Literature Review

Overview

This chapter begins with review of literature on impact of advertisements on purchase decision (advertisement effectiveness) and appeals as a reason for advertisement effectiveness. The later part of the chapter includes the reviews of individual differences on effectiveness of advertisement appeals based on thinking styles, sensation seeking, self-concept and motivational needs. The last section of this chapter highlights the implications from the literature and develops the conceptual framework for the study.

2.1 Reviews on Impact of Advertisements on Purchase Decision (Advertisement Effectiveness)

Early studies on the role of advertisements in the process of purchase decision making process were more academic in nature. Later when marketers started to think about the return of investment on advertisements more seriously and systematically advertisement research got new vistas. Abraham and Lodish (1990) stated that in the past, believing in the effectiveness of advertising and promotion was largely a matter of faith. The marketing data had to be qualitatively related with information on actual consumer purchases. They also argued for an integrative communication network where appropriate balance between advertising and promotion can be maintained.

Petty, Cacioppo and Schumann (1983) tested the effectiveness of advertisements based on the elaboration likelihood model. The model proposes that people are neither universally thoughtful in evaluating persuasive messages nor universally mindless. Instead, a variety of individual and situational factors will determine how much cognitive effort a person devotes to processing a message. In the
study the effect of advertisements was analyzed in two very different persuasion contexts; one in which the elaboration likelihood is very high (that is, when the person is both highly motivated and able to engage in issue-relevant thought) and one in which the elaboration likelihood is very low (that is, either motivation or ability to think was absent or reduced substantially) was analyzed. It was hypothesized that subjects in the high relevance conditions should follow the central route to persuasion, and subjects in the low-relevance conditions should follow the peripheral route (details of central and peripheral routes of persuasion is provided in introduction chapter). The experimenters varied elaboration likelihood by making some subjects (high involvement) to believe that a new product (a disposable razor) was going to be test marketed soon in their local area and that at the end of the experiment they would be given an opportunity to select a disposable razor from several brands available. Other subjects (low involvement) were led to believe that the new disposable razor would be test marketed in a distant city and that they would be selecting brands of toothpaste at the end of the experiment. In addition to this manipulation of involvement the studies also varied source and message characteristics. Specifically, some subjects were exposed to advertisements featuring well known and liked athletes (one male and female), whereas other subjects were exposed to advertisements featuring middle-aged average citizens. Some subjects were exposed to advertisements featuring cogent arguments; others were exposed to advertisements featuring weak arguments. The results revealed that when the elaboration likelihood was low, using famous athletes in the advertisement led to more favorable product attitudes regardless of the strength of the product attributes presented. When elaboration likelihood was low, however, only the argument strength manipulation affected the change of attitudes.
Another notable study conducted by Cacioppo, Petty, Kao and Rodriguez (1986) also elucidated the importance of elaboration likelihood model as source of effectiveness of advertisements. The study conducted a survey approximately 8 weeks before the 1984 American presidential election to know the effect of advertisements on voting intention. The results revealed that subjects who tend to engage in extensive issue-relevant thinking when formulating their position on an issue tend to be more influenced by the presidential election campaigning advertisements.

Keller (1987) did a laboratory experiment on advertisement effectiveness and found that advertising retrieval cues (verbal or visual information) in an advertisement facilitated access of elements from the advertisement memory trace and affected brand evaluations. Grewal, Kavanoor, Fern, Costley and Barnes (1997) did a meta-analytic study that examined the efficacy of advertising. The analysis found that market position (sponsor, comparison, and relative), enhanced credibility, message content, and comparative versus non comparative messages in advertisements are related with processing of advertisement messages, and forming brand attitudes by consumers, and developing purchase intentions.

Brown, Homer and Inman (1998) did another notable study on advertisement effectiveness. The study consisted of meta-analyses of relationships involving positive and negative advertisement-evoked feelings on brand attitudes. Study results indicated that positive and negative feelings have contingently asymmetrical effects on advertising responses. It was also found that conditions related to subjects' cognitive processing sets moderate the effects of negative feelings on advertisements and brand attitudes but generally did not moderate the effects of positive feelings.

The study of Chandy, Tellis, MacInnis and Taivanich (2001) addressed the differential effect of certain advertising strategies across different markets. The
authors studied how advertisement cues affect consumer behaviour in new versus well-established markets. The authors use theoretical insights from consumer information processing to argue that the same cues can have different effects on consumer behaviour, depending on whether the market is new or old. The authors then tested these hypotheses in the context of a toll-free referral service, using a highly disaggregate econometric model of advertising response. The results indicate that argument-based appeals, expert sources, and negatively framed messages are particularly effective in new markets. Emotion-based appeals and positively framed messages are more effective in older markets than in new markets.

Erdem and Sun (2002) did an advertisement effectiveness study on frequently purchased brands. The authors investigated and found evidence for advertising and sales promotion spillover effects for umbrella brands in frequently purchased packaged product categories. The authors also captured the impact of advertising (as well as use experience) on both utility mean and variance across two categories. They show that variance of the random component of utility declines over time on the basis of advertising (and use experience) in either category. This constitutes the first empirical evidence for the uncertainty-reducing role of advertising across categories for umbrella brands.

Homer (2006) studied the contribution of advertisement induced affect, beliefs, and attitudes on effectiveness of affectively driven television advertising. The results revealed that positive and negative forms of affect operate differently, and that their direct and indirect effects on attitude are influenced by brand familiarity. It was also found that cognition played a less dominant role in the attitude formation process for an unknown brand compared to situations in which consumers held pre-existing impressions (i.e., for well-known brands).
2.2. Reviews on Advertisement Appeal as a Reason of Advertisement Effectiveness

Advertisers have been trying for years to answer the question how does advertising work? An appeal, according to Manrai et al. (1992), is the basic idea behind an advertisement or the basic reason why an audience should act. As a rule of thumb, the appeal is categorized as emotional or rational, even though these two types are, in other contexts, used interchangeably as mood/logical and transformational/informational appeals. Generally, advertising appeals can be classified as either emotional or rational, based on messages in the given context. In their study Manrai et al., found that message content discriminates rational commercials from emotional commercials. This research further suggests that emotional commercials have more message content than rational commercials.

In an earlier study Liu and Stout (1987) studied the role of emotional and cognitive response created by rational and emotional advertisement appeals on accepting the message in favor of purchase. The results revealed that both emotional and cognitive responses created as a response of corresponding appeals have significant influence on acceptance of message in favor of purchase of the product. In another study Hornik (1989) found that immediate memory is greater for emotional advertisements while delayed memory is greater for rational appeals. The experiment employed a forced-exposure approach using 287 subjects recruited randomly from mall shoppers. Subjects were exposed to different formats of television commercials. The measures of recall and recognition were taken as a measure of immediate and delayed memory. The results revealed that immediate recall and recognition were greater for emotional advertisements while delayed recall and recognition was greater for rational appeals.
Chaudhuri and Buck (1995) developed and tested hypotheses concerning the relationship of different media to psychological outcomes. Specifically, it was postulated that print media was related to analytic cognition (reason) and electronic media to syncretic cognition (knowledge by acquaintance). Two hundred and forty magazine and television advertisements were analyzed both in terms of their attributes and the reactions they evoked. Media differences were found for both emotional and rational responses and the main effects of media, product category and advertising strategy variables are seen to account substantially for the variance in analytic and syncretic cognition.

Stafford and Day (1995) did a study to find out the effects of appeal, medium, and service on retail services advertising. In their study two message appeals (rational and emotional) and two media (print and radio) were tested to determine whether certain message or media strategies are more appropriate than others for two broad categories of retail services. For both types of services, a rational appeal generated higher levels of attitude toward the advertisements than an emotional appeal and radio advertisements generated higher levels of patronage intention than print advertisements.

Mattila (1999) studied the relative effectiveness of emotional versus rational appeals in advertising. The results found that for novice consumers’ emotionally appealing advertisements are highly effective in terms of creating favorable attitude which eventually leads to purchase decision. The study also found that advertisement-invoked emotions strongly influence quality expectations among consumers with limited personal experiences with a brand.

Srivastavaa and Schoebechlera (2000) explored the content of consumer-oriented advertising in India to assess its rational and emotional content. The findings
reveal that although most consumer-oriented advertising contains some information to educate consumers, the typical Indian advertisements have relatively few information cues and is likely emotional as opposed to rational. The advertising themes used in consumer advertising were both traditional, eastern themes such as tradition or foreign association and individual-oriented western themes such as hedonism, self-esteem and individualism suggesting increased globalization of markets.

Zinn and Manfredo (2000) experimentally demonstrated the effectiveness of rational and emotional appeals in a controlled laboratory experiment. In the study the subjects were exposed to persuasive appeals about a recreation management issue and the subjects were asked to recall the message content and do voting for or against the recreation management issue. Logistic regression analysis demonstrated that emotional appeals were more readily recalled than rational appeals, but they were not more persuasive to make the subject to do voting.

Xie, Donthu, Lohtia and Osmonbekov (2004) proposed a contingency framework on the role of emotions and incentives in affecting banner advertisement effectiveness. Banner advertisements are simple advertisements that invite visitors to click them to be exposed to a target web page or web site. The study examined how emotional appeals affect banner advertisement click-through rates in the presence or absence of incentives is explored. Data collected from nearly ten thousand real world banner advertisements are used to empirically test the moderating effect of advertisement-induced emotional appeals on the relationship between incentive offerings and banner advertisement effectiveness. The analysis concluded that providing incentives in banner advertisements are effective in soliciting clicking of banner advertisements. When combined with emotional appeals, it was found that positive emotions in banner advertisements enhance the effectiveness of incentives.
Yooa and MacInnis (2005) examined brand attitude formation process by advertisement execution format (emotional vs. informational). It was found that for advertisements with an emotional format, heightening positive feelings and reducing negative feelings enhanced thoughts about credibility of the advertisement, which in turn affected advertisement attitudes and brand attitudes. For advertisements with an informational format, enhancing evaluative thoughts about the credibility of the advertisements enhanced positive feelings and reduced negative feelings. These variables in turn affected brand attitudes, both directly, and through the mediational influence of advertisement. These results have relevant theoretical implications for studying the various processes by which brand attitudes are formed and have managerially relevant implications regarding advertising copy-testing.

Leonidoua and Leonidoua (2009) compared and contrasted rational versus emotional appeals in newspaper advertising, based on over 100 items comprising copy, art, and layout characteristics. Using a sample of 1,335 advertisements that appeared in Cyprus national newspapers, a number of significant differences were observed. To a large extent these differences reflect the entirely 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 are characterized more by subjectivity, emotionalism, and value-expressiveness.

Verma (2009) studied the differential impact of rational and emotional appeals on consumer purchase decisions of Fast Moving Consumer Goods (FMCG) in India. The study collected data using a structured questionnaire from different demographic groups in terms of gender, education level, marital status and profession. The emotional appeal in the study was defined based on Moriarty (1991) and Hoyer and
MacInnis (1997) emotional appeals. The rational appeal in the study was defined based on advertising planning grid proposed by Rossiter and Donovan (1991). According to the results all advertisement appeals were not equally attractive and the consumers got influenced by only some of them. The study results also found that in FMCG products among rational appeals only those appeals with refreshment value affected consumer purchase decisions. They paid minimum attention to other rational appeals like product attributes, logic and educative information. Among emotional appeals, thrill, affection, pride and fear attracted the consumer’s attention towards the advertisement, but thrill and pride were the only major influencers of consumer purchase decision.

Brennana and Binney (2010) present a qualitative study of income support recipients with regard to how they feel about advertising which overtly appeals to their sense of fear, guilt and shame. The study results showed that negative appeals advertisements are invoking more self-protection and inaction rather than an active response such as volunteering to comply.

2.3 Individual Differences in Processing Advertisement Appeals: Historical Background

Moore et al (1995) pointed out that individual differences among consumers lead to wide variations in the manner in which people respond to advertising appeals. In their study the authors investigated the extent to which individual differences influenced the message recipient's responses to emotional advertising appeals. In the study responses for emotionally appealing advertisements were compared between the group of high affect intensity consumers (emotionally sensitive) and low affect intensity consumers. The results revealed that high intensity consumers manifested significantly stronger emotional responses to the emotional advertising appeal and
showed no differences in emotional response intensity when exposed to a non-emotional appeal.

In an early study Holmes and Crocker (1987) opined that advertising effectiveness is often measured by its ability to create attitudes and purchase intentions among those positively and negatively predisposed toward the brand and selecting the appropriate appeal is a crucial marketing decision. In the study the effectiveness of advertisement appeals (rational and emotional) among positively and negatively predisposed subjects (with their attitudes and purchase intentions) is analyzed for high involvement and low involvement products. A MANOVA analysis of the data from a within-subjects experimental design revealed significant main effect differences in terms of both predisposition and type of appeals.

In another early study Flora and Maibach (1990) studied mediating role of cognitive involvement on the effectiveness of public service advertisements. In a within-subjects design memorability of rational and emotional public service advertisements related to acquired immune deficiency syndrome (AIDS) was tested with cognitive involvement of the subjects using Analysis of Variance. The results revealed that subjects with low involvement remembered emotional messages better than they remembered rational messages. However, highly involved subjects exhibited no appeal-related memory differences.

Rosselli, Skelly and Mackie (1995) studied the cognitive and affective mediation of persuasion. They raised the question that whether rational and emotional appeals produce persuasion through the same process. This question was examined by exposing subjects experiencing a positive or neutral mood to a counterattitudinal message comprising strong or weak, rational or emotional arguments. According to the results attitude change was mediated by the valence of the cognitive responses
generated in neutral mood conditions but not in positive mood conditions. Persuasion in response to emotional messages, however, was best explained by a model which allowed for both the cognitive and affective mediation of persuasion: attitude change was mediated by the valence of both cognitive and affective responses generated in neutral mood conditions but these mechanisms were again disrupted in the positive mood conditions.

Mantel and Kardes (1999) found that consumers with high involvement in purchase evaluate advertising information more thoroughly than individuals with low involvement. In their study they found that when consumers engage in an attribute based comparison (rational) process, the unique attributes of the focal subject brand are weighed heavily than when they are involved in attitude based processing i.e. processing the brands in terms of overall evaluations (holistic). The study also found that high motivation increases the attribute based processing. The mediating effect of analytical versus intuitive thinking style was also discussed in the study.

Williams and Drolet (2005) investigated the influences associated with age on responses to emotional appeals. The experiment showed increased liking and recall of emotional advertisements than rational advertisements among older consumers. The study also found that avoiding negative emotions were liked and recalled more by older consumers than young consumers. This research illustrates the importance of considering age-related differences in information processing due to motivational as well as cognitive changes.

2.4. Reviews on Individual Differences on Effectiveness of Advertisements based on Thinking Styles

How people think can influence significantly how they react to a commercial communication. Persuasive appeals tend to be more effective when the nature of the
advertisement appeal matches with the thinking styles of consumers (LaBarbera et al., 1998).

Childers et al., (1985) examined the individual differences in consumer information processing based on verbal and visual thinking styles. Verbally oriented people have a preference and propensity to engage in verbal information processing while visually oriented people have preference and propensity to engage in visual information processing. The study found that verbally oriented people have better advertisement recognition and recall as compared to visually oriented people.

Gould (1990) related verbal and visual styles of thinking with several product involvement variables i.e. shopping visualization, three self-consciousness variables, and gender. The sample was divided into four groups: "low processors, high verbals, high visuals and high processors." Results indicate that there were clear styles of thinking differences in relation to most of the tested variables.

Meyers (1989) did a study on the influence of right brain (holistic) and left (analytical) brain thinking style of priming effects on product judgments. The research suggests that priming different processing styles with different types of advertisement stimuli can affect product judgment. Visual spatial or pictorial information activates the undifferentiated, holistic processing style, while linguistic or verbal information seems to activate the analytical processing style of consumers.

Venkatraman et al., (1990) argued that a person's cognitive orientations (thinking styles) are related to responses to advertising. They also argued that the persons thinking style is highly influential in processing types of advertisements such as emotional and factual advertisements. It was hypothesized in the study that simplifiers (people who strive to achieve cognitive structure by avoiding new information) and visual processors do not respond to the objective, logical factual
advertisements but prefer evaluative advertisements that contain subjective, emotional impressions of products. The subjects of the study were 78 undergraduate students who were randomly assigned to either the factual or the evaluative message condition. In two separate in-class sessions, subjects completed the styles of processing scale and after being exposed to advertisements subjects completed a questionnaire that measured responses to the advertising messages. The results revealed that the persuasiveness of subjects who use more simplification thinking style is higher for evaluative advertisements while no difference was found on the visual thinking style between the evaluative and factual advertisements.

Morgan and Reichert (1999) assessed the comprehension of abstract and concrete messages in advertisements in terms of hemispheric thinking styles. The findings suggest that consumers understood concrete metaphors more easily than abstract metaphors and the comprehension process is moderated by thinking styles of the consumers such that individuals’ high in right (holistic) or integrative processing styles are more likely to provide valid interpretations of both abstract and concrete types of messages than individuals’ high in left (analytical) thinking style.

Ruiz and Sicilia (2004) opined that psychological differences amongst individuals are becoming essential criteria in the design of advertising appeals. The study considers whether individuals differ in their propensity to rely on affective, cognitive or both systems to process information. This research suggests that persuasive appeals tend to be more effective when the nature of the appeal matches with the personality-type and thinking styles of consumers. Results of the study proved that rational and emotional advertising appeals, which match consumer's thinking styles, can generate more positive attitudes toward the brand, purchase intention and brand choice.
Thompson and Hamilton (2006) demonstrated that matching advertisement format to a consumer’s mode of information processing enhances advertising effectiveness. Through a consumer survey the research revealed that relative to non-comparative advertisements, comparative advertisements (advertisements compare competitive brands) are more effective when consumers use analytical processing. Conversely, non-comparative advertisements are more effective than comparative advertisements when consumers use imagery processing. Based on the research finding the researchers opined that when advertisement format is compatible with processing mode, information processability is enhanced, making the message more persuasive and advertisement evaluations, brand evaluations, and purchase intentions are more favorable than when advertisement format and processing mode are incompatible.

Hong and Lee (2006) found that consumers’ thinking styles along with product type moderates the effectiveness of imagery evoking strategies of advertisements. The hypothesis was tested with an experiment using 4 (imagery-evoking advertising tactic of no tactic used vs. concrete picture vs. concrete verbal descriptions vs. instructions to imagine) x 2 (product type of search vs. experience product, or immediate vs. delayed consumption of product) factorial between subjects experimental design. The sample of the study consisted of two hundred and thirteen undergraduate students at a southwestern state university. The findings in this study indicate that product type influences the intensity of using the experiential thinking mode, which includes the use of pre-consumption imagery and does not require analytic processes.

Yeh, Wang, Yang, and Ling (2007) examined the effectiveness of emotional appeals of website advertisements based on the product characteristics and emotional
and rational thinking styles of the consumers. The results indicate that emotional appeals in web advertisements are not effective irrespective of the thinking styles of the consumers. The authors opined that consumers generally search websites for in-depth product information which is mostly rational in nature hence thinking styles may not have much influence on effectiveness of emotional web advertisements.

Sun et.al (2009) argued that congruity between the thinking styles of the consumer and depiction of emotional and informational themes of advertisement decides the effectiveness of advertisements. The study found that advertisements with more informational appeals are more effective among rational consumers while advertisements with more emotional appeals are more effective among intuitive consumers.

Monga and John (2010) through a consumer survey examined how consumers’ analytic and holistic thinking styles moderates the persuasiveness of advertisement messages of prestigious and functional brands. The results revealed that for functional brands analytic thinkers provide more favorable responses than holistic thinkers; however, for prestigious brands, holistic and analytic thinkers respond equally favorably. The results also revealed the moderating influence of advertisements with matching brand extension information in accordance to consumer’s style of thinking on favorable evaluation of the brands.

2.5. Reviews on Individual Differences on Effectiveness of Advertisements based on Sensation Seeking

During the past years, many studies conducted in different parts of the world have accumulated a rich research database that generally validates the concept of sensation seeking and its usefulness as an important research tool in both basic as well as applied areas of psychology. In the area of advertisement effectiveness also a lot of
research work has been done depicting the influence of sensation seeking. A detailed review of the variable in the advertisement context is given below:

Steenkamp and Baumgartner (1992) examined the role of optimum stimulation level (OSL) (a sensation seeking related variable which proposed that people tend to prefer intermediate levels of stimulation than satisfactory level of stimulation) in exploratory consumer behaviour. The study hypothesized the relationship between OSL and cognitive responses to advertisements and found that optimal stimulation level of consumers is related to cognitive responses like positive evaluation of brands, better recall of advertisements and purchase intention.

Moore and Harris (1996) opined that sensation seeking is highly related with the influence of emotional appeals of advertisements. In the survey research conducted by the authors it was found that high sensation seekers responded with greater emotional intensity than low sensation seekers to both positive and negative emotional appeals. High seekers also expressed more positive attitudes and higher levels of enjoyment of the positive emotional appeal. However, in response to the negative emotional appeals, it was found that high sensation seekers and low sensation seekers did not differ in advertisement enjoyment level or attitude toward the advertisement.

Christopher and Justin (2000) studied the influence of sensation-seeking on processing differentially arousing television commercials. The authors predicted that disinhibited consumers would react more favorably to advertising that was high in arousal and that inhibited consumers would react more favorably to advertising that was low in arousal. They tested these predictions by having U.S. College students evaluate both the commercial and the product being marketed in 1 of 2 beer commercials. The prospective buyers then completed a measure of dispositional
sensation-seeking tendencies. Although the participants who differed in disinhibition reacted differently to the 2 commercials, the nature of their responses was more complex than predicted.

Sojka and Giese (2006) studied the influence of sensation seeking on processing visual and verbal information of advertisements. In the study the researchers differentiated sensation seeking into cognitive and affective components and explored the effectiveness of advertisements among four groups of (high affect/low cognition, low affect/high cognition, high affect/high cognition, and low affect/low cognition) subjects. The responses also were classified based on the responses to visual, verbal, and a combination of visual/verbal stimulus. This exploratory investigation suggests that high-affect consumers responded more favorably to combination of visual/verbal advertisement.

Pak (2007) investigated the effectiveness of incongruity advertisements (the introduction of unexpected elements that defy the conventional schema to command viewer attention), and production pacing (arousing media contents in terms of scene cuts and edits) and sensation seeking on viewers’ memory and positive evaluation of commercial advertisements. The sample of the study consisted of sixty undergraduate students. Participants answered questions pertaining to sensation seeking, advertisement evaluation, arousal and memory immediately after the exposure to the advertisements represented in six different conditions (incongruent and slow paced, incongruent and medium paced, incongruent and fast paced, congruent and slow paced, congruent and medium paced, and congruent and fast paced). The results found that incongruent advertisements and high production pacing advertisements were evaluated more positively, and were more arousing and better remembered than
congruent advertisements but sensation seeking was found to be less related with the effectiveness of incongruity and product pacing advertisements.

Mishra (2009) defined distinctness, fascinating, sensational, and energetic appeals (all are related factors or part of sensation seeking trait) along with other few appeals as common advertising appeals present in Indian advertisements and compared the effect of gender on the effectiveness of these appeals. A questionnaire was prepared to evaluate the impact of these appeals based on gender and a survey was conducted among 200 respondents in the age group of 18-25 years. The results revealed that the effectiveness of these appeals does not vary on the basis of gender as males and females both felt that these appeals are attractive.

2.6. Reviews on Individual differences on Effectiveness of Advertisements Based on Self-concept

Self-concept is a much researched subject in psychology and available knowledge strongly supports the role of self-concept in shaping human behaviour and therefore considered as an important area for advertisement effectiveness research. A detailed review of the variable in the advertisement context is given below:

Zinkhan and Hong (1991) developed a theoretical model to explain the relationship between self-concept and advertising effectiveness. In this study they hypothesized that advertising appeals congruent with viewers' self-concept would be superior to incongruent appeals in terms of enhancing advertising effectiveness. Advertising effectiveness is conceptualized in the study as brand memory, brand attitude, and purchase intentions. The results indicate that consumers self-concept is related with higher brand memory, brand attitude and purchase intentions.

Johar and Sirgy (1991) found that value-expressive advertising appeals are effective when the product is value-expressive, while utilitarian appeals are effective
when the product is utilitarian. Through a consumer survey they found that when the product is value-expressive, audience persuasion is influenced by their value based self-concept. Conversely, when the product is utilitarian, audience persuasion is influenced by their functional self-concepts. The effectiveness of the value-expressive as opposed to utilitarian appeals is argued also to be a function of such product-related factors as differentiation, life cycle, scarcity, and conspicuousness, and consumer-related factors such as involvement, prior knowledge, and self-monitoring.

In another study Hong and Zinkhan (1995) hypothesized that advertising appeals congruent with viewers' self-concept would be superior to incongruent appeals in terms of enhancing advertising effectiveness. Advertising effectiveness in this study was operationalized as brand memory, brand attitude, and purchase intentions. The sample consisted of 165 subjects who were exposed to four test stimuli (advertisements), two for automobiles and two for shampoos. One advertisement within a product class used an introvert appeal, and the other used an extrovert appeal. Congruence between self-concept and the brand image was determined by subjects' evaluations of themselves and the advertised brand. Advertisement-related tasks included remembering brand names and indicating preference and buying intention for each brand. The study results indicate that brand memory is not mediated by the extent to which advertising expressions are congruent with viewers' self-concept. However, brand preference and purchase intention were shown to be influenced by the self-concept congruency of an advertisement.

Graeff (1996) argued that the degree of congruence (similarity) between a brand’s image and a consumer’s self-image (self-concept) can have significant effects on consumers’ brand evaluations and purchase intentions, and the effects of brand image can be magnified by using promotional messages that encourage consumers to
think about their own self-image while evaluating a brand. Through a consumer survey the study found that consumers who have self-images similar to a brand’s image are more persuaded by advertisements encouraging them to think about their own self-image, whereas consumers who have self-images different from a brand’s image are more persuaded by advertisements encouraging them to think about only functional product quality.

Chang (2002) examined how self-concept congruent advertising messages affect advertisement and brand evaluations in different contexts within the Elaboration Likelihood Model framework. The study proposes that an advertisement message's congruency with subjects' self-concepts serves as a peripheral cue when subjects do not have the motivation to process information. To check these assumptions the author conducted two experiments. Results of the first experiment shows that subjects rely on messages' congruency with self-concept in forming brand and advertisement attitudes in positive affective states, in which motivation to engage in message elaboration is low, whereas subjects in negative affective states do not. Second experiment demonstrated that when a product is high involving, as opposed to low involving, attitudes toward the product are less likely to be developed based on the messages' congruency with the self-concept, even when subjects' affective states encourage a peripheral mode of processing.

Chang (2005) extended the scope of the findings that advertisement tactics such as framing of advertisements which can evoke emotional responses also determine reliance on advertisement and self-concept congruency for making judgments. In this study he found that when positive emotions were evoked by positive advertisement framing, participants formed brand evaluations based on the advertisements self-concept-congruency, generating more positive responses to self-congruent
advertisement messages than to self-incongruent messages. In contrast, when negative emotions were elicited by negative advertisement framing, responses to self-congruent advertisement messages and self-incongruent messages were not significantly different.

Chebat, Vercollier and Gelinas (2003) studied the moderating effects of self-concept relevance, empathy (emotional appeal), information processing, attitude towards advertisements and purchase intention on the effectiveness of drama (subjective) versus lecture (rational) format of public services advertisements. The effects were tested using structural equation models and the results show that under low self-concept relevance situation drama advertisements enhance information processing through empathy which in turn influences the formation of attitude towards advertisement and subsequently to purchase intention. Under high self-concept relevance situations it was found that empathy plays very minimal role in forming attitude and intentions in subjects but are more affected by the lecture format of advertisements which presents them detailed information on highly relevant topic of their interest.

Xue (2005) empirically investigated the effects of self-concept and consumption situation on consumers' advertising and brand perceptions. The overall hypothesis was that self-concept/brand image congruence and consumption situation/brand image congruence influence consumers' evaluations of the advertisement and the brand. The moderating role of product involvement was also examined. Results showed that a higher degree of congruence between self-concept and brand image lead to more positive emotional and cognitive responses toward the advertisements. Upon viewing an advertisement, individuals go through a process of comparing their self-concept with the portrayed image of the product.
Agrawal and Maheswaran (2005) studied the moderating effect of consumers’ self-concept and brand commitment on impact of advertising appeals on purchase decision. The study found that under high commitment, appeals consistent with the chronic self-concept of the consumers are more effective while under low commitment, appeals consistent with the primed (temporary) self-concept are more effective.

Xue and Phelps (2013) examined the relationship of effectiveness of advertisements on self-concept congruent brands with the participants’ affective responses (arousal and valence), attitude-toward-the-advertisement, brand interest, and purchase intention. The results indicated that participants reported more positive emotional responses, more positive attitude-toward-the-advertisements, stronger brand interest, and stronger purchase intention toward self-concept-congruent brands.

2.7. Reviews on Individual Differences on Effectiveness of Advertisements based on Motivational Needs

Motivation is the psychological feature that arouses an organism to action toward a desired goal and elicits, controls, and sustains certain goal directed behaviours. According to Bayton (1958) motivation is a broad area of research in consumer behaviour since it refers to the drives, wishes, urges, or desires which initiates a sequence of events known as behaviour. The following reviews presented here give a brief introduction of the motivational concept according to the framework of the present research.

McNeal and McDaniel (1984) analyzed the presence of need-appeals in television advertisement for nine product categories over a three month period. In the study need-appeals were classified according to Murray's and Maslow's lists of needs. The study adopted the content analysis methodology. The results revealed that few
needs are product specific exclusively present in the advertisements of those products while few appeals are used by several products.

Todd (1990) did a content analysis of motivational need appeals in perfume advertisements. The purpose of this study was to identify the motivational need appeals used in magazine perfume advertisements to target single, career women. The study adopted the methodology of content analysis where advertisements promoting perfumes in “Mademoiselle” magazine from the years 1962, 1972, and 1982 were analyzed. The results suggested that perfume advertisers use different motivational need appeals when targeting single, career women and these appeals do change over time. The motivational needs were used as measures for the content analysis along with the verbal, visual, and perfume price aspects of the perfume advertisements. An analysis of the data indicated that the need for autonomy significantly increased over time while the needs for exhibition and sex significantly decreased over time. The use of price in perfume advertisements decreased over time.

Mackenzie and Spreng (1992) examined how motivation moderates the impact of central and peripheral processing on the formation of brand attitudes and purchase intentions in an advertising pretest setting. The results indicated that increasing motivation to evaluate an advertised brand through the manipulation of consumer processing goals (1) increases the impact of central brand processing on brand attitudes and decreases the impact of a peripheral cue on brand attitudes, primarily by influencing the strengths of the relations among these constructs rather than by influencing their mean levels, (2) has no effect on the impact of the peripheral cue on brand cognitions, and (3) increases the impact of brand attitudes on purchase intentions by strengthening the attitude-intention relation and by increasing brand attitudes directly.
Batra and Stephens (1994) studied the moderating role of motivation in the attitudinal effects of advertisement-evoked moods and emotions. The study results showed that moods and emotions appear to influence brand attitudes more in low personal relevance ("low motivational involvement") situations than under high-motivation conditions.

Lavine and Snyder (1996) found that advertisements that match motivational needs are evaluated more persuasively by consumers in taking decision. In an experimental study the authors exposed motivationally relevant and non-relevant voting appeals to experimental and control group of participants five days before an American presidential election. Results indicated that motivationally relevant advertisements produced more favorable attitudes than motivationally less relevant advertisements. It was also found that this favorable attitude exerted a significant influence in the voting behaviours of participants.

Baker and Lutz (2000) empirically tested effectiveness of advertisement appeals in different motivational scenarios and found that consumers' motivation to deliberate at the time of brand choice influences consumers' preferred choice process. The study found that the motivational needs of consumers is an influential factor on the consumer involvement at the time of advertising exposure and the advertisement appeals which is on par with the consumers motivational needs leads to its efficient encoding.

Heckert (2001) did a content analysis of advertisements in teen magazines. He examined the usage of Fowle's (1982) list of Murray’s motivational need appeals in beauty and fashion products. Results indicated that beauty and fashion products advertisements are using need for autonomy, dominance, exhibition and sex more than other needs to motivate consumers to buy.
Ko, Cho and Roberts (2005) did a study on internet product search in terms of the search behaviour’s antecedents (i.e., motivations for using the product) and consequences (i.e., attitude toward the site, attitude toward the brand, and purchase intention). The study developed a structural equation model for empirical testing based on need gratification theory. The sample of the study consisted of 385 college students from United States and Korea. The findings suggested that consumers who have high information motivations are more likely to engage in human-message interaction on a Web site, whereas social interaction motivations are more strongly related to human-human interaction. Both human-message and human-human interactions had a positive effect on attitude toward the site, which eventually leads to positive attitude toward the brand and purchase intention.

Wei, Xianoming and Pan (2010) did a study on the influence of mobile SMS (Short Message Service) on interactive marketing. The sample of the study consisted of 407 mobile phone users in Singapore. The results revealed that motivational needs of the consumers, their prior consent, and privacy concerns directly affected the likelihood of SMS advertisements.

2.8. Summary of the Reviews and Rationale for Present Study

Current review provides the main theoretical status of broad researches in the advertisement psychology avenues relevant to the present study. These reviews endow us direction for formulating present research objectives by broadly presenting theoretical understanding that the effectiveness of advertisements in persuading consumers to take purchase decision is dependent on complex psychological dynamics of the consumers.

For business corporations buying decision is the most crucial part of their survival. Even though no one knows the exact answer for the question of what really
makes a consumer to take purchase decisions, most of marketing literatures are best attempts at answering this question. Recent theories of advertisement effectiveness propose that people are neither universally thoughtful in evaluating persuasive messages nor universally mindless (Petty et al., 1983). Instead, a variety of individual and situational factors determine how much cognitive effort a person devotes to processing a message. Present day researchers propose advertisement appeal as the basic reason for the effectiveness of advertisements on persuading consumers to purchase (Manrai et al., 1992). Advertising appeals aim to influence the way consumers view themselves and how buying certain products can prove to be beneficial for them. The message conveyed through advertising appeals influences the purchasing decisions of consumers. Generally, advertising appeals are classified as either emotional or rational. There have been many studies and countless discussions (Liu & Stout, 1987; Hornik, 1989; Mattila, 1999; Zinn & Manfredo, 2000; Leonidou & Leonidou, 2009) on what type of appeal is more effective. Research findings are still inconclusive and inconsistent. Present study is conducted to facilitate this discussion.

Reviews also provide the insight that consumer purchase decision is not an isolated phenomenon which is based only on the attributes of the products and advertisements but also related with the internal psychological dynamics of the decision maker (Holmes & Crocker, 1987; Moore et al., 1995; Mantel & Kardes, 1999). Hence present study also aims to find out the moderating effect of few of the internal psychological dynamics in the process of impact of advertisements on purchase decision.

For years psychologists were interested in the duality of mind. The concept of duality in psychology got strengthened with the development of analytical and holistic
thinking styles concept. Few early studies (Meyers 1989; Thompson & Hamilton, 2006; Hong & Lee, 2006) have formulated the processing difference of rational and emotional advertisement appeals among analytically and holistically thinking consumers but mainly these studies have been done on low investment products. The effect of thinking styles on the influence advertisements in a complex buying situation where the investment is done with lot of involvement is yet not well explored.

Self-concept is another well researched area in advertisement effectiveness literature. Several research studies (Zinkhan & Hong, 1991; Hong & Zinkhan, 1995; Graeff, 1996) have found that advertising appeals congruent with consumers' self-concept are well accepted. In most of the available literature the influence of self-concept on the effectiveness of advertisements is conceptualized mainly in an attitudinal level i.e. forming brand attitude or purchase intention (Chang, 2002, 2005; Chebat et al., 2003). But the real effectiveness of advertisements can be evaluated only when consumers make a decision to buy a product. With this orientation present study analyzes the moderating effect of self-concept on the impact of advertisements on purchase decision.

Motivational approach on consumer behaviour also contributes to the understanding of consumer decision making process from a similar angle. Early motivational theorists followed the Darwinian tradition and considered motivation from a survival point of view that life threatening situation prompts the man to respond to attain minimal stimulation. Later motivational theorists extended this viewpoint and argued that individuals’ involve in activities not only for biological deprivation which is related to survival but also for psychosocial deprivations like love, status, power etc. These theorists proposed the concept of motivational needs as a reason for any goal directed behaviours. Motivational needs theory is a well
researched topic in the advertisement effectiveness literature as most of the early studies reported that advertisements in accordance with the consumers’ motivational needs are well accepted. But there exists more scope to relate the influence of motivational needs in the context of impact of specific advertisement appeals (i.e. rational and emotional) on purchase decision as it is not yet well explored.

Among the theories which questioned the early concept of motivation only as a survival process the theory of sensation seeking is also noteworthy to discuss as it demonstrated that individuals find environments aversive when they are either repetitive or predictable. Sensation seeking is a well researched topic in consumer behaviour as it is found that consumers often make purchase to have optimal arousal and stimulation. But in the area of advertisement effectiveness even though few studies (Moore & Harris, 1996; Christopher & Justin, 2000; Pak, 2007) have established the effect of this variable it has further scope to explore. The moderating influence of this variable on the impact of specific advertisement appeals (i.e. rational and emotional) on purchase decision in a complex buying situation where the investment is done with high level of involvement is not yet well explored.

Since the influence of thinking styles, sensation seeking, self-concept, and motivational needs on consumer purchase behaviour was found to be contextually noteworthy it was hypothesized that these variables have a moderating influence on processing advertisements in favor of purchase decision.