CHAPTER-2
REVIEW
OF
LITERATURE
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In this study survey of literature had concerned on the following parameter of issues-

2.1 Major components of advertising appeals effectiveness (emotional and rational appeals)

2.2 Person related variables and advertising appeals effectiveness

2.2.1 Materialistic Values

2.2.2 Curiosity

2.2.3 Money attitudes

2.3 Situation related variables (Product Category) and advertising appeals effectiveness.

2.1 Major Components of Advertising Appeals Effectiveness

The theoretical assumptions as presented in Chapter 1 highlighted that advertising appeals may be conceptualized as the central message in the advertisement. An advertising appeal is a favorable presentation of a product to make consumers, customers and public aware about the product. Appeals need to be unique and gives positive impression about the product to the target audience. It is the attention-giving device of an advertisement and there are two types of it - emotional appeals and rational appeals (Kotler, 2000; Mishra, 2009; Um, 2008). In this context, based on comprehensive review of literature, the selected components of advertising appeals were identified. The relevant studies on two selected components (emotional appeals and rational appeals) were presented in the following subsections.
2.1.1 Emotional Appeals

Nielsen et al. (2010), found that consumers preferred high levels of emotionality, demand attention preference and showed a direct effect of emotionality on attention in advertisements.

Scribd.com, a leading website of market research (2010) found that the negative emotional appeal advertisements played important role in cognitive processing styles of homemakers of Ahmedabad. The emotional appeal advertisements were having high impact on consumers’ cognitive message processing style, which influenced their purchase intention. The level of negativity used in advertisements had an impact on individual’s perception. The high level of negativity created ignorance towards advertisement and thus it had negative effect on purchase intentions. The moderate or low level of negativity created high impact on individual’s perception towards advertisement and thus it had positive effect on purchase intentions.

Liu et al. (2009) studied Australian, Chinese and USA and the data based facts highlighted that different groups of consumers had significantly different attitudes when exposed to the same advertisement. However, consumer-buying intentions towards the advertised brand were not significantly different. Despite the general assumption that Chinese consumers might react least favorably to sex appeal advertisements, further found that they hold similar attitudes towards sex appeal advertisements as USA consumers and even more favorable attitudes than Australian consumers. Product involvement was found to be significant factor.
Page (2007) indicated that the most prominent emotional appeals were fun/happiness and play followed by fantasy or imagination, social enhancement or peer acceptance and coolness or happiness.

Picot-Zane (2006) showed that advertising that provoked a strong emotional response without providing sufficient product information often broke through the clutter but is unlikely to persuade.

Yang (2004) showed that advertisement appeals and product involvement levels influenced the total amount of search among advertisement appeals. Product involvement levels and information motive were also statistically significant.

Spotts et al. (1997), argued that the use of humor as well the effectiveness of using advertisement with humorous elements was different from one product category to other. Day to day products was found out that there was increased positive impact on persuasion if incongruity-based was used. The frequency of using humor in this product category was found the highest in both TV commercial and radio advertisements.

Zhang (1996) had found that using humor in advertisements had a positive effect on attitude and purchase intentions for individuals whose need for cognition was low rather than high.

Moore et al. (1995), in their study had compared advertising appeals effectiveness among the high affect intensity individuals compared with those who low on the Affect Intensity Measurement (AIM) manifested significantly stronger emotional responses to emotional advertisement appeals but showed no emotional response intensity when exposed to a non-emotional appeal. Both negative and positive emotions mediated the
influence of affect intensity on attitude formation and the consumers.

LaTour and Hentrone (1994) found that the use of erotic appeal was generated a great tension and the level was negatively correlated with the evaluation of advertisement. In short, the more explicit the sexual appeal was used, the lower the likeability to the advertisement; the consumers' response to the advertisement with strong overt sexual appeal with a specific focus on ethical judgment.

Weingerber and Gulas (1992) reviewed 10 advertising studies and 7 non-advertising studies and reported a positive effect of humor on liking while only two advertising studies and three non-advertising studies had reported neutral or mixed findings.

Gelb and Pickett (1983), Goldberg and Gorn (1987), Page et al. (1990), Stewart and Furse (1986) also reported more positive reactions for emotional appeal advertisements than for rational appeal advertisements.

- Emotional appeals and demographic issues

Mishra (2009) revealed that persuasiveness, distinctness, perfect, fascinating, sensational, energetic, aesthetic, elegant and captivating were the factors that emerged for the advertising appeals and dimensions were energetic, sensational, persuasiveness, distinctness and captivating. Factor and dimensions were compared based on gender. It was found that persuasiveness, perfect, sensational factors and energetic, sensational and persuasiveness dimensions did not vary based on gender as males and females both felt that these factors and dimensions were important. Females perceived that distinctness factor and dimension and aesthetic factor was
Li-Wei and Schoeller (2009) showed that different levels of emotions such as warmth, love, longing and desire, happiness and amusement were elicited by different TV commercials. The most memorable advertisements were those that evoked the most positive feelings which were the best understood. However, in this study none of the commercials scored higher than three out of five for memorability. This reflected an overload of media exposure in modern society, meaning that most advertisements had limited impact. Age was found significantly to affect a person's interpretation and emotional experience of a TV commercial.

Wang (2008) highlighted that females showed more favorable attitude towards helping when exposed to the sad emotional appeal advertisement than the rational appeal advertisement. However, males showed no significant differences in attitude to helping in the two conditions. Such gender differences in effectiveness of sad emotional appeal were found to be mediated by advertisement evoked empathic emotions.

Hetsroni (2007) found that Israeli advertisements tend to present a higher share of sexual content than American advertisements and male models were more likely to be partially nude than female models—but these differences were minor in extent. It was also found that more male were attracted by the advertisements with provocative models when compared with those advertisements with non sexual appeal and it was reviewed and concluded by researchers that attractive models were the key to attract audience attention towards the advertisements. It was also found effective to
persuade that if sexual appeal was used in congruence to the product category and found that attractive models were more persuasive in setting sexual relevant product than those sexual irrelevant products by manipulating the degree of attractiveness of the models.

Widgery et al. (1997) showed that older retired reacted differently from other homemakers to certain aspects of advertising messages (length of warranty, experience with dealership etc.) despite the fact that, both groups were currently unemployed. Additionally, product attributes and purchase intention were found to be significant when compared employed to unemployed. It was asserting that, advertisers must recognize that the married women market was not a homogenous market but consists of 2 or 3 segments (employed, never employed, retired) which therefore must be taken into active consideration during the design and execution of advertising strategies for durable goods.

Rustogi et al. (1996), showed that India and the US hold generally the same broad range of personal values, be it in different degree; however, one set of personal values would influence attitudes toward a given advertising appeal in the U.S. In addition, when the same values were found to influence a given advertising appeal, at times they do so in opposite directions.

LaTour and Hentrone (1994) found that female had a less favorable response to the advertisement with strong overt sexual appeal.

LaTour (1990) suggested that tension had been found the greatest when female was exposed to an advertisement with nude model. Tension and fatigue was generated in female while men were energized and having a more favorable feeling if, they were exposed to the sexual appeal advertisement. It was also reported by the researchers that female were more
sensitive to the women portrayal in advertising than they used to be and they found the portrayal to be offensive.

**Stout and Rust (1993)** found that females and older people were most easily persuaded by emotional advertising. These groups were more likely to feel empathy toward the situations presented in emotional advertisements.

### 2.1.2 Rational Appeals

**Tuan Pham (2009)** found that consumers preferred rational appeals that provided information that explained clearly the differences between the advertised brand and its competitors.

**Melby *et al.* (2009),** revealed an attitude predominantly cognitive toward the product. An attitude and a behavioral intention were more favorable toward the rational advertisement. Negative cognition about the product was identified, restricting the persuasive power of emotional appeals. Emotional appeals might always appear to be inadequate in this study.

**Hyunjoo and Jasper (2006)** revealed that participants with a high level of involvement devoted more information processing efforts to specific elements of advertisement verbal messages for the utilitarian product and pictorial information for the expressive product than participants (a low level of involvement). Resulting when the level of involvement was high, the message argument influenced the consumer's attitude the utilitarian products where as picture-influenced attitude toward the expressive product.

**Woochang *et al.* (2004),** showed that emotional appeals predominate in headlines, but rational appeals were more common overall and in the
illustrations. Compared to results from U.S. advertisements, Korean magazine advertising used emotional appeals, though differences varied across product types and execution method.

Chandy et al. (2001), indicated that argument based appeals and negatively framed messages were more effective in new markets. Emotion based appeals and positively framed messages were more effective in older markets. Message content discriminates rational commercials from emotional commercials and message execution discriminated positive commercials from negative commercials and suggested that, emotional commercials had more message content than rational commercials and positive commercials had more execution elements than negative commercials.

Aaker and Norris (1982), Coulson (1989), Golden and Johnson (1983), Zielske (1982) also found that rational appeals resulted in higher purchase intentions than did emotional commercials.

- **Rational appeals and demographic issues**

Nathalie and Pelsmacker (2010) showed that attitude toward the advertisement were the major influencer of extension evaluation. The importance of attitude toward the advertisement, quality and fit on extension evaluation is moderated by extension type (line or brand extension), advertising strategy (informational, positive emotional, negative emotional) and product involvement (low or high involvement). Quality transfer from the parent brand was more outspoken for line than for brand extensions; attitude toward the advertisement was relatively more important for low product involvement and fit for high involvement conditions. Informational appeals, compared to emotional appeals, reduced the effects of parent brand
quality and fit, but attitude toward the advertisement was all the more important. Age was also found a significant factor.

Leonidas et al. (2009), observed a number of significant differences which reflect the opposite perspectives adopted by each appeal, with execution elements in rational advertisements revolving mainly around objectivity, functionality and utilitarianism, as opposed to emotional advertising elements that were characterized more by subjectivity, emotionalism and value-expressiveness.

Dominick et al. (2007), resulted that most advertisements made some factual claims and made rational arguments for product use, but few described condition causes, risk factors or prevalence. Emotional appeals were almost universal. In the context, gender was played a significant role.

Tai (2004) showed that Hong Kong advertisers used significantly more transformational messages than in US services advertising. Advertising message strategies and cultural values often related in a non-random way. Informational message strategy and realistic culture were found to be strongly associated. When societies were more materialistic, advertisers were more likely to use transformational messages due to the high correlation between materialism and brand image. The result also showed that masculine culture and cultures with long-term orientation, idealism or low individualism were more likely to adopt transformational message strategy. Japanese advertisements had been found to contain more emotional and fewer comparative appeals than US advertisements but this might be due to the regulatory factor, which often played a significant role on comparative advertising. Advertising in Chinese markets had been found to contain utilitarian appeals that focused on state-of-being and promises of
a better life than in Western cultures. Possibly, because of differences in values across cultures, previous research supported the hypothesis that advertising content is different across cultures.

Smith and Griffin (2002) found that male patients were associated with the use of rational appeals significantly more often than were female patients. The illustration portions of the advertisements were associated with non-rational appeals in the majority of the advertisements, while the headline and text were more often associated with rational appeals.

Albers-Miller et al. (1999), found rational appeals were found to be more dominant in utilitarian service advertising, while emotional appeals were used more heavily in experiential service advertising. On a country-by-country basis, utilitarian service advertisements consistently used a larger number of rational appeals and experiential service advertisements contained appeals that were more emotional. Finally, culture appeared to influence the used of appeals more when the appeals were important to the service-selling premise. More variation across cultures and gender variation were observed for emotional appeal use in experiential service advertising. More variation was observed for rational appeal use in utilitarian service advertising.

2.2 Selected Person Related Variables and Advertising Appeals

Effectiveness

2.2.1 Materialistic Value

Liao and Weng (2009) found that materialistic persons using objects to communicate their self-worth to others and themselves, marketers use various appeal formats as a way of framing sought after positive attributes
that the consumer wishes to be made known to others. This framing of product attributes, or showing brand individuality and differentiation, involved identifying a brand's image or another quality and using it as the focus of an advertisement campaign.

Chan and Xiao (2009) showed that television advertising viewing demonstrated first- and second-order cultivation influenced among urban as well as rural respondents. Heavy television advertising viewers were more likely to have a higher perceived affluence than light television advertising viewers were. Heavy television advertising viewers were also more materialistic than light television advertising viewers were. When television-advertising viewing was controlled, urban respondents had a higher perceived affluence, while rural respondents had a higher level of materialism.

Vega and Donald (2009) found that neither socio-oriented nor concept-oriented family communication patterns moderated the relationship between advertising/television and materialism. Materialism was not related to contentedness, but higher levels of television exposure predicted lower levels of contentedness.

Chia (2008) showed that exposure to advertising did not have a direct effect on materialistic values. However, there was an indirect effect of advertising on materialistic values. This indirect effect was mediated by perception of advertising influence on their intimates.

Chan and Zhang (2007) showed that in China and Hong Kong had also found that advertising viewing was a positive predictor of materialism.

Sachdev and Gautama (2007) found that there was a difference in
the materialistic tendencies of males and females whereas there was no difference between Indians and non-Indians found in this aspect. It was interesting to note that there was no difference in the brand perception high priced fashion clothing between males and females, however non-Indians differed significantly in their perception of high priced fashion clothing compared to Indians. Most importantly, it had been found that, materialism influenced perception of high priced fashion clothing in terms of personal satisfaction but not in the terms of the brand image.

Ghosh (2006) revealed no statistically significant difference in materialism and frugality level among respondents from five countries. However, though nationality appeared not to have a significant effect on overall materialism level, it had significant effect on two materialism components, centrality and happiness. More specifically, irrespective of countries, all consumers attached equal importance on possession-defined success but placed different importance on the other two components. European and Indians were found to have greater tendency to focus in acquiring resources comparing to Chinese and Thais. On the other hand, acquiring resources did not make happy European and Indian as much as it does Chinese. This suggested that acquisition tendency in Chinese was more linked with well-being and happiness compared to the respondents from other countries. It was interesting to note that Indians were found to be the least happy with the acquisition centrality among the sampled nationalities. In addition, no consistency was found in the relationship between respondents’ demographic characteristics and materialism across cultures. While females were found more materialistic than males among Chinese, males were found more materialistic than female in other four nationalities. Age was positively related with materialism among Chinese, whereas it was
inversely related among other nationalities. The relationship between TV advertisements and materialism was not influential for Chinese and Indians. Across cultures, the majority of people enjoyed shopping and preferred to feel shopping as leisure activity regardless of materialism.

Kasser et al. (2004), had found advertising images were pervasive sources of materialistic values. Advertisements often encouraged consumption by using images of attractive and/or famous product users, demonstrating social reward by using the products and associating the products with wealthy lifestyles. Advertising also provided a host of potential role models, who were attractive, powerful and glamorous. Adolescents might adopt both real and fictional people shown in the advertisements because of their superiority in appearance and extravagant lifestyles.

Netemeyer et al. (1995), provided evidence that achievement vanity was a major focus when creating advertisements and materialistic individuals might be attracted to advertising appeals.

Yoon (1995) showed that African-Americans hold more materialistic values and were more positive about advertising than Caucasians.

Belk and Pollay (1985) made conclusion based on the increase in advertising appeal focusing on terminal materialism, where the product is bought just to be a visible possession and to gain the status associated with the acquisition of such a good rather than for its usefulness and function.

2.2.2 Curiosity

Topco.com/2010 (2010) found that advertisements featuring high-familiarity brands, a more likeable and more familiar spokesperson reduces
consumer curiosity. For advertisements pertaining to low-familiarity brands, spokesperson likeability and familiarity have positive influences on curiosity for consumers.

**Bernard and Schulze (2005)** found consumers motivated by curiosity when confronted with a desirable novel product and are unable to judge. Results showed that people had difficulty forecasting their future value of a product, especially when it was one about which they were curious or eager to try.

**Pierce et al. (2005)** assumed advertising theories had long viewed curiosity is an intermediate goal to encouraging consumption of a product. Logistic regression showed curiosity was associated with advertising.

**Menon and Soman (2002)** showed that curiosity resulted in more extensive and goal-directed elaboration, as well as greater learning of product information about the curiosity trigger. Curiosity-based processing of advertising resulted in better product evaluation and greater perceived novelty. They further found that generating curiosity about a new product (by providing only partial information through advertising) increased consumer's motivation to seek knowledge and led to better learning of new product information. This effect was stronger when a class cue (a hint about the product category) was provided in the advertisement. Curiosity based processing of advertising resulted in better product evaluation and greater perceived novelty of the new product; Curiosity resulted in more extensive and goal directed elaboration by consumers. Consumer learning was increased for those aspects of the new product that were related to the benefit used to generate curiosity; the temporal separation between curiosity
generation and curiosity regulation was an important variable influencing the effectiveness of an advertising strategy.

Hoffman and Novak (1996) found advertisements use curiosity to gain and hold attention, but less to sell the product because of the appeal of curiosity than to help deliver and make memorable the rest of the sales message. However, for consumers to experience such a state of flow or cognitive absorption, they must first experience a heightened sense of curiosity, intrinsic interest, challenge, perceived control and a narrowed focus of attention.

Taflinger (1996) found the consumer have a high involvement, a personal interest in the product rather than one induced by the advertisement and secondly, high involvement automatically created curiosity about a product in the mind of a consumer interested in that product.

Enrico (1995) found advertisement would be likely to attract attention; it might not translate into curiosity and active elaboration because of had no clues to interpret the presented information.

Lehmann (1994) found an advertisement strategy based on the psychology of curiosity could actively engage the consumer in processing the advertisement information, searching for more information and ultimately, learning more about the advertised product.

Fazio et al. (1992), suggested that for mystery advertisements, consumers might feel a sense of anticlimax when curiosity is resolved for familiar brands. In an advertising context, this suggested that the affective reactions from curiosity resolution might carry over to the new product in terms of general brand affect. Early treatments of curiosity greater
information acquisition by curious persons, however, they did not study the direction of this information acquisition. The knowledge gap perspective suggested that a salient aspect of curiosity-based processing was that it provided persons with a goal to discover the information needed to close the gap and prompts them to generate specific question and hypotheses regarding the object of curiosity.

2.2.3 Money Attitudes

Burgess et al. (2007), found Money power/prestige was a self-directed attitude that focuses on money’s instrumental role in attaining external recognition, social status, achievement and personal control and dominance over others. People who endorsed power/ prestige view money as a symbol of success and a tool to gain power over their environment and others, they used it to impress others, seek status and gain recognition and they buy things to advance their economic, social and political position in life. Advertisement was not played significant role.

Steenkamp et al. (2002), argued that the influence of perceived prestige on purchase intention is stronger when the product category was more conspicuous and its ownership or consumption was more publicly visible on an advertisement.

Kapferer (1997) suggested that consumers might prefer foreign brands because of associations of higher prestige. In general, foreign brands had higher prestige because of their relative scarcity and higher price compared with local brands. The brands were more important than advertisement.
Roux (1996) concluded prestige brands were expected to show evidence of greater quality and luxury or premium brands should display even greater levels of quality because people perceived higher prices as evidence of greater quality. In contrast, if the buyer or the consumer perceived the brand as having an excellent level of quality, his or her quality perception would play a positive role over his or her perception of prestige on the same brand. The reassurance consumers derived from prestige brands (of tradition, of authenticity) actually enhanced the value they derived from the use of the product. They might feel a heightened pleasure of anticipation long before they used them. Accordingly, the quality effect when consumers valued the perceived utility acquired from a prestige brand to suggest superior product characteristics and performance. The researcher concluded that the categorization of brand and the choices of brands (whether it was prestige or not) may be dependent upon the advertisement.

Pantzalis's (1995) revealed that a perceived limited supply of products enhanced the consumers' value and preference for a brand. Items that were in limited supply had high value, while those readily available were less desirable. Rare items commanded respect and prestige. Products rather than promotion of an advertisement were important factor of money attitudes of an individual.

Dubois and Laurent (1994) recognized that the emotional value was an essential characteristic of the perceived utility acquired from luxury products. Researches discussing the semiotics of luxury had repeatedly identified the emotional responses associated with the consumption, such as sensory pleasure, aesthetic beauty, or excitement. Further, advertisers had long been promoting the emotional responses expected from the use of luxury motor cars; advertisement may change their money attitudes.
2.3 Selected Situational Variable (Product Category) and Advertising Appeals Effectiveness

Um (2008) reinforced a notion that the effectiveness of advertising appeals (emotional vs. rational) vary depending on product types whether the product advertised is high-involvement or low involvement. The study's results suggested that advertising appeals and the types of involvement increase the brand affect, brand identification, brand trust, attitudinal and behavioral brand loyalty.

Steve (2007) revealed the strong independent impacts of product type on message believability. The type of body copy is an important variable, but its impact was not as strong as the product types.

Levin et al. (2003), determined those consumers' preferences differ for different products at different stages of the shopping experience.

Girard (2003) suggested that product category is one of the factors affecting the extent of consumers' information search.

Grove et al. (1995), found that service advertisements contained more informational and factual cues, whereas Abernethy and Butler (1992a, b) reported that services actually use fewer informational cues in their advertisements.

Zinkhan et al. (1992), concluded that services used transformational appeals more than informational appeals. The variations of the results might be due to other factors such as differences in cultural values between the samples.
2.4 An Overview of Review Based Facts

Reviews highlighted that, advertising appeals is the central message in an advertisement. It arouses the desires and addresses the human need that can be satisfied by the product, which is advertised. Appeals not always have all the product attributes but they create atmosphere where the target audience desires and evoked towards the products (Mishra, 2009).

Market researchers classified advertising appeals into two broad categories- emotional appeals and rational appeals (Kotler, 2000; Mishra, 2009; Um, 2008). Inconsistent and conflicting research findings on emotional appeal being more effective than rational appeal or vice versa was found. Among those findings, Aaker and Norris (1982) claimed that informational or rational appeals resulted higher effectiveness than emotional appeals. Coulson (1989), Golden and Johnson (1983) also found that rational appeals resulted in higher purchase intentions than did emotional appeals. However, Goldberg and Gorn (1987) suggested the exact opposite. They found that emotional appeals were more effective than that of rational appeals.

According to market researchers, the effectiveness of advertising appeals is not only dependent upon the nature of advertising appeals but also dependent upon many situational and personal factors. Among those factors, attitude level (Liu et al., 2009; Moore et al., 1995), product involvement (Hyunjoo and Jasper, 2006; Um, 2008); purchase intention (Widegery et al., 1997; Zhang, 1996), memorization (Li Wei and Scholler, 2009), persuasion (Stewart and Furse, 1986), different level of cognition (Melby et al. 2009), brand extensions (Nathalie and Pelsmacker, 2010), materialistic value (Chan and Xiao, 2009; Chia, 2008; Vega and Donald,
curiosity, (Bernard and Schulze, 2005; Enrico, 1995); money attitude (Burgess et al., 2007) etc. play significant role to make advertisement effective.

Regarding Materialistic value reviews indicated that consumers who were the heavy television viewers automatically had higher level of materialism (Chan and Xiao, 2009; Chan and Zhang, 2007) and this type of materialistic value acted as interacting variable to encourage and motivate individuals towards consumption of a product (Kasser et al., 2004; Sachdev and Gautama, 2007).

Reviews of curiosity indicated that consumers were automatically curious about a product with which they had high involvement (Taflinger, 1996) and this type of curiosity had acted as intervening variable to encourage and motivate individuals towards consumption of a product (Bernard and Sculze, 2005; Pierce et al., 2005). Curiosity facilitates in promotion seeking behavior about product (Menon and Soman, 2002) and acted as an important pre-condition for information searching (Hoffman and Novak, 1996).

Similarly another personal component Money attitude with high varying degrees facilitate the information seeking behavior among consumers of different countries about products through advertisements (Burgess et al., 2007), besides money attitudes is related to brand preferences (Roux, 1996; Steenkamp et al., 2002) in terms of product characteristics and this money attitudes is related to the level of prestige consciousness (Kapferer, 1997).

On the other hand, situational factors had also played a major role to make an advertisement effective. Among those factors, product category
message execution (Leonidas et al., 2009; Woochang et al., 2004) and market position (Chandy et al., 2001) were considered as important factors by researchers.

Effectiveness is the measure of the gap between results and objectives. Lower the gap, higher the effectiveness. Thus, it is an evaluation of the advertising process. The process is frequently called accountability. There are some types of methods which are considered to measure advertising appeals effective. Reviews indicated both qualitative and quantitative methods of researches (Survey, Interview and Day after Recall) were undertaken by researchers (Jones, 1995). Reviews highlighted that the measurement of advertising appeals were covered wide range of thrust area such as - Psychological, Economical and Sociological. The objectives of such research area were centered to understand the nature of advertising appeals among consumers in terms of causes and consequences through qualitative and quantitative method of researches. The data analysis in this study was centered mainly on impact of situational variable (Product Category) and personal attributes (Materialistic Value, Curiosity and Money Attitude) of consumers. Some studies indicated that advertising appeals were more emotional and again some study concluded that it was rational in nature and many researches indicated that the level of action of the consumers were directly or indirectly related to the level of personal attributes as well as product category (situational variable). Many studies were conducted on advertising appeals; personal attributes and situational attributes separately but very limited study were focused on interactive effect and all these variables, which are important for both theoretically and for those interesting in promotion of purchase behavior among consumers.
Keeping in view, the importance and significance of relationship (advertising appeals, personality attributes and situational variables) and realizing the lack of conclusive study in this area of the consumers of Kolkata, it was thought worthwhile to undertake research in this area. Accordingly, research study plan was framed and processed through a Ph. D Committee, which has been presented in next chapter.