target group, advertisers can choose the type of appeal, combination of the appeals and their creative presentation. The objective of this study is to develop an understanding on how advertising appeals influence consumers' behavior and to examine which types of advertising appeals are the most effective in generating approach behavior in consumers.

Advertisements are useful for the representation of a commodity's image. They also act as announcements for the corporate image and product positioning. Advertisements are a kind of persuasive communication that offers product information to every consumer via institutions in charge of production or supply. In a complete study of marketing and promotional activities, advertising usually plays the most important role. Therefore, the advertising effect has become a key issue.

Kotler (1997) pointed out in his study that advertising appeal is the theme of an advertisement. To make the audience receive a necessary message, advertisers have to put some driving power into the message. This driving power is appeal. Every advertising appeal represents an attraction, which arouses consumers' desires. What kind of advertising appeal design can attract consumers more easily and effectively? To highlight a commodity image, many companies invite famous stars to be their product spokespersons. It is easier for consumers to identify with celebrities. Expert spokespersons help present product differences more effectively by combining their rich professional knowledge with reasonably persuasive appeals.

Advertising appeal is the main central message in the advertising message. It arouses the desires and addresses the human need that can be satisfied by the product which is advertised. Appeal is the underlying content in the advertising. Advertising appeal and execution are usually interdependent but advertising appeal can be used in all types of media but the execution style is different for different type of media. Advertising appeal is that something which attracts the consumers and develops interest in them. Some common consumer appeals are esteem, sex, fear, security and sensory pleasure. Advertiser uses the word appeal to emphasis on the creativity. Advertising create desire for the product and appeals persuade the consumer to invest in the product. Appeals not always have all the product attributes but they create an atmosphere where the target audience desires are evoked towards the product. For example, if there is a product for the housewives then the appeal would be related to family.

There are mainly two types of appeals rational and emotional appeals. Rational appeal addresses the consumer's functional needs of the product. Kotler (2000) opined that rational appeal is based on logic and product are been sold by highlighting the product attributes, quality, its problem solving capacity and its performance. Rational appeals are informative in nature and it focuses on the suitability of the product. This appeal is used by consumer durables and in competitive advertising. There are different types of rational appeal like feature appeal that focuses on important traits and features of the product. Information content in such kind of advertisement is very rich. It is used by high

involvement product. There is another type of appeal named as competitive advantage appeal which gives a comparative picture of two or more brands. Comparison can be direct or indirect depending upon the brand and the product category. Price appeal is another type of rational appeal which focuses on the price or value of the product. This appeal is also used during the festival season. News appeal is used when a new product is introduced in the market or if certain modifications are done in the existing products. When the message is to be communicated to a larger audience and it is the established brand then popularity appeal is used as it emphasizes on the experience of the satisfied consumers.

Rational appeals are based on the logic and reason to buy to product. In the actual scenario both the appeals i.e., rational and emotional appeals works together. Emotional appeals are woven with the sensation of fun, love, enjoyment, fear etc (Ramaswamy and Namakumari, 2002). Kotler (2000) opined that there could be positive emotions as well as negative emotions but in the advertising campaign negative emotions can be converted to positive emotions. Emotional appeal is the feeling associated with the product. There are certain dreams and hope which are present in the individual which works consciously or subconsciously and gives pleasant feeling in the individual's psyche. Emotions also help in arousing and directing the behavior of an individual (Morris, 1999).

Rational or Informational Appeals

This is generally product oriented appeal, highlights the functional benefits like- quality, economy, value, or performance of a product. Following are different types of rational appeals:

- **Feature Appeal** - Advertisements based on such appeal are highly informative, provides information of product attributes or features that can be used as the basis for rational purchase decision. Technical and high involvement product often uses this appeal.
- **Competitive Advantage Appeal** - Such appeal is used to compare the product with the competitor's product directly or indirectly and advertiser try to present his product superior then competitor's product on one or more attributes.
- **Favourable Price Appeal** - Here price offer is considered as the dominant point of the message.
- **News Appeal** - Some type of news or announcements about product or company dominates the advertisement.
- **Product Popularity Appeal** - Product popularity is considered as the dominant point of advertisement by highlighting the increasing number of users of brand or the number who have switched to it.

- **High Quality** - Some products are preferred for their quality not merely because of their taste or style, such products are advertised by highlighting the quality attribute in advertisement.
- **Low price** - Many people prefer low priced goods. To target such audience products are advertised by highlighting the low price tag of the product.
- **Long Life** - Many consumers want product of durable nature that can be used for a long period, in advertisement of such product durability is the dominant point of the message.
- **Performance** - Many advertisements exhibit good performance of product.
- **Economy** - Many customers consider savings in operation and use of product, for example in case of automobile the mileage is considered while selecting the brand or model.
- **Scarcity** - Another appeal that is occasionally used is scarcity. When there is a limited supply of a product, the value of that product increases. Scarcity appeals urge consumers to buy a particular product because of a limitation.
- **Other Rational Appeals** - Other rational appeals include purity, more profits, time saving, multifunction, more production, regular supply and availability of parts, limited space required, artistic form, etc. that can make advertising effective.

Emotions also affect the consumer's memory. When the state of mind is excited or agitated then it prompts the consumer to buy the product (Chunawalla et al, 1998). Therefore, emotional appeals are known as transformational appeals as they transform the feelings of the consumers towards the product. It gives positive mood to the consumers as it is related to the psychological attribute of the consumer. Emotional appeals are more effective for the older market than the newer or the younger market.

Emotional Appeals

An emotional appeal is related to an individual's psychological and social needs for purchasing certain products and services. Emotions affect all type of purchase decisions. Types of emotional appeals are as follows:

- **Positive Emotional Appeal** - Positive emotions like- humour, love, care, pride, or joy are shown in advertisements to appeal audience to buy that product. For example- Jonson and Jonson baby products.
- **Negative Emotional Appeal** - This includes fear, guilt, and shame to get people to do things they should or stop.
- **Fear** - Fear is an emotional response to a threat that expresses some sort of danger. Ads sometimes use fear appeals to evoke this emotional response and arouse consumers to take steps to remove the threat. For example- Life Insurance
- **Anxiety** - Most people try to avoid feeling anxious. To relieve anxiety, consumers might buy mouthwash, deodorant, a safer car, get retirement pension plan.
- **Humour** - Humour causes consumer to watch advertisement, laugh on it, and most important is to remember advertisement and also the product connected with humour. For example- Happydent, and Mentos.

Moral Appeals

Moral appeals are directed to the consumes' sense of what is right and proper. These are often used to exhort people to support social and ethical causes. Types of Moral Appeal are as follows:

- Social awakening and justice
- Cleaner and safe environment
- Equal rights for women
- Prohibition of drugs and intoxication
- Adult literacy
- Anti-smuggling and hoarding
- Protection of consumer rights and awakening

Other Type of Appeals

- **Reminder Appeal** - Advertising using reminder appeal has the objective of building brand awareness. For example- IPO

- **Teaser Advertising** - Advertisers introducing a new product often use this appeal. It is designed to build curiosity, interest and excitement about a product or brand. For example- Ponds ad of Saif & Priyanka
- **Musical Appeals** - Music is an extremely important component in advertising. It captures the attention of listeners. For example- Docomo, Airtel
- **Transformational Appeal** - The idea behind this appeal is that it can actually make the consumption experience better. For example- Amway products
- **Comparison Appeal** - In this appeal a brand's ability to satisfy consumers is demonstrated by comparing its features to those of competitive brands. For example- Tide & Surf

Advertising appeal refers to the direct or indirect delivery of certain benefits or incentives or the explanation why consumers should consider buying a product in an advertisement. Consumers are attracted and show interest due to the communication of advertising messages. Advertising messages aim at influencing consumer behavior, product attitudes, and even purchase intentions (Chu, 1996; Belch and Belch, 1998; Kotler, 2003). Gloden and Johnson (1983) proposed that rational appeal covers more product information and practical content thus, attracting consumers and creating better purchase intentions than emotional appeal.

When Advertisements convince people to purchase a product, appeal adds an influential power by creating a strong desire in the customer. The Marketer's choice of appeal in an advertisement is dependent on the nature of the product and prospective customers. From customer's point of view, appeal is a main determinant which motivates them to purchase the product from a specific company. Advertisements act like stimulating forces through which sales crop up.

Today's challenging and dynamic business environment demands a highly competitive marketing strategy, which ultimately necessitates finding the appropriate and innovative tools for marketing their products. Advertisement and appeal is a means which can capture the attention of the customers even in their busy schedules of work and life. Accordingly, the study concludes that there is a great role of the marketers in selecting the proper appeal along with an advertisement media.

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