Abstract

Present study investigated the impact of advertisements on purchase decision making process in terms of rational and emotional advertisement appeals. The study also analysed the moderating influence of few highly relevant internal cognitive-affective variables i.e. thinking styles, sensation seeking, self-concept and motivational needs of the consumers on the impact of rational and emotional advertisements on purchase decision. Few demographic factors such as gender, education, income, age and user status (first time and repeated buyer) of the consumers were considered as extraneous variables and its influence were statistically examined through subsidiary hypotheses testing. “Impact of advertisements on purchase decision (Car) Analysis Scale” developed by the researcher; “Thinking style” sub dimension of “Style of Learning and Thinking” (Venketraman, 1994); “Zuckerman’s Sensation Seeking Scale Indian Adaptation” (Basu et.al 1993); “Self-concept Rating Scale” (Deo, 1971) and “Motivational Needs Rating Scale in the Context of Car Purchase” developed by the researcher were the tools used. The total sample of the study consist of 220 hatchback car consumers of selected brands identified through purposive sampling procedure who had made a car purchase in the last six months before the date of data collection from Kozhikode, a south Indian city in the state of Kerala. The obtained data was analyzed using Binomial Test, Proportion test, One Way Analysis of Variance (ANOVA), and Logistic Regression. The results revealed that the purchase of consumers is not highly influenced by both rational and emotional advertisement appeals but among the consumers influenced by the advertisements there exists a superiority of rational appeals over emotional appeals on persuading consumers in the buying process. Analyses conducted to study the moderating influence of study variables revealed that the consumers whose
purchase decision is influenced by rational advertisement appeals have high analytical thinking and the consumers whose purchase decision is influenced by emotional advertisement appeals have high holistic thinking, high sensation seeking and have a higher need for affiliation. Further analyses using logistic regression revealed that analytical thinking style is a significant predictor of the effectiveness of rational advertisements and sensation seeking is a significant predictor of the effectiveness of emotional advertisements on purchase decision.

**Key Words:** Purchase Decision, Rational Advertisement Appeal, Emotional Advertisement Appeal, Thinking Styles, Sensation Seeking, Self-Concept, Motivational Needs