CHAPTER-4

METHODOLOGY
METHODOLOGY

4.1 Statement of the problem

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

The present study under the title ‘A study on the nature of effectiveness of advertising appeals among consumers in Kolkata’ was proposed to identify the level of effectiveness of attributes related to the advertising appeals among consumers. Accordingly, the study had attempted to identify and specify the relevant component variables all pertaining to the composite or multivariate construct related to the effectiveness of advertising appeals among the different groups of people of a metropolitan city ‘Kolkata’. For analysis of advertising appeals, the study had concentrated on the analysis of variables related to rational and emotional appeals as reported by the consumers of ‘Kolkata’.

Secondly, in order to assess the characteristic features of advertising appeals, the study had focused on analysis of nature of relationship among the effectiveness of advertising appeals with respect to the selected person related and situational variables among consumers of Kolkata. In this study, three person-related variables were focused, namely - Materialistic value, Money attitude and Curiosity of consumers. Regarding assessment of impact of situational variables, the study had limited to observation on situational components - different advertisements of different product categories (namely-Fast Movable Consumer Goods, Durable Goods and Service Providing Industry).
Thirdly, in order to identify the facilitating and inhibiting effect of selected person related attributes an attempt had been made to compare the nature of person related variables with respect to the levels of the advertising appeals (high and low). Thus, this was the comparative analysis between the consumers with high and low level of advertising appeals effectiveness on the nature of personal attributes. As the independent person related variables were not possible to control, they were approached only by the 'ex post facto method' of research in terms of the level of advertising appeals.

To generalize the ideas, the study had considered the sample group of consumers of different demographic characteristics. Based on above aspects, following steps had been considered for the progress of the study -

**STEP 1** - Selection of the contents relevant to the component domains of advertising appeals' effectiveness and preparation of advertising appeals effectiveness scale (trait and state) for data collection.

**STEP 2** - Identification of the comparative status of effectiveness of advertising appeals for different groups of consumers in terms of demographic variables (age and gender).

**STEP 3** - Identification of the nature of the level of perceived advertising appeals with respect to situational variable (different advertisements of different product category).

**STEP 4** - Identification of the nature of selected person related variables of the consumers with respect to their perceived level of effectiveness of advertising appeals (high and low).
4.2 Conceptual Description of Variables

4.2.1 Dependent Variable

4.2.1.1 Advertising Appeals

An advertising appeal refers to the approach used to attract the attention of consumers and/or to influence their feelings toward the product, or service. It arouses the desires and addresses the human need that can be satisfied by the product, which is advertised. Advertising appeal is something, which attracts the consumers, develops interest in them and creates an atmosphere where the target audience desires, is evoked towards the product (Mishra, 2009).

The level of advertising appeals effectiveness may be related to the personal factors that is materialistic value, curiosity and money attitude (Bernard and Schulze, 2005; Chan and Xiao, 2009; Pantzalis, 1995; Pierce et al., 2005; Vega and Donald, 2009) or it can be related to situational factors product types, medium of advertising etc. (Steve, 2007; Um, 2008) to the measurement of advertising appeals can be approached from Trait and State concept.

Advertising appeals classified into emotional appeals and rational appeals.

4.2.1.1.1 Emotional Appeals

Emotional appeals relate to consumers’ social or psychological needs, feelings and other tactics to evoke emotional responses, thereby playing into people’s desire and connecting feelings with the brand. Emotional appeal in advertisements tends to contain relatively little information about brand attributes because the focus of the advertisement is to create emotion-
eliciting interaction between a brand and its users. The lack of information, however, does not prevent the advertisement from influencing consumers (Mishra, 2009) and also usually based on imagery rather than information which attempt to achieve advertiser's objectives by evoking strong emotions or feelings, linked to image, status symbol, advertising style, aesthetic value etc.

The effectiveness of emotional appeals varies in terms of gender (Hetsroni, 2007; Mishra, 2009; Wang, 2008; Widgery et al., 1997) age (Li-Wei and Schoeller, 2009; Stout and Rust, 1993) and culture (Liu et al., 2009). Based on the review of literature in this study for assessment of the effectiveness of the emotional appeals the relevant two components of emotional appeals (emotional advertising style and emotional product information) (Dominick et al., 2007) were considered as measured variable.

- **Emotional Advertising Style** - It may be characterized as those styles, which are persuasive in nature, fascination and touchy, eliciting desires and related to excitement, humorous elements, generating fantasy and arousing sexual desire etc. (Dominick et al., 2007).

- **Emotional Product Information** - It may be characterized as those types of information, which are dominated by the information about the status, beauty, brand image, glamour, attractiveness, aesthetic attributes etc. (Dominick et al., 2007).

4.2.1.1.2 Rational Appeals

Rational appeal is directed toward the thinking pattern of audience. It is planned for to achieve objectives by appeals to logic and reason rather
than to the emotions and directed towards the thinking process of targeted audiences providing the information about the brand or product, that is, price, terms of payments, easy to handle, availability of spares, post sales and service, longevity of product and product test etc.

The effectiveness of rational appeals varies in terms of product category (Yang, 2004), age (Leonidas et al., 2009; Nathalie and Pelsmacker, 2010) and gender (Albers-Miller et al., 1999; Dominick et al., 2007; Smith and Griffin, 2002). Based on the review of literature in this study for assessment of the effectiveness of the rational appeals the relevant two components of rational appeals (rational advertising style and rational product information) (Dominick et al., 2007) were considered as measured variable.

- **Rational Advertising Style** - It may be characterized as those styles which are able to support and to promote clear understanding convey authenticity and reality, to easy to remember and are simple, unique, intelligent and illustrative etc. in nature (Dominick et al., 2007).

- **Rational Product Information** - It may be characterized as those types of information which are dominated by the information about the price of the product, appreciation and suggestion of experts, featuring cautionary and technical information, disseminate the terms and conditions, availability of spares parts, services after sales etc. (Dominick et al., 2007).
4.2.2 Independent Variable

4.2.2.1 Person related variables

4.2.2.1.1 Materialistic Value

Materialism is a driving force in modern society, which is a set of centrally held beliefs about the importance of possessions in one day’s life. The endorsement of materialistic value is the internalization of core values of consumer culture as ones personal goals leading individuals to a greater commitment to buying and having material goods (Richins and Dawson, 1992).

The pursuit of materialistic values emerges out of unmet needs for security and safety. These materialistic pursuits not only fail to quench individual’s unmet needs but, in turn, lead to a vast array of negative outcomes. Materialism is associated with unhappiness, mental illness, poor relationships and disregard for preserving the goods of the environment with big aspirations. Materialism showed a consistently strong relationship with attitude toward advertisement. Regarding the assessment of materialistic value of the consumers by the researchers, (Vergas and Yoon, 2006) was considered as measured variable.

4.2.2.1.2 Curiosity

Curiosity is defined as a positive emotional - motivational system associated with the recognition, pursuit and self-regulation of novel and challenging opportunities. It makes people seek out personally meaningful interests and desires and thereby is intrinsic motivation. The experience of discrete positive emotional states such as curiosity broadens an individual’s “thought–action repertoire,” which, in turn, can build intrapersonal and
interpersonal resources and advertising theories had long viewed curiosity as intermediate goal to encourage consumption of product (Pierce et al., 2005).

Curiosity may reflect an individual’s propensity for seeking novel and exciting experiences to elevate stimulation to an optimal level; this includes a willingness to endure high levels of risk to obtain the benefits of novelty and openness to experience is a high-order personality dimension involving to novel fantasies, feeling ideas, values (Kashdan et al., 2004). In this study, the concept of curiosity as referred by researchers (Enrico, 1995; Lehmann, 1994) was considered as measured variable.

4.2.2.1.3 Money Attitudes

Money represents a prominent feature of most market economies and has well established as a powerful motivator of behavior by economists, anthropologists, sociologist and psychoanalysts. In spite of their different approaches to understanding money behavior, these investigators agree that much of money behavior is hardly rational; rather, it is the result of powerful and often unrecognized (emotional) forces that reside deep in the psyches of individuals. Belk and Wallendorf (1990) proposed money attitude as a projected field onto which meanings are transferred by consumers as they attempt to use and make sense of their object world. Yamauchi and Templar (1982) categorizes money attitude as (a) Power prestige, (b) Anxiety, (c) Distrust or Price sensitivity.

According to Yamauchi and Templar (1982) power prestige represents an attitude that beyond the necessities of life, money can also purchase prestige and control over others. On the other hand, money is a source of anxiety as well as a source of protection from anxiety. Distrust describes those consumers who are more hesitant in situations involving
money will be less likely to purchase. In this study, the concept of money attitudes as referred by researchers (Yamauchi and Templar, 1982) was considered as measured variable.

4.2.2.2 Situational Variable (Product Category)

Product category is one of the factors affecting the extent of consumers' information search and the effectiveness of advertising appeals depends on product category (Kotler, 2000; Levin et al., 2003). The advertisements of three different types of product category namely, Fast Movable Consumer Goods (FMCG), Durable goods and Service providing industries were considered as measured variable (Kotler, 2000).

In this study, the products are categorized into following ways -

(i) **FMCG (Fast Movable Consumer Goods)** - manufactured items that, generally last for only a short time. FMCG products are generally replaced or fully used up over a short period of days, weeks, or months and within one year (Kotler, 2000; Levin et al., 2003; Um, 2008). In this present study, for the FMCG advertisement of soap was considered as measured variable.

(ii) **Durable goods** - Durable goods are that are not consumed or quickly disposed of and can be used for several years. Durable goods are those goods, such as most producer goods and some consumer goods that require infrequent replacement (Kotler, 2000; Levin et al., 2003; Um, 2008). In this present study, for the Durable goods advertisement of mobile was considered as measured variable.

(iii) **Service Providing Industries** - Industry sectors in this group include trade, transportation and utilities; information financial activities
professional and business services, education and health services leisure hospitality other services and government (federal, state, local). Service industries are those industries comprised of companies that primarily earn revenue through providing intangible products and services (Kotler, 2000; Levin et al., 2003). In this present study, for the Service providing industries advertisement of bank was considered as measured variable.

4.3 Selection and Processing of Tools for Hypotheses Testing

4.3.1 Tools Developed

4.3.1.1 General Information Schedule

Altogether, it has 9 items. This schedule is constructed to gather the general demographic information and some family related questions. This schedule gather the information such as - age, sex, educational qualification, monthly income, occupation, type of family and type of buying pattern and buying behavior from the respondents. The schedule has been presented in Appendix – A.1.

4.3.1.2 Advertising Appeals Effectiveness Trait Scale (AAETS)

By reviewing relevant literature (Chapter 2 and Chapter 3) for Advertising Appeals Effectiveness Trait, a pool of 60 items relevant to 4 enquiry areas (namely, rational advertising style, rational product information, emotional advertising style and emotional product information) was identified. Out of said pool of enquiry items, only 48 items were retained consultation with board of five (5) experts (2 Faculty Members of Marketing Department of MBA college, 2 Regional head of Advertising Agencies and 1 Media personnel) for forming a questionnaire in English.
The said questionnaire with notionally valid items were placed before the experts of three advertising agencies of Kolkata, to identify items which had very high relevancy in appraising advertising appeals effectiveness. Thus, based on their suggestion necessary modification were made and finally a questionnaire containing a pool of 48 items were found benefiting to structure of the proposed scale. At this stage, the following aspects were seriously checked.

(a) Unprejudiced nature of the item,
(b) Clarity of expression and simple nature of construction in English language,
(c) Free of over-lapping of enquiry items, as far as possible,
(d) No difficulty to link up with the operational definition of any particular area of enquiry.

The scale was developed in English language after the content areas and was administered to 150 consumers of Kolkata of 75 male and 75 female consumers. The data thus collected were computed (through SPSS programme) to identify statistically valid items.

Considering the item total correlation only 40 items statistically valid items were finally retained (Table 5.1.1 and Table 5.1.2, Chapter 5) to use the scale for further prove. The ‘item-total correlation values’ were all items were high (above 0.60).

At this stage, based on valid items, the reliability of the scale was estimated by the techniques—Split Half Reliability and Spearman Brown reliability. The reliability coefficient of the overall scale was high (Spilt-
Half Reliability=0.90; Spearman-Brown reliability=0.92) (Table 5.1.9). The inter component correlation matrix indicated that the coefficient of correlation among selected variables were above 0.90, indicated the nature of validity and uni-dimensionally of the selected items. The test had 40 items (Appendix- A.2) and the maximum possible score was 200 and the minimum was 40. The scoring weights for items on which high ratings indicate high effectiveness of advertising appeals were the same as the number blackened out for those items on the test form. For items on which a high rating indicates low effectiveness, the scoring weights were reversed. The weighted scores of response marked 5, 4, 3, 2 and 1 and for the reverse items were 1, 2, 3, 4 and 5 respectively. Out of 40 items, 36 items were scored directly and rest 4 items were scored reversely.

4.3.1.3 Advertising Appeals Effectiveness State Scale (AAESS)

After preparing the Advertising Appeals Effectiveness Trait Scale (AAETS) for advertising appeals effectiveness a pool of selected 40 items relevant to areas (namely, rational advertising style, rational product information, emotional advertising style and emotional product information) was administered to consultation board of five (5) experts (2 Faculty Members of Marketing Department of MBA college, 2 Regional head of Advertising Agencies and 1 Media personnel) for forming a questionnaire of Advertising Appeals Effectiveness State Scale.

The said questionnaire with notionally valid items were placed before the experts of three advertising agencies of Kolkata, to identify items which had very high relevancy in appraising advertising appeals effectiveness with respect to product type. Thus, based on their suggestion necessary modifications were made and finally a questionnaire containing a pool of 22
items were found benefiting to structure of the proposed scale. At this stage, the following aspects were seriously checked.

(a) Unprejudiced nature of the item,

(b) Clarity of expression and simple nature of construction in English language,

(c) Free of overlapping of enquiry items, as far as possible,

(d) No difficulty to link up with the operational definition of any particular area of enquiry,

The statements were constructed to assess the viewpoint of respondents towards the content of an advertisement with respect to different situations.

The scale was developed in English language after the content areas and was administered to 150 consumers of Kolkata of 75 male and 75 female consumers. The data thus collected were computed (through SPSS programme) to identify statistically valid items.

Considering the item total correlation only 16 items statistically valid items were finally retained (Table 5.1.4 and Table 5.1.5, Chapter 5) to use the scale for further prove. The ‘item-total correlation values’ were all items were high (above 0.62).

At this stage, based on valid items, the reliability of the scale was estimated by the techniques—Split Half Reliability and Spearman Brown reliability. The reliability coefficient of the overall scale was high (Split-Half Reliability=0.88; Spearman-Brown reliability=0.91) (Table 5.1.9). The inter component correlation matrix indicated that the coefficient of
correlation among selected variables were above 0.89, indicated the nature of validity and uni-dimensionally of the selected items. The test had 16 items (Appendix-A.3) and the maximum possible score was 80 and the minimum was 16. The answers were according to the key prepared for the purpose.

4.3.1.4 Curiosity Inventory (CI)

Curiosity Inventory was intended to measure a consumer’s level of curiosity. This test had designed to be used at the consumer’s effectiveness of advertising appeals and may be used for selection of consumers, according to their level of curiosity. By reviewing the literature for curiosity a pool of 45 relevant items were identified. Out of these a pool of 38 items were identified for consultation with a board of experts (5) and three (3) ad-makers for forming a draft questionnaire where only 30 items were retained.

Items were designed to estimate the level of curiosity. The test was administered to 150 consumers of Kolkata including equi-proportionate pool of 75 male and 75 female consumers. The data thus collected were computed (through SPSS programme) to identify statistically valid items. 22 items were finally retained for the study.

For each questionnaire several suggested answer were marked as A or B given and one of which was appropriate for respondent. Candidates were instructed record their choice of answer by marking A or B in the appropriate place.

For this the consistency of the test item, of the difficulty index and validity index of items- index of items were computed as per responses of 150 consumers. Considering the ‘difficulty index and validity index’, (Table
5.1.7) Only 22 items were finally retained to use the inventory for further probing. The difficulty index of the items was ranged from 0.44-0.59 and validity index was ranged from 0.35-0.51. In this test, those items (that is, 22) were above 0.35 retained for the final test. At this stage, based on valid items, the reliability of the scale was estimated by the techniques—Split Half Reliability and Spearman Brown reliability. The reliability coefficient of the overall scale was high (Split Half Reliability=0.81; Spearman- Brown reliability= 0.84) (Table 5.1.9). The test has 22 items (Appendix-A.5) and the maximum possible score was 22 and the minimum possible score was 0.

The scale measures the Exploration of the respondent in any state and Absorption of the respondent from a situation. The items were selected from the personal interests to their work pattern and from their liking- disliking to their habits. Higher scores indicate stronger curiosity and vice versa.

4.3.2 Tools Adopted

4.3.2.1 Materialistic Value Scale (MVS)

It is the most widely used and psychologically valid measure of materialism in consumer research. It measures 3 core dimensions of materialism, that is, Happiness, Central life goal and Success and status, thus measuring beliefs about the role and (hoped for) psychological benefits of material possessions. It is an 11 items scale. Responses are recorded on 5 points Likert type scale ranging from ‘Strongly agree- Strongly disagree’. The reliability coefficients of original scale were 0.82, 0.86, 0.82 respectively for 3 subscales and 0.87 for the combined scale and the reliability coefficients of locally adopted scale were 0.80, 0.82, 0.78 respectively for 3 subscales and 0.83 for the combined scale. A coefficient alpha of 0.86 was found for the entire scale and 0.78, 0.71 and 0.81 for
centrality, happiness and success subscales respectively. Richins (2004) reported high validity against a number of measures (acquisitiveness, self-centeredness, voluntary simplicity and satisfaction). Higher scores indicate stronger materialistic value endorsement and vice versa. The maximum score was 55 and the minimum score was 11 for the scale.

4.3.2.2 Money Attitude Scale (MAS)

This is 5 points Likert scale ranging from 'Strongly agree to strongly disagree'. It measures Power prestige, Distrust or Price sensitivity, Anxiety. The scale is formed of 19 items Reliability and validity of instrument suggests a psychometrically sound measure. Reliability of the original scale, as measured by coefficient alpha and the reliability of locally adopted scale was reported as 0.77 and 0.78 respectively. Reliability coefficients for the factors of the original MAS; Power-Prestige, Distrust and Anxiety were reported as 0.80, 0.73 and 0.69 respectively and 0.78, 0.75 and 0.71 for reliabilities of three subscales of locally adopted money attitude scale respectively. Construct validity was accessed through correlation analysis between the MAS and existing instruments predicted to measure similar constructs. Test-retest reliability was assessed through the administration of the final form of the MAS on two occasions five weeks apart. The test-retest reliability coefficient for the total score was reported as .88. Coefficients of the test-retest reliability for the three factors of the final form of the MAS were reported as .95, .87 and .88 respectively (Yamauchi and Templer, 1982). Thus the measurement has good reliability. Higher scores indicate stronger power prestige, stronger distrust, higher anxiety and stronger money attitude and vice versa. The scale score ranges from 19-95.
4.4 Sample Selection

Selection of Areas and Consumers

To verify of the research assumption data were collected from a properly chosen cross section of consumers located in Kolkata, were screened out based on different areas (in terms of 10 Boroughs out of 15 Boroughs) of Kolkata. The decision was taken to follow a strategy of 'randomization without replacement'. Further for organization of the study Boroughs were numerically arranged. In this regard, attention was given to the feasibility of communication, permission and data collection facilities. Based upon this preliminary screened out list of Boroughs, the respective Borough Chairman was approached by the investigator and purpose of the study was explained to them.

Through spot visit and personal contact with the preliminary screened Boroughs, the three wards from each borough was randomly chosen and the inhabitants of those wards of each Boroughs were made identified according to the voter list published by Election Commission of West Bengal. Through the help of ward committee, members’ house and flat numbers in the different locations were identified. Then a list of desired group of sample of (N= 900 persons) with age range 30-59 years population was prepared and the investigator personally contacted and approached them and explained the objective of the study. Based on their willingness and permission 798 persons were finally selected for study. After proper scrutiny of the responses only 750 consumers were utilized for the study with the break up- (150 for test development, adaptation and pilot study; 600 for testing hypotheses). The proportionate role of borough wise sample frame has been presented in the following table (Table 4.1)
Table 4.1 - Area wise distribution of sample groups of consumers

<table>
<thead>
<tr>
<th>SERIAL NUMBER</th>
<th>NUMBER OF INHABITANTS</th>
<th>TOTAL PERCENTAGE OF SAMPLE CONSUMERS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Borough 1 (Ward 1, 2, 8)</td>
<td>65</td>
<td>8.67%</td>
</tr>
<tr>
<td>Borough 2 (Ward 10, 15, 19)</td>
<td>65</td>
<td>8.67%</td>
</tr>
<tr>
<td>Borough 3 (Ward 14, 29, 34)</td>
<td>65</td>
<td>8.67%</td>
</tr>
<tr>
<td>Borough 5 (Ward 42, 48, 50)</td>
<td>65</td>
<td>8.67%</td>
</tr>
<tr>
<td>Borough 7 (Ward 56, 66, 67)</td>
<td>85</td>
<td>11.34%</td>
</tr>
<tr>
<td>Borough 8 (Ward 72, 85, 90)</td>
<td>65</td>
<td>8.67%</td>
</tr>
<tr>
<td>Borough 9 (Ward 75, 80, 83)</td>
<td>85</td>
<td>11.34%</td>
</tr>
<tr>
<td>Borough 10 (Ward 94, 97, 99)</td>
<td>85</td>
<td>11.34%</td>
</tr>
<tr>
<td>Borough 12 (Ward 103, 107, 109)</td>
<td>85</td>
<td>11.34%</td>
</tr>
<tr>
<td>Borough 14 (Ward 124, 129, 130)</td>
<td>85</td>
<td>11.34%</td>
</tr>
</tbody>
</table>

From those above-mentioned data from the selected wards of each Boroughs, the sample of equi-proportionately male and female consumer with age range of 30 - 59 years were collected. In order to conduct an investigation within different Boroughs with possible control over errors due to subject related variables, attention was given to matching and controlling sampling characteristics in terms of age, family structure, education levels etc. Accordingly, selection of sample has considered following inclusion and exclusion criteria of consumers.

**General inclusion criteria-**

1. Age range from 30- 59 years
2. Understand three languages- Bengali, Hindi and English
(3) Having voter identity card of Election Commission of West Bengal

(4) Self-employed.

**General exclusion criteria**-

(1) Not inhabitants of Kolkata

(2) Persons doing jobs in advertising or marketing, marketing research and other marketing activities

Considering test criteria, willing inhabitants of Kolkata were finally identified for the purpose of the study. By using, the General Information Schedule data were collected from this sample on tabulation and scrutiny of the responses 798 consumers who were well matched in terms of age, family structure and socio economic status, were considered for final study. Out of these 798 consumers, 150 were used for development, adaptation and pilot survey of the study and considering responses of consumers only the rest 600 consumers were accounted for collection of data and hypotheses testing. The general characteristics and matching criteria of sample for verification of research hypothesis has been presented in Table 4.2. The matching criteria of the sample were further tested by Chi square (Table 5.1.0, Chapter, 5).
Table 4.2 - Frequency distribution of total sample groups of consumers in terms of general characteristics and matching criteria (General Information Schedule)

<table>
<thead>
<tr>
<th>Matching Variables</th>
<th>Male (N=300)</th>
<th>Percentage (%)</th>
<th>Female (N=300)</th>
<th>Percentage (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>AGE</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Pre-middle (30-39 years)</td>
<td>100</td>
<td>33.33%</td>
<td>100</td>
<td>33.33%</td>
</tr>
<tr>
<td>Middle (40-49 years)</td>
<td>100</td>
<td>33.33%</td>
<td>100</td>
<td>33.33%</td>
</tr>
<tr>
<td>Post-middle (50-59 years)</td>
<td>100</td>
<td>33.33%</td>
<td>100</td>
<td>33.33%</td>
</tr>
<tr>
<td><strong>EDUCATION LEVEL</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Higher Secondary</td>
<td>100</td>
<td>33.33%</td>
<td>100</td>
<td>33.33%</td>
</tr>
<tr>
<td>Graduation</td>
<td>105</td>
<td>35.00%</td>
<td>95</td>
<td>31.67%</td>
</tr>
<tr>
<td>Post graduation and above</td>
<td>95</td>
<td>31.67%</td>
<td>105</td>
<td>35.00%</td>
</tr>
<tr>
<td><strong>SOCIO-ECONOMIC STATUS</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>High</td>
<td>97</td>
<td>32.33%</td>
<td>103</td>
<td>34.33%</td>
</tr>
<tr>
<td>Middle</td>
<td>98</td>
<td>32.67%</td>
<td>102</td>
<td>34.00%</td>
</tr>
<tr>
<td>Low</td>
<td>105</td>
<td>35.00%</td>
<td>95</td>
<td>31.67%</td>
</tr>
<tr>
<td><strong>FAMILY PATTERN</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Nuclear</td>
<td>145</td>
<td>48.33%</td>
<td>155</td>
<td>51.67%</td>
</tr>
<tr>
<td>Joint</td>
<td>155</td>
<td>51.67%</td>
<td>145</td>
<td>48.33%</td>
</tr>
<tr>
<td><strong>MARITAL STATUS</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Married</td>
<td>154</td>
<td>51.33%</td>
<td>146</td>
<td>48.67%</td>
</tr>
<tr>
<td>Unmarried/ Single</td>
<td>146</td>
<td>48.67%</td>
<td>154</td>
<td>51.33%</td>
</tr>
<tr>
<td><strong>BUYING PATTERN</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Frequent (four or more than four times/ week)</td>
<td>100</td>
<td>33.33%</td>
<td>100</td>
<td>33.33%</td>
</tr>
<tr>
<td>Occasional (less than four, but more than one time/ week)</td>
<td>100</td>
<td>33.33%</td>
<td>100</td>
<td>33.33%</td>
</tr>
<tr>
<td>Rare (not going for marketing regularly)</td>
<td>100</td>
<td>33.33%</td>
<td>100</td>
<td>33.33%</td>
</tr>
</tbody>
</table>

4.5 Procedure

Keeping in the view of the design and rules of study, selection of advertisement for dissemination and assessment of level of advertising
appeals effectiveness (situation oriented), the selection of advertisement of different product category was done through the following stages-

**Table 4.3 - Stages of the Selection of Advertisements of different Product Category**

<table>
<thead>
<tr>
<th>Stages of Selection of Advertisements</th>
<th>Outcome</th>
</tr>
</thead>
<tbody>
<tr>
<td>PRELIMINARY STAGE-</td>
<td></td>
</tr>
<tr>
<td>A list of selection criteria (5 criteria) for choosing advertisements was made for this study. Those criteria were-</td>
<td></td>
</tr>
<tr>
<td>1. English, Bengali and Hindi were the only languages taken for selection of advertisements for the experiment (other regional language featuring advertising should not be considered).</td>
<td>A list of 14 advertisements was prepared, remaining 4 advertisements were common for both the list of advertisement.</td>
</tr>
<tr>
<td>2. Selected advertisements of products were those products, which can be used by all categories of selected respondents of the sample. Soap, Mobile phone and Bank were considered for the study which was consumed by all.</td>
<td></td>
</tr>
<tr>
<td>3. Advertisements were selected of those products companies who are marketing their products for not less than 3 years.</td>
<td></td>
</tr>
<tr>
<td>4. Duration of selected advertisements was not less than 30 seconds and not more than 60 seconds.</td>
<td></td>
</tr>
<tr>
<td>5. Advertisements were selected where no celebrity is taken part in those advertisements. Two separate lists of the nine (3 for each types of three different types of product category) most popular advertisements of the year (2007) of audio-visual media were prepared after consulting with a leading magazine (OUTLOOK BUSINESS) and a leading newspaper (ECONOMIC TIMES) (from, indianbrandreviews.com/2007).</td>
<td></td>
</tr>
<tr>
<td>FINAL STAGE-</td>
<td></td>
</tr>
<tr>
<td>The list of 14 advertisements was administered to the panel of five (5) experts (2 Faculty Members of Marketing Department of MBA college, 2 Regional head of Advertising Agencies and 1 Media personnel) for forming a final list of 3 advertisements of three different product category.</td>
<td>A list of 3 advertisements was prepared (1 advertisement for Fast Movable Consumer Good, Durable Good and Service Providing Industry each) after maintaining the selection criteria and expert opinion.</td>
</tr>
</tbody>
</table>

After selection of advertisement the actual program of study has conducted in the followings-
(1) Pilot study; (2) Main study for hypothesis testing

(1) Pilot study –
Before the final study, pilot study was conducted on a group of 150 persons for the three main objectives.

(a) Formulate and standardize the contents of General Information Schedule, Advertising Appeals Effectiveness Scale (for state and trait) and Materialistic Value Scale, Money Attitude Scale and Curiosity Inventory.

(b) To get a prior understanding of the probable problems that may be encountered during full survey.

(2) Data Collection for Final Study
Finally, the data collected from each individual of sample by the investigator from the respective ward. First of all, rapports were established with the subjects and proper instructions were given to them with the prescribed tools by following a programmed schedule as prepared in consultation with them. The work was done with each sample through following separate sessions.

First Sessions,

General information Schedule was administered to the respondent (s) to fill up the schedule for knowing the demographic features of the respondent (s).

Advertising Appeals Effectiveness Trait Scale, Materialistic Value Scale, Curiosity Inventory and Money Attitude Scale for knowing their general viewpoint towards advertisements were administered and to know their level of selected personality attributes.
Second Sessions,

The sequence of situations of presentation of advertisements of different product category on audio-visual media (Situation -1 presentation of advertisement of fast movable consumer goods, Situation - 2 presentation of advertisement of durable good and Situation - 3 presentation of advertisement of Service providing industry) was selected randomly by lottery by the investigator. After each presentation, Advertising Appeals Effectiveness State Scale (AAESS) was administered to the respondent.

After every exposure adequate rest was given.

Scoring and Tabulation - Scoring and tabulation were done according to prescribed manner mentioned in the tools used section.

4.6 Statistical Treatment

The responses as collected were treated for statistical analysis in terms of objective and for verification of hypotheses in the following way.

Section 5.2 A - Comparison on advertising appeals effectiveness in terms of consumers' demographic features (age and gender).

For fulfilling the specific objectives and for verification of Hypotheses (1, 2) descriptive statistics (Mean, Median, Mode, Kurtosis, Skewness, Standard Deviation, Frequency Polygon) and necessary ANOVA for the scores of Advertising Appeals Effectiveness Trait Scale (AAETS) including four enquiry areas (rational advertising style, rational product information, emotional advertising style and emotional product information) were done to determine whether advertising appeals effectiveness factors differs among the consumers in terms of their age (pre-middle, middle, post-
middle) and gender (male and female) (as described Chapter 5, Table 5.2.1-5.2.6).

Section 5.2 B - Interpretation of Results (F ratio and 't' values) of Advertising Appeals Effectiveness State Scale (AAESS) Scores responses given by selected consumers under different advertisement situations of product category.

For verification of Hypothesis-3 the scores of Advertising Appeals Effectiveness State Scale scores of the consumers with respect to the variation due to the advertisements of the different types of product category and data were processed for ANOVA and 't' values. Results have been presented in the tables (Chapter 5, Table 5.2.7-5.2.8).

Section 5.2C- Interpretation of Results (t values) on level of Personality Correlates (Materialistic Value, Curiosity and Money Attitudes) of consumers in terms of their Level of Effectiveness of Advertising Appeals (High and Low).

The profile of specificity of selected person related correlates (Materialistic Value, Curiosity and Money Attitudes) of consumers were processed on the basis of 't' test results (Table 5.2.9-5.2.12) for the verification of hypotheses 4, 5 and 6.

Section 5.2.D - Inter-correlation pattern of Independent variables on Dependent variables

In order to study the facilitator and inhibitors of independent variables on advertising appeals effectiveness, data were processed for correlational analysis and regression which have been presented in Chapter 5 (Table 5.2.13-5.2.20) for the verification of hypothesis-7.