CHAPTER-3

BACKGROUND

AND

OUTLINE PLAN

OF

THE STUDY
3.1 Background

In the trends of media advancement, new challenges and demands for fast-paced society and availability of variety of brand choices, advertisement plays a significant role to influence the consumers of different segments of the society. Advertising as a powerful medium attempts to communicate; informs and activate the thinking and feeling of the consumers and is a paid, mediated form of communication from an identifiable source designed to persuaded the receiver to take some actions; now or future (Richards and Curren, 2002).

Message or appeal in an advertisement concerning a product, service, or idea that, attempts to motivate people in some way (Moriarty, 1991). An advertising appeal is the basic ideas behind an advertisement or the basic reason why audience should act (Manarai et al., 1992). Advertising appeal is the main central message in the advertisement. It arouses the desire and address the human need that can be satisfied by the product what is advertised. It is divided in several categories - Emotional (appeal to consumer’s psychological, social or emotional needs); Rational (framed upon logical approach include product benefits and convincing proofs).

Studies indicated that, the strength and intensity of rational and emotional feelings of the consumers are moderated by person related variables -level of satisfaction or dissatisfaction, self-images or identity (Dittmar et al., 2004; Richins, 1995); money attitude, anxiety and materialistic attitude (Fournier and Richins, 1991) and curiosity (Briggs
and Hollis, 1997). In addition to these, various situational factors such as product types (Kotler, 2000; Levin et al., 2003) etc. have significant relation with the nature of perception, interest and favorability of advertising messages. So the study of effectiveness of advertising appeals for consumers is an important fertile area for ‘market research’ in one hand and ‘socio economic’ development strategy, in another hand.

Recently, due to changing trends of demographic structures, the researchers have shown an interest towards the different age group and male and female population. So the study of effectiveness of advertising appeal for various age groups as well as female and male consumers is an important area to develop a relationship with emotional or rational messages of different products.

Realizing the importance and significance of the effectiveness of advertising appeals for market researches, social development etc., the advertisers, consumers’ psychologists, advertising agencies, funding agencies and others have increased their interests to study the effectiveness of advertising appeals among consumers. As a step in this direction, present research proposal has framed with following parameter of objectives.

3.2 Title

A STUDY ON THE NATURE OF EFFECTIVENESS OF ADVERTISING APPEALS AMONG CONSUMERS IN KOLKATA

3.3 Objectives of the Study

1. To identify the attributes of advertising appeals (rational and emotional) and to develop inventory for Advertising Appeal (trait and state) Effectiveness of the consumers.
2. To ascertain the nature of advertising appeals (rational and emotional) effectiveness among consumers of Kolkata with respect to their level of age (Pre-middle, Middle and Post-middle).

3. To ascertain the nature of advertising appeals (rational and emotional) effectiveness among consumers of Kolkata with respect to their gender (male and female).

4. To ascertain the nature of effectiveness of advertising appeals (rational and emotional) among consumers of Kolkata with respect to the types of product categories (Fast Movable Consumer Goods, Durable goods and Service providing industries).

5. To ascertain the nature of selected person related variables (Materialistic value, Curiosity and Money Attitudes) of the consumers in Kolkata with respect to their level of advertising appeals effectiveness (high and low).

6. To identify the pattern of relationship among sets of variables—person related variables (materialistic value, curiosity and money attitudes) and advertising appeals trait effectiveness of different groups (high and low) of consumers in Kolkata.

3.4 Hypotheses

1. 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).
2. 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).

3. 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).

4. The nature of materialistic value of the consumers varies in terms of their level of advertising appeals effectiveness (high and low).

5. The nature of curiosity of the consumers varies in terms of their level of advertising appeals effectiveness (high and low).

6. The nature of money attitudes of the consumers varies in terms of their level of advertising appeals effectiveness (high and low).

7. 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).

3.5 Sample

It has been presumed that, there may be age and gender variation in perceived advertising appeals. Therefore, the sample would be drawn equi-proportional from male and female population and equal size of sample of different strata of age groups - Pre-middle; Middle age and Post-middle (125 persons per group and range from 30-59 years) randomly selected from the
wards of different boroughs of 'Kolkata'. Hence, a total of 750 consumers would be utilized with breakup of 150 for develop of tool and 600 for verification of hypotheses.

**Table 3.1- Sample Break Up for the Study**

<table>
<thead>
<tr>
<th>Consumers used For</th>
<th>Male Consumers (375 consumers)</th>
<th>Female Consumers (375 consumers)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Pre-middle (30-39 years)</td>
<td>Middle (40-49 years)</td>
</tr>
<tr>
<td>Consumers used in Test Construction and Standardization</td>
<td>25</td>
<td>25</td>
</tr>
<tr>
<td>Consumers used in hypotheses testing</td>
<td>100</td>
<td>100</td>
</tr>
<tr>
<td>Total</td>
<td>125</td>
<td>125</td>
</tr>
</tbody>
</table>

3.6 Tools to be used

(a) Tools to be developed:

1. General Information schedule

2. Advertising Appeals Effectiveness Trait Scale

3. Advertising Appeals Effectiveness State Scale

4. Curiosity Inventory

(b) Tools to be used as original or adopted:

1. Materialistic Value Scale (Richins, 2004)
2. Money Attitude Scale (Yamauchi and Templer, 1982)

3.7 Procedure

*Step1-* Selection of the samples according to the plan

*Step2-* Construction and standardization of tools and identify the lists of different products and its relevant Advertisements

*Step3-* Collection of data from the selected sample and tabulation of test data to meet requirement of hypotheses testing

*Step4-* Treatment of data for hypotheses testing

3.8 Statistical treatment

i. Measures of central tendencies, dispersion and graphical presentation of data to verify the nature of sample and scores distribution of measured variables.

ii. ‘t’ test and ANOVA for verification of hypotheses and comparison of samples.

iii. Coefficient of correlation to study the linear relationship between test scores position in sample and Regression equation to ascertain the relative weightage of test measures in sample groups with reference to advertising appeals effectiveness.

This chapter is based on the approved outline plan of the study by the members of Ph.D. Committee of Applied Psychology, University of Calcutta.