CHAPTER 6

REVIEW WITH CONCLUDING COMMENTS
6.1 Review

During early part of 21st century, the market researchers had showed substantial interest in the study of advertisement that is the one of the major and most important promotional parts to make a product or brand familiar to the consumers. Thus consumer oriented marketing is gaining popularity in these days. It emphasizes the determination of the requirements of potential customers and supplying goods and services to satisfy consumers' requirements. If this objective is achieved, there is a great need for systematic market research on promotional activities like advertisements.

Advertisement, by virtue, of its persuasive qualities and by its nature to inform and motivate, no doubt is in a position to create definite impact on consumers in particular and society in general. It is a paid, mediated form of communication from an identifiable source designed to persuade the receiver to take some action now or future (Richards and Curren, 2002). In the trends of media advancement and brand choices, the consumers are bombarded with different advertisements of various products, but they do not respond, as they need something other than tangibles. Advertisers indicated that, there is a need to explore something more than tangibles that can attract the attention of consumers by presenting an advertisement in an attractive and acceptable mode. This can be done by using appropriate advertising appeals (Moriarty, 1991; Mishra, 2009).

Advertising appeal is the central theme or idea behind advertising on one side and it is a unique selling proposition on other side (James, 2005). Generally, advertising appeals can be classified as either emotional or rational (Kotler, 2000; Mishra, 2009). However, there have been some
cases shared by researchers that emotional and rational appeals are not mutually exclusive but rather interdependent (Calder and Grader, 1989; Puto and Wells, 1984). The strength and intensity of rational and emotional appeals are moderated or mediated by person related variables - self images or identity (Dittmer, 2004; Richins, 1995), money attitude, anxiety materialistic value (Fournier and Richins, 1991) etc. and also situational variables - communication channel, product type (Levin et al., 2003) etc.

In this context, premised on certain highly relevant theoretical information and research findings (Chapter 1 and 2), the present investigation had been conducted after an outline plan (approved by the Ph. D Committee in Applied Psychology, University of Calcutta, Chapter 3) under the title: 'A study on the nature of effectiveness of advertising appeals among consumers in Kolkata', with a hope to present data based facts and tools for evaluating the nature of advertising appeals effectiveness of the consumers in Kolkata and to specify the Advertising appeals facilitating person related factors as well as situational factors to the market researchers, employers of advertising agencies, market professionals in Kolkata for promotional activities and publicity and appropriateness of advertising appeals on the media.

To achieve the major objectives of study, the present investigation was divided into two parts:

- **Part I** - Selection of samples, test development and local adaptation of Scales/ test/ inventory (Chapter 3, 4 and 5).

- **Part II** Processing of the findings for hypothesis testing (Chapter 5).
Altogether 750 consumers concerned had been made involved in the present investigation with the following break up: 150 consumers for construction/adaptation of tools and 600 consumers for verification of hypotheses (Chapter 3, 4 and 5).

The study had concentrated on development of four instruments- (i) General Information Schedule (GIS), (ii) Advertising Appeals Effectiveness Trait Scale (AAETS), (iii) Advertising Appeals Effectiveness State Scale (AAESS) and (iv) Curiosity Inventory (CI) as well as two local adaptation of instruments- (v) Materialistic Value Scale (MVS) and (vi) Money Attitudes Scale (MAS) (Chapter 4 and 5). For standardization of scales/inventory necessary statistical techniques had been taken for estimation of validity, reliability, norms etc. (Chapter-5).

The homogeneity of the matching criteria of sample characteristics (age, level of education, socio economic status, family pattern, type of buying etc.) was tested by using Chi square test (Chapter 5, Table 5.1.11). Besides the profile of the qualitative attributes of the consumers were prepared to indicate the background information of the informants' of the selected Borough areas of Kolkata.

In the first phase that is Part I (Chapter 5) of the study, the necessary response analysis was processed for development and adaptation of tools as well as sample selection. Accordingly, altogether 11 tables had been presented in the treatment of the responses for standardization of the tests and sample characteristics in the first phase of the study (Chapter 5, Table - 5.1.1 to 5.1.11).

In the second phase that is Part II (Chapter 5) of the study, after testing of the matching criteria of the samples, the data were collected from
the sample groups of the consumers by using six tools namely - (a) General Information Schedule (GIS), (b) Advertising Appeals Effectiveness Trait Scale (AAETS), (c) Advertising Appeals Effectiveness State Scale (AAESS), (d) Curiosity Inventory (CI), (e) Materialistic Value Scale (MVS) and (f) Money Attitudes Scale (MAS) (Appendix-A).

Summary of significant differences and peculiarities among the groups of consumers in terms of their perceived advertising appeals effectiveness as well as its casual relationship with their selected person related variables and situational variables of advertisement situations of different product category were prepared on the scores of the scales of Advertising appeals effectiveness (Trait and State), Materialistic value scale, Curiosity inventory and Money attitudes scale in terms of statistical test of significance through the results of ANOVA and 't' tests and depicted through following sections-

6.2 Summary of Important Findings

Profile of Advertising Appeals (Trait and State) Scale

1. Results (Chapter-5.1) of the 'item total correlation' and 'component enquiry areas total score correlation' indicated that the profile of advertising appeals effectiveness (trait and state) of the consumers can be considered as a construct of multiple combination of the advertising appeals attributes related to multiple components namely, rational advertising style, rational product information, emotional advertising style and emotional product information.
A. Advertising Appeals Effectiveness Trait Scale (Components and score Distribution patterns) of Consumers

A.1 The nature and distribution of advertising appeals effectiveness trait scale scores (Table-5.2.1) along with its four components revealed dissimilarities among the groups of consumers of Kolkata with respect to their level of age (pre-middle, middle and post-middle) and gender (male and female). The distribution patterns of advertising appeals effectiveness trait scale scores of all the six groups (3 groups for age variation X 2 groups for gender variation) were also close to normality.

A.2 The nature of overall advertising appeals effectiveness (trait scale) scores along with its four components (Table-5.2.1 and 5.2.2) revealed that the trends of advertising appeals effectiveness trait of six groups of consumers were in the range of moderate level. Among the groups of consumers it was highest for the female consumers of post-middle age group and lowest for male consumers of pre-middle age group. This was an indication of a moderate trend of advertising appeals effectiveness (trait) among the consumers of Kolkata.

A.3 Mean and unit mean score (Table-5.2.3) highlighted that the relative weightage of the profile of advertising appeals effectiveness trait attributes indicated marked specificity with respect to the gender and age group of consumers of Kolkata. The components wise analysis highlighted that the relative weightage of rational appeals was reported as components that are more influential for all the consumers of pre-middle (male and female) age group and for male consumers of middle age group. On the other hand, emotional appeals were perceived as components that are more
effective for all the consumers of post-middle (male and female) age group and for female consumers of middle age group.

B. Profile of advertising appeals effectiveness trait of the consumers with respect to their age and gender

B.1 Advertising appeals effectiveness and age (Table 5.2.4)

The significant F and ‘t’ values of overall advertising appeals effectiveness (trait) scale scores including its four components that is- rational advertising style, rational product information, emotional advertising style and emotional product information revealed dissimilarities among the groups of consumers of Kolkata with respect to their age level (Pre-middle, Middle and Post-middle). Hence the proposed hypothesis-1 that is, the nature of advertising appeals (rational and emotional) effectiveness trait of the consumers varies in terms of their level of age (Pre-middle, middle and post middle) was accepted. The identified age specific advertising appeals effectiveness may be rooted from different levels of age specific emotional trends.

B.2 Advertising appeals effectiveness and gender (Table 5.2.5)

The significant ‘t’ values of overall advertising appeals effectiveness (trait) scale scores including its four components namely- rational advertising style, rational product information, emotional advertising style and emotional product information revealed dissimilarities among the groups of consumers of Kolkata in terms of their gender. Hence the proposed hypothesis-2 that is, irrespective of age, the nature of advertising appeals (rational and emotional) effectiveness trait of the consumers varies in terms of their gender (Male and Female) was accepted. This may
be due to the different perception and personality structure of female and male consumers.

C. Advertising Appeals Effectiveness State Scale Scores under different product category situations (Table 5.2.7)

The strength of influence of overall effectiveness of advertising appeals (state) scores was relatively higher under the Situation 2- presentation of advertisement of Durable goods than that of the overall scores of Situation 1-presentation of advertisement of Fast Movable Consumer Goods and Situation 3- presentation of advertisement of Service providing Industry. The significant F ratio and t values indicated that, the nature of perceived overall advertising appeals effectiveness including its four components namely – Rational advertising style, Rational product information, Emotional advertising style and Emotional product information revealed dissimilarities with respect to product category situations. Hence the proposed hypothesis-3 that is, the nature of advertising appeals (rational and emotional) effectiveness state of the consumers varies in terms of the advertisements of different types of product categories (Fast Movable Consumer Goods, Durable goods and Service providing industries) was accepted. Results reinforced the notion that the effectiveness of advertising appeals (rational and emotional) vary depending on product types.

D. Comparative profile of personality correlates (Materialistic Value, Curiosity and Money Attitudes and their components) of consumers with high and low advertising appeals effectiveness (Table 5.2.9 to 5.2.12)
D.1 Materialistic Value (Table 5.2.9)

The mean and significant ‘t’ value indicated that the strength and influence of overall materialistic value scores including its three components namely- Happiness, Central Life Goal, Success and Status were more stronger among the consumers with perception of high level of advertising appeals effectiveness than that of the consumers with perception of low level of advertising appeals effectiveness group. Hence the proposed hypothesis-4 that is, the nature of materialistic value of the consumers varies in terms of their level of advertising appeals effectiveness (high and low) was accepted. The reasons behind such type of findings may be due to the value oriented differences in perceptions and feelings of consumers. Besides the interacting forces of the components of Materialistic Values (Happiness, Central Life Goal and Success and Status) emerging as social pressure on the consumers and such pressure and forces were facilitating their perceptions about the level of effectiveness of advertising appeals. By and large the various dimensions of materialistic value were very likely to add to develop a value based consumer culture and this linkage could prove to be a useful mechanism for designing advertisement to make the consumers attracted and satisfied.

D.2 Curiosity (Table 5.2.10)

The mean and significant ‘t’ value indicated that the strength and influence of overall curiosity scores including its two components namely- Novelty seeking and Openness to experience were significantly better among the consumers with high level of advertising appeals effectiveness than that of the consumers with perception of low advertising appeals effectiveness. Hence the proposed hypothesis-5 that is, the nature of
curiosity of the consumers varies in terms of their level of advertising appeals effectiveness (high and low) was accepted. Curiosity of consumers had played a significant role to create positive attitude, intrinsic motivation, challenges and interest for information seeking behavior and such emerging forces were facilitating the focused attention of the consumers about more information about service or product.

D.3 Money attitudes (Table 5.2.11)

The mean and insignificant 't' value indicated that the strength and influence of overall money attitude scores including its three components namely- Power prestige, Price sensitivity and Anxiety were moderately high and had maintained uniform pattern among both the high and low advertising appeals effectiveness group of consumers. Hence the proposed hypothesis-6 that is, the nature of money attitudes of the consumers varies in terms of their level of advertising appeals effectiveness (high and low) was rejected. Researchers opined that, money attitudes of consumers were depended upon the characteristics of the product and brand and its rarity, glamour, prestige etc. and not the advertisement.

E. Interrelationship of Advertising appeals effectiveness trait scale scores and selected person related variables

The nature of the profile of relationship of inter-correlation matrices (Table 5.2.13-5.2.15) and the significant ‘t’ values for differences between ‘r’s (Table-5.2.16) highlighted that even maintaining the same direction of relationship, the degree of association between effectiveness of advertising appeals with level of materialistic value and curiosity had displayed their uniqueness with respect to the advertising appeals effectiveness (High and low) of consumer groups. Hence the proposed hypothesis-7 that is, the
nature of relationship among sets of variables for advertising appeals effectiveness trait components and selected person related variables (Materialistic value, Money attitude and Curiosity) of the consumers revealed dissimilarities with the level of advertising appeals effectiveness (high and low) was accepted partially (for materialistic value and curiosity).

F. Advertising Appeals Effectiveness (Trait and State) facilitating factors

F.1 The higher adjusted R² value and Beta value of emotional appeals indicated that emotional appeals had more impact and greater influence to contribute on the advertising appeals effectiveness trait than the contribution of rational appeals had (Table 5.2.17).

F.2 The similar trend was also found on the advertising appeals effectiveness state under the three different situations of advertisements of different product category. The highest adjusted R² values and Beta values of emotional appeals showed that greater impact and influence of emotional appeals was existed than that of the contribution of rational appeals in prediction of advertising appeals effectiveness state under all the three different situations of advertisements of product category (Table 5.2.18).

F.3 The highest adjusted R² value and Beta value of materialistic value indicated that among the three person-related variables (Materialistic value, Curiosity and Money Attitude), materialistic value had the topmost influential for facilitating advertising appeals effectiveness (Table 5.2.19).
6.3 Concluding Comments

Advertisement is an essential and popular strategy of marketing and this strategy can be effectively implemented by using appropriate advertising appeals to attract the consumers. In a competitive market, advertisement as an investment involving huge sum of money, lot of energy, creativity, time and in terms of these it is logical that, the advertisers would be keen to measure the effectiveness of advertising appeals and minimize the costly mistake.

In this context, the findings of the present study helped the present investigator to draw the following inferences about the nature and marketing aspects of advertising appeals among consumers-

1. Advertising appeals may be considered as a marketing communication process, which is influenced by person related, or situational variables. There are multiple personal or situational factors, which are influencing the consumers for generating their impression about the effectiveness of advertising appeals. In general, the profile of the advertising appeals effectiveness of the consumers may be considered as a combination of the components - emotional appeals (emotional advertising style and emotional product information) and rational appeals (rational advertising style and rational product information).

2. The trend of moderate level of advertising appeals effectiveness (trait) scores was the general characteristics of the consumers of Kolkata. All the attributes (emotional and rational) of components of advertisement had indicated their positive linear relationship for
facilitating the advertising appeals effectiveness among the consumers of Kolkata.

3. The nature of overall advertising appeals effectiveness trait including its four components namely- Emotional advertising style (styles which were persuasive in nature, fascination, touchy, eliciting desires and related to excitement, humorous elements, generating fantasy and arousing sexual desire etc.), emotional product information (types of information which were dominated by the information about the status, beauty, brand image, glamour, attractiveness, aesthetic attributes etc.), rational advertising style (style which were able to support and to promote clear understanding convey authenticity and reality etc.) and rational product information (types of information which were dominated by the information about the price of the product, appreciation and suggestion of experts, featuring precaution and technical information, dissemination the terms and conditions, services after sales etc.) of the consumers had indicated variation with respect to their demographic status - age and gender. Understanding of these similarities and dissimilarities of advertisement among different groups had set the agenda for customizing the advertising appeals.

4. In general, the female consumers had projected their high - level proneness towards emotional appeals; at the same time, male consumers had projected their focused attention towards rational appeals of advertisements. Besides, gender wise the consumers of the post middle age group was more influenced by emotional appeals, whereas the consumers of pre-middle age group and middle age group were more influenced by rational appeals.
5. The nature of impact of overall advertising appeals effectiveness (state) including its four components namely - emotional advertising style, emotional product information, rational advertising style and rational product information of advertisement of the consumers had indicated their variation with respect to the advertisements under different types of product category (Fast Movable Consumer Goods, Durable Goods and Service providing Industries).

6. The profiles of person related variables (materialistic value and curiosity) had indicated marked specificity whereas no significant difference was observed on money attitudes with respect to the level of advertising appeals effectiveness (high and low) of consumers of Kolkata.

7. In general, there was a complex networking among advertising appeals effectiveness and its components (emotional and rational appeals), person related variables (Materialistic Value, Curiosity and Money Attitudes) and situational variable (advertisement of different product category) of the consumers and variety of such networking systems were involved in regulating the characteristics features of advertising appeals effectiveness and motivation of the consumers to focus their attention to the advertisers.

8. The nature of relationship of overall advertising appeals effectiveness trait; materialistic value, curiosity and money attitude had showed their variation with respect to the perceived level of effectiveness of advertising appeals (high and low) among the groups of consumers.

9. The level of advertising appeals effectiveness (trait) was directly related to the level of materialistic value and curiosity of consumers,
at the same time money attitudes was inversely related to the advertising appeals effectiveness of consumers.

10. The profile of stepwise regression analysis had indicated that the significant components of advertising appeals components (emotional and rational) had projected their uniqueness as predictors of level of effectiveness of advertising appeals of consumers. Both the two occasions (trait and state) emotional appeals were the topmost influential.

11. The contribution of Materialistic Value was topmost influential for facilitating the advertising appeals effectiveness among consumers and it was followed by the contribution of their Curiosity level.

12. With moderately high level of anxiety and hesitation due to money attitudes, the trend of materialistic value propelled by the spirit of curiosity was important precondition for facilitating advertising appeals effectiveness among consumers.

13. The findings of the present study highlighted that, advertisements that generate and elaborate curiosity would be helpful for consumers to focus their attention to unique aspects of products and to encourage advertisers to move beyond traditional way of measuring advertising appeals effectiveness.

14. The present study indicated that the moderately high and uniform pattern of the trend of money attitudes among the groups of consumer of Kolkata and this uniform pattern might be the reflection of the genuine cultural specificity of the consumer groups due to basic academic background (Higher Secondary and above).
15. The qualitative analysis of background information highlighted that the advertising appeals effectiveness of selected consumers of different demographic characteristics had a number of liking and disliking due to the environment, their socio-economic status, societal pressure, interaction with people, media exposure etc. This information may be helpful to design the messages for age and gender specific advertisements of different product category.

16. By incorporating the three person-related variables- materialistic value, curiosity and money attitudes with advertising appeals effectiveness, the present research has examined economics and psychology of consumer decision making when faced with novel products. This study should be considered as starting point of multidisciplinary study in this area. Of course, there are possible extension and limitation, which should be verified by further studies in this area.

6.4 Suggestion for Further Research

The present researcher suggests in an unbiased way the following points for consideration-

1. To augment the scientific worth of the test measures and profiles, presented in the present dissertation, by replicating the study involving larger sample size with necessary stratification.

2. To verify the predictability of the tests measures and profiles presented here by the investigator, through a follow up study or action research on advertising appeals effectiveness of consumers in terms of various research and marketing outcomes and to undertake further
researches for generalization of the present findings by including all possible independent treatment conditions.

3. This study dealt with one metropolitan city (Kolkata) and focuses on different demographic segments of that particular city. The findings and results are needed to compare with other metropolitan city.

4. The generalization of the present study being affected by reliance on convenience sampling composed of consumers of six combinations (two level of gender and three level of age) of consumers of Kolkata. A study involving the consumers other demographic features as the professional field (market research, market professional, advertising agencies) will be more helpful to generalize more strongly the findings of the trends of advertising appeals effectiveness of the consumers.

5. The present study may be sounder if the number of advertisements under each product category increased, which may be enhanced the validity of the study.

6. The present study focused on sample groups of consumers during a single term of their exposure of advertisement. Longitudinal studies are also needed in order to provide a basis for the assessment and identification of trends of advertisement (its success and failure) of advertising appeals effectiveness of the consumers. These studies will be helpful for market researches and advertising agencies to establish a conceptual framework for setting priorities and goals for improvement of advertisement as well as marketing process and design and implement market research among the different group of consumers with marketing continuum.
7. The findings of the present study have included the demographic features, aspirations and goals of consumers in the emerging market by including only the urban population. However, the study was not able to screen out the impact of market economy on consumer behavior of rural areas. Rural consumers probably represent the more enduring cultural traditions of these emerging economies and may provide unexplored cultural perspective on economic development. Therefore, designing an advertisement, market researchers should take care of geographical coverage and emerging market issues as the specific content of messages, which varies across culture along normative dimensions.

8. The present study has established and the positive linkages between materialistic value and advertising appeals effectiveness. In general, the acceptance of materialistic value of consumers was mediated and moderated by wide range of constituents factor related to their parents, relatives, educators, friends etc. Addressing these questions holds the promise of understanding of more about materialism as well as about how value develops in family and communities of the consumers and about how an individual become socialized consumers in contemporary society. In this context, the present study proposes that, for message development in advertisement, parents, teachers, peers, relatives and other concerned should be contacted and may be participated to suggest strategies, which would be more effective and satisfactory for the target group of consumers.
6.5 Applied Values

1. The present study has developed the data based information that may be utilized to frame the corporate or business goals and marketing plans for advertisement programme.

2. The identified ‘segment- defining variables’ may be helpful to screen out the intervening variables to reduce the wastage of money, time and energy in advertisement programme on which campaign may be based.

3. The findings had identified the pattern of personal and situational correlates, which can play a dominant role in planning the creative message for advertising appeals and selection of the communication channel to attract the attention of the consumers.