CHAPTER-1

INTRODUCTION
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1.1 Rationale

In the changing trends of globalization of marketing and the revolution of information technology, the approaches and techniques of advertisement are evolving relatively faster pace for sales promotion, publicity and public relations. With the rise to prominence of modern marketing, now a day consumers are everyday bombarded with different advertising campaigns but they do not respond, as they need something other than tangibles. Market researchers indicated that there is need to explore something more than tangibles that can attract their attention. This can be done by using appropriate advertising appeals in the advertising campaign (Mishra, 2009; Um, 2008).

An advertising appeal is the basic idea behind an advertisement or the basic reason why audience should act (Manarai et al., 1992). It is the main central message in the advertisement. It arouses the desire and addresses the human need that can be satisfied by the product, which is advertised. It is that something which attracts the consumers and develops interest in them (Mishra, 2009).

Advertising appeals are a favorable representation of product to make consumers, customers and create public awareness about the product. It let the potential buyers, public and end users to be aware and familiar with the products or brands and their goods and services. Appeals need to be unique and need to give positive impression about the product to the target audience. Every appeal that is used by companies in advertising is as per their competitors. Another important aspect of appeal is that it needs to be believable by the audience (Melby et al., 2009).
Thus, according to Kotler (2000), an advertising appeal has some objectives. **Firstly,** getting the receiver’s attention is the one of the most primary objectives. With many competing appeals, the sender has to give the receiver to pay attention to this particular one. **Secondly,** to point out to the receiver why he/she should be interested in the subject by approaching to some learned or physical needs, **thirdly,** to specify how the receiver can satisfy the need by doing or balancing what the sender says or appeals. **Fourthly,** to visualize how the need will be met and what the advantages of meeting that need in a certain way and **fifthly,** tells the receivers exactly, what he/she must do to get the desired result.

Realizing the significance of advertising appeal researchers were interested to study the emotional appeal (Chandy et al., 2001; Healy, 2007) which was trying to stir up either negative or positive emotions of consumers that motivated them to purchase. At the same time, some others (Kotler and Armstrong, 1991; Melby et al., 2009; Stafford, 1993) were interested to identify the nature of rational or logical appeals of advertisement, which was directed toward the thinking pattern of the consumers and it was related to the audience interest. However, there are lots of controversies and conflicting research findings on impact and effectiveness study of emotional and rational appeals of advertisement. Of course, there are some researches, which had tried to investigate the relationship between advertising appeals and different person related variables as well as situational variables.

Studies also indicated that, strength and intensity of rational and emotional feelings of the consumers are moderated by person related variables- self-images or identity (Dittmar, 2004; Richins, 1995), money attitude, anxiety, materialistic value (Fournier and Richins, 1991) etc. In
addition, to the various situational factors—communication channel and product type (Levin et al., 2003) etc. have significant relation with the nature of perception, interest and favorability of advertising messages.

Based on the theoretical assumptions and the practical utility of the study of effectiveness of advertising appeals of consumers, it has been recognized as an important fertile area for marketing research in one hand and socio-economic in the other hand. Considering the significance and consequences of advertising appeals for promotion of motivation and grab the attention of consumer's marketing and product awareness, publicity etc. the consumer psychologists, advertising agencies, funding agencies companies, media personnel have increased their interest to study the effectiveness of advertising appeals and it has been considered as a major thrust area for marketing research.

1.2 Trends of Advertising

A major advancement in the understandings of appeals occurred with the classification of appeals into three types- Instinctive, Short circuit and Long circuit (Hollingworth, 1913). According to him, Instinctive appeals rely on unconscious reflex actions like the way a flashing light instinctively draws attention. Short circuit appeals require more brain processing but nonetheless tap deeply ingrained and largely unconscious responses such as responses to frightening pictures or copy. Finally, Long circuit appeals correspond to a well-known type of selling talk, the reason why copy which invites and present careful comparisons. He viewed the concept of appeals holistically as comprising the advertisements acting as a stimulus for attracting attention, analogous to the notion of stimulus response that had been developed in the new science of psychology. He was often cited over
the next decade. Hall (1921) in particular built on Hollingworth’s approach and provided a broader taxonomy of appeals. During this time, the role of the copywriter was considered to be selected an appropriate appeal from provided lists.

By mid century, the emphasis in describing advertising appeals had moved from an attention-getting stimulus to conveying the advertising message, provided a long list of appeals and demonstrated by usage that an appeal can be considered an argument for why a particular product should be purchased. In this approach, claims and facts can be used to support an appeal. The change in meaning of appeal was well established by the 1970s with the introduction of the term message appeal. This term is now common in advertising texts.

According to indianbusiness.com, the form of advertising for the transmission of information dates back to ancient Greece and Rome, when criers and signs were used to carry information for advertising goods and services. This practice was continued even during the middle ages. During 17th century, when newspapers started appearing in various parts of the world, newspaper advertising began to develop. However, the great break for advertising came only in the late 19th Century, when technology and mass production techniques were sufficiently developed. The field of advertising has been revolutionized after the advent of radio and television as popular media of communication in this century. While the press would cover only the literate population, the radio and television have widely covered both literates and non-literates. Television and radio remain the most popular media in urban as well as rural areas. Recently, during the 90s, the arrival of satellite television, internet, web marketing, e-biz and e-commerce, has resulted in significant changes in the field.
Advertising divided in post-independence India into four key phases. The first of these began after Indian independence from Great Britain (1947) and lasted until the early 1960s. Indian advertising in this period still operated as an outpost of the British Empire. The overall style of advertising was factual presentation coupled with an overall lack of creativity. The second phase (early 1960s to 1980s) emerged in large part as a reaction to the first and stressed creativity and an Indian professional identity independent of Great Britain. A third phase (1980s) turned away from creative and innovative advertising and toward creating efficient marketing channels that would have a wide impact throughout the country. The fourth and current phase, which also came into being in the 1980s, is characterized by a synthesis of effective marketing mechanisms and a high level of creativity (indianbusiness.com).

1.3 Theoretical concepts of Advertisement

Advertising is the activity of calling something to attention of the public especially by paid announcement. It can be described as, the most pervasive form of persuasion (ability to convince others of own opinion) in the world. Thus the definition of it-

- “Advertisement is a paid, mediated form of communication from an identifiable source, designed to persuade the receiver to take some actions; now or in future” (Richards and Curren, 2002).

1.4 Advertising Appeals

Advertising appeal is the approach used to attract the attention to consumers as well as device to influence consumer feelings toward the product or service. It is the central theme or idea behind an advertising
message and is the basis or approach used in advertising is to attract the attention or interest of consumers and/or influence their feelings toward the product or service. Thus, the definitions of advertising appeals are-

- 'Advertising appeal is an attention getting device of an advertisement’ - James (2005).

- 'Advertising appeal is defined of its contents by a unique selling proposition.' – Coulson, (1989).

- ‘An advertising appeal is a message about a need that has the power to arouse innate or lasts desires and is the selling message of an advertisement’- Moriarty (1991).

1.5 Types of Advertising Appeals

Advertising appeals have commonly been classified as rational or emotional. Abernethy and Franke (1996) used that classification to conduct a meta-analysis on the influence of advertisement content on consumers’ response behavior. Rational appeals focus on the practical, functional, or utilitarian benefits derived from the use of the product. Similarly, emotional appeals have used emotions to signify any stimulation of feelings. Studies have documented the wide array of emotions that advertisements can evoke (Lee et al., 2009; Yang and Smith, 2009).

The seven most commonly used advertising appeals - comparison, humor, fear, sex, two-sided, gain framed and metaphor - account for two-thirds of all advertisements and close to 85% of television commercials (Allen and Preiss, 2007).
The literature distinguishes and explores various types of advertising appeals - materialistic and status (Belk and Pollay, 1985; Netemeyer et al., 1995); collectivist/ individualistic, functional; sexually oriented symbolic, utilitarian, fear, value-expressive (Lepkowska-White et al., 2003); emotional versus informational (Stout et al., 1990); and second- versus third-person (Chang, 2005). In addition, the effectiveness of various formats is tested by academics and practitioners, humorous appeals (Cline et al., 2003; Spotts et al., 1997; Weinberger and Gulas, 1992; Yong and Zinkhan, 2006), comparative appeals (Chang, 2007), guilt appeals (Huhmann and Brotherton, 1997) and emotional appeals (Biswas et al., 1992; Moore and Harris, 1996).

1.5.1 Emotional Appeals

- Emotional appeals relate to consumers social or psychological needs including emotions and feelings with the brand - Mishra (2009).

Early research in marketing focused on whether emotional advertisements are more effective or argument-based advertisements. Research shows conflicting findings, with some authors arguing that emotions are more effective and others arguing that argument are more effective (Golden and Johnson, 1983). Emotion-based advertisements rarely convey information about a product. Hence, they may not reduce consumers’ perceptions of risk. As such, they may have limited effects on consumers with limited prior knowledge. While emotions may convey warm feelings and stimulate favorable brand attitudes. Attitudes formed by such processes may not lead to choices of products about which consumers are not well informed. The reason may be that such advertisements may neither provide a credible reason for buying the product nor change fundamental
beliefs about it. Furthermore, when consumers lack product knowledge, emotional advertisements may distract consumers from critical product content.

Marketers have used various types of advertising appeals in an attempt to differentiate their products via critical attributes and ultimately to persuade consumers. Thus, consumers are less likely to encode or transfer product information to long-term memory. Furthermore, emotion-based advertisements may be more user-oriented and hence more capable of allowing high-knowledge consumers to imagine them interacting with the product (Morris, 1993). Some researchers classified emotional appeals which has been presented in the following table-

**Table 1.1 - Classification of Emotional Appeals made by Different Researchers**

<table>
<thead>
<tr>
<th>Name of Researchers</th>
<th>Classification made by Researchers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Petracca and Sorapure (1998)</td>
<td>(A) sex, (B) affiliation, (C) nurture, (D) guidance, (E) aggress, (F) achieve, (G) prominence, (H) attention, (I) autonomy, (J) escape, (K) safe, (L) aesthetic sensations, (M) satisfy curiosity, (N) Physiological needs.</td>
</tr>
<tr>
<td>Moriarty (1991)</td>
<td>(1) excitement, (2) fear (danger; personal embarrassment), (3) family (love, protection), (4) guilt, (5) love (affection, romance), (6) nostalgia, (7) pleasure (humor, happiness and joy), (8) poignancy, (9) pride, (10) relief, (11) sorrow (grief, suffering)</td>
</tr>
<tr>
<td>Burke and Edell (1989)</td>
<td>(1) Upbeat, (2) Warm, (3) Negative.</td>
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</table>
1.5.2 Rational Appeals

- Rational appeals focus on the consumers' practical, functional or utilitarian need for a product or service. Advertisements that contain rational appeals will provide specific information about the product that would lead the consumers to understand the product's quality and value. Rational appeals would focus on deductive and selective evidence (Chandy et al., 2001).

The rational motives are based on utilitarian need and advertising appeals focus on the functional performance, while these messages are cognitively processed and evaluated. Any advertisement can try to persuade the viewer/reader of an advertisement with rational or intellectual appeals. These appeals target logic and good sense (Kotler and Armstrong, 1991). Stafford (1993) suggested that rational appeals contain basic facts about the product and concluded that rational appeals rely on their persuasiveness and the power of arguments or reasons for brand attributes. Most advertisements will use a combination of rational and emotional appeals. Advertising is intrusive and its effects are inescapable and profound. It has many qualities, which affects the viewers thinking abilities and life style to some extent. 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.

There are different types of rational appeal (Stafford, 1993) 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 a product (Stafford, 1993).

1.6 Advertising Appeals and Person Related Variables

In earlier, many researchers have attempted to uncover the relationship between personality related variables of consumers and their nature of advertising appeals effectiveness. In this context, certain personality traits such as - Materialistic value, Curiosity and Money attitudes are significantly assessed with the level of advertising appeals. Some of the salient features of those personality related variables (theoretical and empirical) studies have been presented in the following sections.

1.6.1 Materialistic Value

Poinchio and Francisco (2008), a logistic regression model was developed in order to characterize the materialism level, socio-demographic variables and purchasing and consumer habits. The proposed model confirms materialism as a behavioral variable that is useful for forecasting the probability of an individual getting into debt in order to consume.
Income had the biggest relative influence on the regression model, followed by materialism and age, controlled by gender.

- 'Materialism is the devotion to material needs and desires, to the neglect of spiritual matters, a way of life, opinion or tendency based entirely upon material interests'. - Kamineni (2005).

- 'Materialism is the idea that people gain personal satisfaction from owning objects' - Yoon (1995).

Thus after the definitions of the materialism it is said that materialisms, as a word or trait are generally viewed in a very negative sense and it is clearly reflected in the various denouncements, of materialism by all major world religions and in numerous other critiques. It is interesting to note from the previous researches that it has been established that, materialism is viewed as an evil phenomenon (Durvasula and Lysonski, 2007).

Materialistic persons seek products that show the success and status they wish to be observed by others and themselves, advertising strategy generally involves framing certain positive product attributes that allow differentiation from the plethora of competitors. In contrast to social representations perspective, materialism has been conceptualized as an individual value orientation in purchase (Richins, 1995).

Individuals who strongly endorse materialistic values have been shown to hold more unrealistic expectations about the supposed psychological and social benefits they believe that the consumer goods will give the benefits. From this viewpoint of materialism as an individual difference variable, it can be argued that the perception of others and the
advertisement should be more strongly influenced by possessions for people high in materialism than for those low in materialism (Dittmar and Pepper, 1992; Richins, 1995).

1.6.2 Curiosity

The level of curiosity of a person has significant impact on consumer behavior and advertising appeals. Curiosity is a difficult appeal to use in advertising. The basic problems are arousing curiosity in the first place and not having the consumer come up with their own answer in the second. The first problem relates to how a particular consumer relates to the product. The consumer may have a high involvement, a personal interest in the product rather than one induced by the advertisement. High involvement automatically creates curiosity about a product in the mind of a consumer interested in that product (Bernard and Schulze, 2005).

- ‘Curiosity is an important motivational component (but not the only) that links cues reflecting novelty and challenge (internal and external) with growth opportunities. It prompts proactive, intentional behavior in response to stimuli and activity with novelty, complexities, uncertainty and conflict’ - Depue (1996).

- ‘Curiosity is a mode of produce impulse behavior and attempts at self control’ – Lancaster (2004).

In advertising theories, curiosity had viewed as an intermediate goal to encouraging consumption of a product among previous nonusers, the variables is rarely discussed and taken into consideration (Lancaster, 2004; Pierce et al., 2005). Based on this assumptions market researchers have used different types of appeal contents for eliciting curiosity.
Curiosity is a difficult appeal to use in advertising. Because products in which the average consumer is not deeply interested unless a need for it arises and even if the consumer is interested in the product type, they might not care about the product brand, although the brand is of vital importance in an advertisement (Hoffman and Novak, 1996).

Nonetheless, involvement in a product has a major impact on the interest about a consumer will have in an advertisement and their curiosity about the message in the advertisement. The fact that most products are low involvement is a major problem in using curiosity as an appeal - if the consumer does not care, is not curious. The second basic problem is that, once an advertisement has aroused a consumer's curiosity, the consumers have an irritating habit of searching for their own answer. At least, it is irritating to the advertiser, because more often than not, the answer is not the one the advertiser wants - a desire for the product being advertised (Briggs and Hollis, 1997; O’Brien, 1998).

1.6.3 Money Attitudes

The psychology of money is perhaps the least studied topics in the field of psychology (Furnham and Argyle, 1998). From the consumers’ point of view, however, the topic of money is very important to people of all ages. Studies have shown that even five-year-old children are interested in the topic of money. Studies indicated that, 75% of teenagers are emphatic that a “very important” reason for going to college is to make more money (Roberts and Jones, 2001). As adults, 14% of consumers ranked money as above all else. Understanding money attitudes is thus essential because these attitudes shape human behavior. Extensive researches showed that money attitudes have an impact on consumers’ spending habits, political ideology,
attitudes toward the environment and work performance, irrespective of advertising appeals (Roberts et al., 1999; Tang, 1992).

Belk and Wallendorf (1990) proposed money as a project able field on to which meanings are transferred by consumers as they attempt to use and make sense of their object world. Thus, money represents the things consumers are worried about, including personal inadequacy, shameful failure, moral evil, social unacceptability, suspicious behavior and comfortable security. They identified a number of constructs people tend to associate money with including security, power, love and freedom. Numerous attitudes and actions, the suggestions through an advertisement are related to the irrational use of money, for instance, unnecessary purchases that would not have been purchased except that they were on sale, feeling anxious and defensive when asked about money, or feeling money can solve all of one's problems. Several studies indicated that gender difference in traits that may be related to money attitudes (Tang, 1992).

1.7 Advertising Appeals and Situational Variables

In earlier many researchers have attempted to uncover the relationship between situational variables of consumers and their nature of advertising appeals effectiveness. In this context, certain situations such as-product categories are significantly assessed with the level of advertising appeals. Some of salient of those situational variables (theoretical and empirical) studies have been presented in the following section.

1.7.1 Product Categories

The issue of standardization of advertising appeals across different product categories leads to the question of whether consumers' needs that
these products satisfy, can be addressed with a uniform appeal (Brashear, 2003); advertising appeals should be matched with product types. In this context researchers classified products and services in the following ways:

**Table 1.2 - Classification of Product Category on different dimensions**

<table>
<thead>
<tr>
<th>Name of Researchers</th>
<th>Classification Dimensions</th>
<th>Classification made by Researchers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kotler (2000)</td>
<td>Usage pattern</td>
<td>(1) Fast Movable Consumer Goods (FMCG), (2) Durable Goods and (3) Service Providing Industries</td>
</tr>
</tbody>
</table>

According to Kotler (2000), purchases of durable goods, fast movable consumer goods (FMCG) and services together constitute the consumption of an economy. Thus in the present study, there are three types of products taken into consider.

According to Kotler (2000), Fast Movable Consumer Goods (FMCG) is products that are sold quickly at relatively low cost. FMCG products are generally replaced or fully used up over a short period of days, weeks, or months and within one year. This contrasts with durable goods, which are generally replaced over a period of several years. There are goods, which consumers generally purchase frequently without making an effort or as a habit. The purchase is almost spontaneous and the person has already a predetermined brand in mind. Therefore, one must ensure quality and appropriateness of price. These products have to be advertised heavily, with
a view to inducing people to try them out and thus, build up brand preference and brand loyalty.

There are some goods which are durable or which last for sometimes. The question of after sales service and repairs, the number of years of guarantee etc. is an important consideration in an advertisement when a consumer makes his final decisions. In economics, a durable good or a hard good is a good that does not quickly wear out, or more specifically, one that yields services or utility over time rather than being completely used up when used once. Most goods are therefore durable goods to a certain degree. Perfectly durable goods never wear out. Durable goods are typically characterized by long inter-purchase times - the time between two successive purchases (Shimp, 1981).

A service is any activity or benefit that one party can offer to another that is intangible and does not result in the ownership of anything its production may or may not be tied to a physical product. Services are those separately identifiable, essentially intangible, activities that provide want, satisfaction and that are not necessarily tied to the sale of a product or another service (Kotler, 2000).

1.8 An Overview of Assumptions and Emerging Needs of Studies

Recent demands of the competitive market, every product and service endorsers need a very appropriate and effective promotional activity. Among the promotional activities, the advertisement of product and service is very important for marketing. Thus, Advertisement is a paid, mediated form of communication from an identifiable source, designed to persuade the receiver to take some actions; now or in future (Richards and Curren, 2002).
Advertising appeal is the approach used to attract attention to the consumers as well as device to influence consumer’s feelings toward the product, service and idea or cause (James, 2005). The market researchers classified the advertising appeals in various ways, but in the present research, the researcher categorized advertising appeals into two broad classification - emotional appeals and rational appeals (Mishra, 2009) which are further classified as emotional advertising style, emotional product information, rational advertising style and rational product information (Dominick et al., 2007).

Stafford (1993) suggested that rational appeals contain basic facts about the product. According to Kotler and Armstrong (1991), rational appeals are “relate to the audience’s self-interest, show that the product will produce the desired benefits showing a product’s quality, economy, value, or performance.” Rational appeals come from the traditional information processing models of decision making which presume that consumers make logical and rational decisions. Rational appeals rely on their persuasiveness, the power of arguments or reasons for brand attributes.

Kotler and Armstrong (1991) defined emotional appeal as “attempt to stir up either negative or positive emotions that can motivate purchase.” Emotional appeals are often strategically employed to influence consumers indirectly and make the consumer feel good about the product and make a brand liked or friendly relying on feelings for effectiveness (Calder and Gruder, 1989).

However, there have been some concerns shared by researchers that emotional and rational appeals are not mutually exclusive (Puto and Wells, 1984). That is, an advertisement cannot be completely one or the other.
Emotional appeal advertisements may have rational appeal components while rational appeal advertisements can have emotional appeal component respectively.

Earlier researchers had attempted to uncover the relationship between advertising appeals and person related variables (Fournier and Richins, 1991; Richins, 1995). Among the wide variety of personality attributes, the linkage between materialistic value and consumers behavior were observed by different researchers (Chia, 2008; Chan and Prendergast, 2007; Chan and Zhang, 2007; Kasser et al., 2004). The research findings about the relation and attitudes to impact of materialism somewhat contradictory and as well as open up a new avenue of research, despite of various causes of materialism, it is quite clear that consumption pattern of the consumers looking for good lifestyle increasingly become the focal point. It is well accepted that there are significant positive relationship for the purchase behavior of the consumers.

A number of studies on curiosity (Briggs and Hollis, 1997; Lancaster, 2004; O’Brien, 1998; Pierce et al., 2005) had found that the curiosity is an important motivational component to create links towards the brand as well as product and a source to facilitate consumer’s interest in a product and therefore prompts an intentional behavior. In advertising theories, curiosity had viewed as a mediator for consumption of a product and increases motivation of consumers to seek knowledge and information about product.

The linkage between psychology of financial decision-making and consumers has been exclusively discussed by researchers (Furnham and Argyle, 1998; Roberts and Jones, 2001; Tang, 1992). Researchers opined
that the understandings of money attitude is thus essential factor for market research because these attitudes have an impact of consumer’s spending habit and purchase behavior. The limited amount of studies in this discipline has established a relationship between money attitudes and continuum of consumer behavior.

Earlier many researchers have attempted to uncover the relationship between situational attributes of consumers and their nature of advertising appeals effectiveness. In this context, certain situations such as - product categories are significantly assessed with the level of advertising appeals. The issue of standardization of advertising appeals across different product categories leads to the question of whether consumers’ needs that these products satisfy can be addressed with a uniform appeal (Brashear, 2003) or advertising appeals should be matched with product types. The different researchers classified product category in different ways (Brashear, 2003). Kotler (2000), divided products as three types - Fast Movable Consumer Goods, Durable Goods and Service providing industries.

The objective observation of above-mentioned person related variables (Materialistic Value, Curiosity and Money Attitudes) of the consumers indicated that the person related variables are complex multi dimensional and these attributes may develop positive and negative attitudes among the consumers. Thus, accordingly, researchers have questioned diverse feelings, significance and striving among group of the consumers with different levels of different person related variables and different situational variables (product category) and different demographic attributes (gender, age, educational level, socioeconomic status etc.) have strong association with the purchase behavior.
Advertising appeals effectiveness has been studying in several contexts over recent decades where a number of components and factors associated with advertising appeals effectiveness have been found. There are large number of studies have indicated that, the impact of situations and person related variables on advertising appeals effectiveness separately, but very limited study focused on eclectic and interactive effect which is both important theoretically and for those interested in promotion of advertising appeals effectiveness among the consumers for different products and services. Advertising appeals effectiveness has considered as important fertile areas for market research and consequences of advertising appeals effectiveness may be important issue from the standpoint of social, economical and psychological point of view.

Considering the relevance and importance of advertising appeals effectiveness for market research, sales promotion, the publicity of products and services - present researcher has concentrated and become attentive towards relevant review of literature, empirical studies and data based facts on advertising appeals effectiveness and person related variables and situational variables which have been presented in the next chapter.