

INVESTIGATING THE EFFECTIVENESS OF ADVERTISING APPEALS ON CONSUMER BEHAVIOUR WITH REFERENCE TO GUJARAT REGION

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Abstract

This study investigates the impact of rational and emotional advertising appeals on consumer behavior in the Gujarat region. The research aims to determine the effectiveness of different advertising appeals on consumer purchasing decisions and to identify the most effective type of advertising appeal in advertisements. The study utilizes a mixed-method approach to analyze consumer responses to various advertising appeals across different media platforms. Advertising appeals play a crucial role in influencing consumer behaviour and driving purchasing decisions. Key findings suggest that both appeals tend to create a stronger emotional connection with consumers, while rational appeals focus on logical reasoning and practical benefits. Understanding the effectiveness of advertising appeals is crucial for advertisers to tailor their messages and engage their target audience effectively.

Keywords: Consumer Behaviour, Rational Appeal, Emotional Appeal

Introduction

Advertising is a multifaceted communication tool utilized by businesses, organizations, and individuals to convey messages to a specific audience. It is a pivotal component of marketing strategies aimed at promoting products, services, brands, or even ideas. Advertising serves as a bridge between producers and consumers, facilitating the exchange of information and influencing purchasing decisions.

In today's competitive marketplace, where consumers are bombarded with a plethora of choices, advertising plays a crucial role in creating brand awareness, establishing brand identity, and differentiating products and services from competitors. Through various channels such as print, television, radio, digital platforms, and outdoor media, advertisers strive to capture the attention of their target audience and convey persuasive messages that resonate with their needs, desires, and aspirations.

Advertising Appeals

Advertising appeal refers to the specific strategy or approach employed in advertisements to engage and persuade the target audience. It encompasses the creative elements, messaging tactics, and emotional triggers used to capture attention, evoke emotions, and influence consumer behaviour.

There are various types of advertising appeal, each catering to different consumer preferences, motivations, and psychological triggers. These include:

1. Emotional Appeal: Appeals to consumers' emotions, such as happiness, sadness, fear, or nostalgia, to create a strong emotional connection with the brand or product.
2. Rational Appeal: Focuses on logical reasoning, facts, and evidence to persuade consumers based on practical benefits, features, and attributes of the product or service.

Understanding the preferences, attitudes, and behaviours of the target audience is crucial for advertisers to select the most appropriate advertising appeal and craft compelling messages that resonate with consumers, drive engagement, and achieve marketing objectives.

Literature Review

In order to grasp the extent and depth of previous research within a chosen field of knowledge and to pave the way forward, a thorough examination of past literature is essential. This process provides researchers with a comprehensive understanding of the subject at hand and aids in pinpointing areas where further investigation is needed.

In 2021, Beatriz Casais and Aline Costa Pereira conducted a study to examine the prevalence of emotional and rational appeals in social advertising campaigns. Through a content analysis of forty audio-visual advertisements promoting attitudes and behaviours related to social causes, the study revealed that twenty-five social advertisements employed rational appeals, while eight utilized emotional appeals, and seven incorporated both emotional and rational appeals. Consequently, the study suggests that social advertisers predominantly favour the use of rational appeals in social advertising campaigns, achieved through the presentation of logical information, appeals to intellect and reasoning, direct presentation of facts, awareness-raising, and the presentation of solutions.

In 2021, H. Arora and Pooja Jain conducted a study to examine how marketers and advertisers utilize advertising appeals as a tool to influence customer behaviour. The study revealed that consumers' thoughts, emotions, and engagement with advertising significantly impact their attitudes and positively influence their buying behaviour.

In her doctoral study in 2022, Priyanka Garg discovered that consumers' attitudes and purchase decisions are significantly influenced by emotional advertising. When exposed to advertisements, consumers tend to align the emotions and feelings portrayed in the ads with their own personal experiences and feelings. The study demonstrates that consumers' responses to advertisements directly impact their attitudes toward the product and subsequent purchase decisions. Therefore, the effectiveness of emotional advertising should be recognized as a central, cohesive, and strategic component in fostering favourable attitudes and purchase decisions.

Jing (Taylor) Wen and colleagues conducted a study in 2017 involving undergraduate students to investigate the impact of positive and negative moods, as well as experiential and utilitarian advertising appeals, on ad evaluation, product evaluation, and purchase intention. The study focused on Samsung mobile smartphones. It was discovered that individuals in positive moods tend to evaluate both the ad and product positively when exposed to utilitarian ads. Conversely, individuals in negative moods tend to evaluate both positively when exposed to experiential ads. Furthermore, those in negative moods exhibited stronger purchase intentions when exposed to experiential ads.

Seunghwan Lee and Bob Heere conducted a study in 2018 to assess the relative effectiveness of emotional, rational, and combination advertising on sports consumer behaviour. The study utilized a multiple ANOVAs approach with three experimental conditions: emotional advertising (high emotions/low cognition), rational advertising (high cognition/low emotions), and combination advertising (high emotion and high

cognition). Four dependent variables were analysed: attitude towards the ads, brand attitudes, purchase intention, and merchandise consumption.

Miller and Brown 2019 investigated the impact of rational and emotional appeals on Millennials' purchase intentions. Their findings indicate that emotional appeals resonate more strongly with Millennials, aligning with their preference for authentic experiences and emotional connections. However, rational appeals also play a complementary role by providing factual information and addressing practical concerns in the purchasing process.

Yang and Liu 2018 assessed the effectiveness of rational and emotional appeals in green advertising campaigns. Their findings revealed that emotional appeals excel in promoting pro-environmental behaviours and nurturing emotional connections with green brands. Conversely, rational appeals are favoured for conveying factual information about sustainability attributes.

Jones and Smith 2017 investigated the influence of rational and emotional appeals in political advertising campaigns. Their findings indicate that emotional appeals have a greater impact on shaping voters' perceptions, attitudes, and behaviours. Emotional appeals evoke stronger emotional responses and foster higher levels of voter engagement compared to rational appeals.

Objectives

As advertising costs continue to escalate, the creation of effective advertisements becomes increasingly crucial for advertisers to achieve economic gains. Effectively delivering the advertising message to the target audience is essential. Advertising appeals serve as a means to elicit specific consumer responses in advertisements. A well-chosen advertising appeal can successfully solicit the desired consumer response. Hence, it is imperative for advertisers to comprehend respondents' perceptions regarding the effectiveness of advertising appeals.

The current study has a broad goal of examining the impact of both rational and emotional advertising appeals on consumer behaviour. Additionally, the study aims to conduct preliminary research on advertising. The specific objectives of the study are as follows:

1. To study which media is more effective for targeting consumer for advertising.
2. To study whether the advertising appeals makes any influence for making purchase decision.
3. To understand which type of advertising appeal is more effective in advertisement.

Scop of the study

The present research is micro level study. The scope of present study was to explore the effectiveness of advertising appeals on the behaviour of consumer and to observe influence of Rational Appeals and Emotional Appeals on Effectiveness of Advertisements. The demographic coverage of the study is confined to behaviour of the consumer of Gujarat region. For which 129 respondents were taken from the city.

Data Collection

Data required for the present study was collected systematically using both secondary data and primary data.

Tools for the Analysis

The researcher used simple percentage analysis method and weighted average method

for ranking question for the purpose of analysis of primary data.

Analysis and Interpretation

The analysis conducted in this chapter aims to determine the effectiveness of advertising appeals on consumer behaviour and other relevant findings.

Table 1: Demographic Profile of Respondents Based on Gender:

Gender	No. of Respondents (Frequency)	No. of Respondents (Percentage)
Male	85	65.9%
Female	44	34.1%
Total	129	100%

Interpretation: The data reveals that the majority of respondents, 65.9%, are male, while 34.1% are female. Interestingly, no respondents preferred not to disclose their gender. These findings suggest a notable gender distribution among the participants, with a higher representation of males in the study.

Table 2: Demographic Profile of Respondents Based on Age:

Age	No. of Respondents (Frequency)	No. of Respondents (Percentage)
18-30	97	75.2%
31-40	10	07.8%
41-50	12	09.3%
51 or above	10	10.07%
Total	129	100%

Interpretation: The data indicates that the majority of respondents, 75.2%, fall within the age range of 18-30. A smaller proportion of respondents are distributed across older age groups, with 7.8% each in the age ranges of 31-40 and 51 or above, and 9.3% in the age range of 41-50. This distribution suggests a significant representation of younger individuals in the study population, with a relatively smaller presence of older age groups.

Table 3: Demographic Profile of Respondents Based on Educational Qualifications:

Educational Qualifications	No. of Respondents (Frequency)	No. of Respondents (Percentage)
Under Graduate	58	45%
Graduate	17	13.1%
Post Graduate	54	41.9%
Total	129	100%

Interpretation: The data illustrates the educational qualifications of the respondents, revealing that 45.0% have an undergraduate degree, 13.2% are graduates, and 41.9% hold postgraduate degrees. This distribution suggests a diverse educational background

among the respondents, with a notable presence of individuals holding postgraduate qualifications.

Table 4: Demographic Profile of Respondents Based on Monthly Income:

Monthly Income	No. of Respondents (Frequency)	No. of Respondents (Percentage)
Up to 30,000	93	72.1%
30,001 to 50,000	12	09.3%
50,001 to 100,000	19	14.7%
Above 100,001	05	03.9%
Total	129	100%

Interpretation: The data provides insight into the monthly income distribution of the respondents. A significant majority, 72.1%, report a monthly income of up to 30,000 units. This is followed by 14.7% of respondents earning between 50,001 and 100,000 units monthly. Additionally, 9.3% of respondents fall within the income range of 30,001 to 50,000 units, while a smaller percentage, 3.9%, report an income of 100,001 units and above. Overall, the data suggests a prevalence of respondents with lower to moderate monthly incomes in the study population.

Table 5: Based on your perception, rank the most effective media for advertising? (Rank analysis by weighted average method)

Media for Advertising	No. of Respondents				Total	ΣWX	$\Sigma WX / \Sigma w$	Rank				
	(Rank Frequency)											
	Rank 1	Rank 2	Rank 3	Rank 4								
Newspaper	25	38	50	16	129	330	33	3				
Radio	27	18	20	64	129	266	26.6	4				
Television	23	53	49	4	129	353	35.3	1				
Internet Media	54	20	10	45	129	341	34.1	2				
Total	129	129	129	129	516							

Interpretation: The data provides insights into respondents' preferences for advertising across various media platforms. Television emerges as the top choice, with a weighted average of 35.3, followed closely by Internet Media at 34.1. Newspaper ranks third with a weighted average of 33, while Radio lags behind with 26.6. These rankings are determined by calculating the sum of products of respondents and their rank preferences, divided by the total number of respondents. With Television leading the pack, it indicates a strong inclination towards visual mediums for advertising among the surveyed audience.

Table 6: You think advertising influences your purchase decision:

Likert Scale	No. of Respondents (Frequency)	No. of Respondents (Percentage)
Strongly Agree	22	17.1%

Agree	65	50.4%
Neutral	35	27.1%
Disagree	06	04.7%
Strongly Disagree	01	00.8%
Total	129	100%

Interpretation: A significant portion of respondents, 67.5% in total, either strongly agree (17.1%) or agree (50.4%) with the statement or question. A notable proportion, 27.1%, are neutral, indicating a lack of strong opinion either way. A minority, 5.5% in total, either disagree (4.7%) or strongly disagree (0.8%) with the statement. Overall, the majority of respondents are in agreement with the statement, with a considerable number remaining neutral, and a smaller percentage expressing disagreement.

Table 7: Advertisement provides logical reason to purchase products:

Likert Scale	No. of Respondents (Frequency)	No. of Respondents (Percentage)
Strongly Agree	16	12.4%
Agree	38	29.5%
Neutral	56	43.4%
Disagree	17	13.2%
Strongly Disagree	02	01.6%
Total	129	100%

Interpretation: 16 respondents (12.4%) strongly agree. 38 respondents (29.5%) agree. 56 respondents (43.4%) are neutral. 17 respondents (13.2%) disagree. 2 respondents (1.6%) strongly disagree. Overall, a significant portion of respondents are neutral, while smaller proportions express agreement or disagreement. Few respondents strongly agree or strongly disagree with the statement.

Table 8: Advertisement makes you lost in your own feelings like, happiness, sadness, anger, love, affection, etc.:

Likert Scale	No. of Respondents (Frequency)	No. of Respondents (Percentage)
Strongly Agree	14	10.9%
Agree	39	30.2%
Neutral	47	36.4%
Disagree	22	17.1%
Strongly Disagree	07	05.4%
Total	129	100%

Interpretation: 14 respondents (10.9%) strongly agree. 39 respondents (30.2%) agree.

47 respondents (36.4%) are neutral. 22 respondents (17.1%) disagree. 7 respondents (5.4%) strongly disagree. Overall, the largest group of respondents chose the neutral option, followed by agree and disagree, with smaller percentages for strongly agree and strongly disagree.

Conclusion

In conclusion, advertising appeals play a crucial role in influencing consumer behaviour and driving purchasing decisions. Advertisers strive to create effective advertisements by integrating compelling appeals that capture the audience's attention, generate interest, stimulate desire, and ultimately lead to action. These appeals serve as the underlying theme driving advertisements, motivating consumers to engage with the message and make a purchase.

Understanding consumer behaviour is essential for advertisers to identify and address key needs and motivations that drive consumer purchasing decisions. By aligning advertising appeals with fundamental human needs, advertisers can connect with consumers on a deeper level and tailor their messages to resonate with their desires. This approach helps create impactful advertising campaigns that drive consumer engagement and stimulate purchasing behaviour.

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