PREFACE

The concepts and perspectives of marketing have taken somersaults of change in every advanced and developed society as well as the developing society; the modern and shining India is no exception. To keep pace with trends and changing nature of global market situations recently the management of every organization has focused on extra importance of promotion of sound marketing.

The Marketing philosophy of business assumes that an organization can give best service, prosper and profit by identifying and satisfying the needs of its consumers. Accordingly, the present marketing professionals and advertising agencies are required to have the analytical capacity to handle the increasing amount of information to satisfy the customers, and to develop appropriate representation of advertisement for promotion of the brands to the consumers. As a promotional strategy, advertisement is the most crucial issues in ensuring proper marketing functions of an organization on one hand and through the introduction of proper appeal it arouses demands, desires and needs of consumer on the other hand. Actually, an advertising appeal is the basic idea behind an advertisement and it is the main central message in the advertisement to attract the attention of the consumers or to influence the consumers’ rational thinking and emotional feelings towards product or service. Hence, advertising appeal has also attracted the attention of market researchers, analysts, professionals, ad makers and many others.

To survive, in the challenging and competitive market, the marketer must adopt strategies that realistically reflect their ability to product planning, raising the product selling volume, attract and familiar the brands
through advertisements etc. Not only that successive adjustments for promotions of a product or brand with new surroundings of social and situational changes and global competition, advertisers are forcing to use and promote the advertising appeals and strength and influence of such appeals are also moderated or mediated by some situational or person related variables of the consumers.

Realizing the significance of situation and person related variables of consumers, advertisers by understandings the underlying needs, motivation, attitudes and perception of consumers get in a position to define and deliver their own task effectively and meaningfully. Analysis of consumer behavior as well as their situational contexts thus provides a useful foundation of advertising appeals on which persuasive and responsive communication linkages with present and prospective consumers can be built. If this objective is to achieve, there is a great need for systematic market research on the development of role effective promotional activities with proper advertising appeals. Accordingly, advertising appeals effectiveness that has bothered marketing professional from the last few decades and is now acutely bothering specialized and skilled advertising professionals in the ever-evolving modern market environment.

Advertising appeals are currently one of the most concerned managerial issues that implicate the consumers as it has changed rapidly its pace. In realization of the importance of advertising appeals effectiveness (trait and state), I was interested to assess the relative strengths and influences of such advertising appeals effectiveness (state and trait) among consumers of Kolkata and I decided to undertake an inter-disciplinary investigation covering both marketing and psychological variables in this area. Accordingly, I have developed an outline plan for my Ph. D research
work under the supervision of Prof. Anjali Ray, Department of Applied Psychology of University of Calcutta and submitted the same for approval from the appropriate authorities.

In brief, the study firstly, aimed to identify the major domains that typify the advertising appeals effectiveness of consumers in various segments of societies of Kolkata. Secondly, the study planned to assess the advertising appeals effectiveness of consumers’ types with respect to the variations of advertisement for different product category. Thirdly, it had attempted to determine the nature of advertising appeals effectiveness moderating aspects of certain person related attributes.

Now I like to mention the names of those who were closely related with my investigation in different relations and without whom this work was not possible. With sincere, hearty, and utmost gratitude, I must record debt to my teacher and research supervisor Prof. Anjali Ray, Department of Applied Psychology, University of Calcutta, for her unstinted encouragement, prudent advice and tireless motivational company as the supervisor of this research work. Her contribution and influence is the essence of this work.

I must convey my thanks and gratitude towards the faculty of Management Schools, Employers of Advertising agencies and employers of various TV News channels of Kolkata for their help and suggestion at the stage of planning, tools and construction etc. I also express my deep regards and gratitude to all the Ph. D committee members of Applied Psychology, University of Calcutta for their active suggestions and cooperation. The preparations of this work involved the friendly cooperation of those who willingly agreed to participate in the study as respondents. I am grateful to
my family for the immense support without which the study would have been very difficult. I am also grateful to all those friends, senior as well as junior research students who have helped to gain rapport and acquaintances for my study and outstretched their hands and gave assistance as well as support which make me feel relaxed in each step of my work.

With certain obvious limitations, findings of the study had indicated much valuable information regarding the trends of advertising appeals among consumers in modern days. The data based facts of the present study helped to draw the profiles of domains of advertising appeals effectiveness (trait and state) pattern of consumers along with selected advertising appeals moderating personality attributes. These profiles may be utilized as a guideline for making appropriate advertisements with suitable contents and information of different products by the consumer psychologists, market researchers, professionals, ad-makers and many others.

Besides incorporation of important current facts, the present study included some suggestions and avenues for further researchers in this area. I profoundly believe that this will be able to encourage and help other studies in years to come. I also expect to receive valuable suggestion from the learned examiners of my thesis for perfection of my dissertation before I publish for dissemination for scientific knowledge.

Date: Aug, 2011.
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Ph.D. Reg. No. - 3574 Ph. D. (Sc)/2007