5.0 FINDINGS, RECOMMENDATIONS AND CONCLUSION

5.1 INTRODUCTION

This thesis focuses on the concept of social appeal of advertising and its impact on consumer perception in comparison to emotional appeal of advertising. Social appeal of advertising as discussed earlier is a growing concept in advertising industry and can be treated as a fusion of two types of appeal i.e. moral appeal and brand appeal. In other words, such advertising pursue the audience to contribute towards a particular social cause or to act in a responsible way along with highlighting the brand associated with that cause. Such a strategy could be the result of the partnership between a for-profit organization and a non-profit organization or could be an innovative way of advertising under company’s promotional umbrella.

A discussion regarding the concept of social appeal of advertising and the need for further research in this emerging field has already been discussed in chapter 1. It has been stated that the need for research in this area is due to increasing investment and growth in this type of strategy. Other factors like growth in media industry, increasing interest of businesses and corporate towards corporate social responsibility are also responsible for the growth of this strategy and need for research in this area.

After reviewing the existing relevant literatures in the parent discipline of marketing communications, advertising, advertising appeal and in the related areas of consumer perception, cause related marketing, prosocial behavior, the following research queries were outlined:

5.1.1: Whether there is any significant impact of social appeal advertising on consumer’s response in terms of attitude towards the strategy, attitude towards brand associated in advertising and the purchase intention?
5.1.2: Whether there is any significant impact of emotional appeal advertising on consumer’s response in terms of attitude towards the strategy, attitude towards the brand associated in advertising and the purchase intention?

5.1.3: Whether consumer’s responses are significantly more positive towards social appeal advertising than towards emotional appeal advertising?

5.1.4: Whether consumers further want to see social appeal advertising and whether this further motivates them to contribute towards the cause?

Based on these research queries a number of hypotheses were framed. These hypotheses were also discussed in chapter 1 and finally the statistical testing of hypotheses and their results were presented in chapter 4.

This chapter will provide the conclusion of analysis and the findings of this research in context of the literature as well as practical implications. The limitations of the study and direction for further research are also identified and discussed in this chapter.

5.2 DISCUSSION

Social appeal of advertising is a different form of advertising that brings the association of brand advertising with social cause on the marketing platform. Increasing interest of agencies and advertisers in this area attracts the attention of both academicians and practitioners. Linking brand with social cause is a relatively recent addition to the marketing communication mix and is definitely an emerging trend in India. Many researchers consider it as a part of cause related marketing on the other hand some consider it as an extension of corporate social responsibility. The features of this kind of advertising are also similar to those of social marketing. The study of available literatures in this area indicates towards varying definition of this kind of advertising and in spite of it being an emerging trend in India, there seems to be an overlap and confusion over various advertising terms used for such
advertising strategy. Cause promotion, cause branding, cause related marketing, corporate social responsibility are some of the terms being used in extant literatures and a varying consensus is observed among the researchers regarding treating such advertising strategy as a part of cause related marketing or to treat it as an independent marketing communication mix.

Therefore, this research aims at providing the conceptual framework of social appeal of advertising and has examined the features of social appeal of advertising in Indian perspective. This study has also investigated the consumer’s perception towards social appeal of advertising in comparison to emotional appeal of advertising. An attempt is also made in this study to find the unique features of social appeal of advertising that differentiates it with emotional appeal of advertising and cause related marketing. The study also investigated the impact of social appeal of advertising on brand image and purchase intention. Further the results were compared with impact of emotional appeal of advertising on brand image and purchase intention.

In general, the results of this research indicate that consumer perception towards social appeal of advertising is more favourable than consumer perception towards emotional appeal of advertising. There is support for the premise that consumers perceive social appeal of advertising more attractive and beneficial in comparison to emotional appeal of advertising. The results also indicate positive attitude of consumers towards these brands which are involved in social appeal of advertising and significant results were demonstrated towards willingness to try and buy these brands.

The statistical examination of data also suggests positive impact on consumer belief towards associated social cause. However, neither gender nor age factors were shown to influence consumer responses towards consumer belief for associated social cause. A positive correlation is also verified between ‘liking of social appeal advertising’ and various sub factors. The following section will discuss these findings in detail.
5.3 FINDINGS

The findings of this research study are discussed below in detail.

5.3.1 Consumer perception towards social appeal of advertising

This study offers support for the proposition that consumers possess positive attitude towards the advertising strategy that involves social appeal of advertising. An initial examination of the respondent’s views towards the attributes that reflects consumer perception on the social appeal advertising strategy evince significantly favourable attitude. The sample responses clearly demonstrate that respondents favourably like this type of advertising and majority of the respondents are of the opinion that this advertising strategy is both attractive and beneficial. It will be interesting to note, that more than 60 percent of the respondents have selected ‘agree’ and ‘strongly agree’ categories on the scale for the listed attributes that suggest consumer perception for strategy.

5.3.2 Comparison of consumer perception towards social appeal advertising with emotional appeal advertising.

The study further compares the results of consumer perception towards social appeal of advertising with those of emotional appeal of advertising and the test revealed that consumer’s perception towards social appeal of advertising vary significantly than consumer’s perception towards emotional appeal of advertising. Paired sample t-test was done to test the differences in the means of attitude towards two advertising strategies. The differences in the means achieved statistical significance and the test exhibits that consumer possess positive attitude towards social appeal advertising than emotional appeal advertising.
5.3.3 Consumer’s attitude towards brand image

The careful examination of the data to identify the consumer’s attitude towards the brands associated in social appeal of advertising in comparison to the brands involved in emotional appeal of advertising clearly demonstrate a positive impact of social appeal advertising on brand image. The statistical tests distinctly indicate significant difference between the two mean values that reflects the respondent’s attitude towards two brand groups. The current study offers support for the premise that social appeal of advertising can enhance brand image. Further, the analysis of data testify that consumers develop more positive attitude towards the brands which are involved in social appeal of advertising in comparison to the brands involved in emotional appeal of advertising. It has be observed that apart from developing a positive attitude towards the brands as a result of exposure to social appeal advertising, the consumers also develop a favourable attitude towards considering these brands reliable and credible. The data examination suggests that more than 50% of the respondents ‘agree’ and ‘strongly agree’ for considering the brands reliable and credible that uses social appeal of advertising in contrast of approximately 16% respondents that ‘agree’ and ‘strongly agree’ for considering the brands reliable and credible that uses emotional appeal of advertising.

The positive impact of social appeal of advertising on brand image is consistent with the findings that suggests, “cause related marketing have positive effect on consumer’s attitude towards the company.” (Alcheva V et. al. 2009) However, in the past literatures there has been a little evidence of such social cause and brand association effect on consumer’s attitude, where no percentage of sale is promised to be given as charity or donation. Also there is no direct comparison of impact of social and emotional appeal advertising on brand image. This study has also highlighted that social appeal advertising has positive impact on considering the brand reliable and credible, which is an important factors towards developing a positive brand image.
5.3.4 Impact on purchase intention

The findings of this study also signify that consumers possess positive purchase intentions for the brands that uses social appeal advertising strategy. As this research has indicated a positive impact of social appeal advertising towards brand image and purchase intention, the findings of this research supports the findings of previous researches that have suggested a direct correlation between brand attitude and purchase intention. However, no attempt has been made in this study to establish or identify any relationship between the variables ‘brand image’ and ‘purchase intention’.

Since the focus of this study is to conduct a comparative analysis of consumer’s feedback on two advertising groups one with social appeal and the other with emotional appeal, the same approach has been applied to identify the consumer’s inclination towards one advertising strategy among the two in reference to purchase intention. The statistical results exhibits that consumers are more intended to buy the products that uses social appeal advertising strategy than the products that uses emotional appeal advertising strategy. The examination of mean values of responses and the results of paired t-test advocates that results of social appeal advertising are highly encouraging with consumers significantly showing more willingness to try the products and positive intentions to purchase them.

5.3.5 Consumer attitude towards associated social cause

The findings of this study also provide empirical support for the proposition that an exposure of social appeal advertising has positive impact on consumer’s belief and attitude towards associated social cause. Since the primary objective of social appeal of advertising is to communicate and influence the consumers for a social cause in the light of a brand association, therefore it becomes essential to view the impact of such advertising on consumer attitude towards associated social cause. Statistical examination of mean values conveys a plausible explanation for supporting the hypothesis. The analysis of the related attributes revealed that more than 80% of the
respondents prefers to watch advertisements with social messages and approximately more than 70% of the respondents agree that such advertising influences and motivates them to contribute towards the cause. Another important aspect of the finding is that majority of the respondents believe that the brands that uses advertising strategy with social appeal are socially responsible. This finding indicates that such advertising brings the consumers and companies on a common platform of contributing towards society. It narrows the gap of how a brand is seen by adding the value of trustworthiness.

Attribution theory also provides some insight to the above findings. Attribution theory is related to the interpretation of people’s behavior (Kelly and Michella 1980). This theory helps in understanding the finding regarding consumer’s attitude towards associated social cause. If the consumer’s perceive a favourable positive attitude towards the associated social cause, the attribution will then drive a favourable positive impact on their attitude to the brand as well. In other words, a carefully and logically crafted social cause and brand association may assist in forming positive attitude towards both, the cause and the brand.

5.3.6 Influence of gender and age on the attitude towards associated social cause

The further exploration of the finding regarding consumer’s attitude towards associated social cause was done on the basis of important factors like gender and age. The anova results (p>.05) indicate that neither gender nor age factors influence the consumer responses towards associated social cause. The findings suggest that variation in the mean can be attributed to chance and not to some specific causes.

The results of current study echo with the results of past literatures on cause related marketing, where many studies has suggested that no difference in attitude towards cause related marketing can be suggested based on gender. The study by (Kropp et.al.1999), suggested that women’s attitude were slightly more favourable than men’s, but the difference was not statistically significant. However, all these
findings were directed towards consumer’s attitude for cause related marketing strategy and in the present study the finding is based on the consumer’s attitude towards the associated social cause in an advertisement specifically using social appeal. In this way it makes the finding unique and suggests that the message cue of such advertising can be applied to both sets of audience.

5.3.7 Relation between liking of social appeal advertisement and sub factors.

Since the previous findings and past literatures have already suggested that a positive attitude towards associated social cause may lead to positive attitude towards brands, therefore it becomes important to explore the extent of relationship that these attributes that are responsible for attitude towards social cause and brand, shares with the factor ‘liking of social appeal advertising.’

The current study significantly elucidate the relationship between the variable ‘liking of social appeal advertising’ and various sub factors helps in influencing attitude towards cause and brand. The investigated results suggest that a positive correlation exists among the variable and all sub factors; however the degree of correlation is ranging between weak to moderate. The findings of analysis of each relationship are mentioned below:

i. Relation with preference for watching advertisement with social messages

The correlation analysis indicates a positive correlation (r = 0.191) (refer table 4.44), but the degree of correlation is weak. It can be concluded that liking such advertising strategy is definitely a factor that is directly associated with preference for watching such advertising further but at the same time it is not the prime factor responsible for influencing the preference. There are other factors also that affect the consumer’s preference for watching such advertising further. However, the explorations of those factors have not been included in this research as this would have exceeded
the frame of the current research study. Therefore, the finding of current studies is limited to the analysis of relation between those variables only that are used in this research and the scope for deeper analysis is available.

ii. **Relation with motivation to contribute towards the associated cause**

The findings of correlation analysis exhibits positive correlation \((r = 0.233)\) (refer table 4.45) between the variable ‘liking of advertisement’ and ‘motivation to contribute towards the associated cause’. The inference of a direct positive relationship can be drawn, which reflects that any change in liking of advertisement will directly affect the motivation for contributing towards the cause. This implies that a well conceived and diligent execution of the advertisement is necessary to acquire the desired consumer response.

iii. **Relation with positive attitude towards these brands**

A positive linear relationship is demonstrated with \(r = 0.386\) (refer table 4.46), between the variable ‘liking of advertisement’ and ‘positive attitude towards these brands’. The current finding of correlation analysis is unvarying with the previous findings of many marketing communication researches, which states that marketing communication has direct positive relation with brand attitude. However, these findings were in context of general marketing communication activities and not to any specific kind of advertising. This gives a distinction to the current finding.

iv. **Relation with considering these brand reliable and credible**

A correlation analysis between the variable ‘liking of advertisement’ and sub factor ‘considering these brands reliable and credible’ suggests a moderate degree of positive correlation \((r = 0.388)\) (refer table 4.47). The earlier finding of the study has revealed that a positive attitude towards the cause also affects the attitude towards the brand and the results of correlation
analysis have further strengthened the previous finding. It will be significant to conclude that liking of advertisement with social appeal will have direct and positive effect on brand affiliation with reliability and credibility.

v. Relation with considering these brands socially responsible

The result of correlation analysis signifies a positive correlation (r = 0.283) (refer table 4.48). The findings point out towards the positive linear relationship between the variable and sub factor and is consistent with above finding, however the degree of correlation is weak in contrast to the above finding where the degree of correlation is moderate. The probable reason for this could be that a company’s involvement in CSR activities affects its image for being socially responsible. However, the exploration of this or any associated reason was not done considering the selected frame and scope of current research study.

5.4 SUITABILITY OF SOCIAL APPEAL OF ADVERTISING IN INDIAN CONTEXT.

Apart from the above stated findings, the current study also aims at finding the suitability of social appeal advertising strategy in Indian perspective. From past many years, businesses have taken the responsibility of contribution to society and community development apart from profit making responsibility. The evolution of considering the corporate social responsibility as a mandatory function of business rather than voluntary function leads to the emergence of social appeal advertising. The idea of associating a brand with a cause is an emerging trend in India and an analysis is required to measure the benefits that the advertisers, the society and the audience will drive from it. The decisive examination of these benefits will help in understanding the future scope of this type of advertising strategy in Indian media.

The analysis is done on the basis of review of available literatures and statistical findings of current study. The chapter 2 of this study has already highlighted the
present scenario of advertising industry in India and it has been suggested that with the innovative government initiatives like ‘Make in India’ and liberalized government policies and globalization the industrial, commercial and retail sector is sure to grow manifolds which in turn will affect the advertising industry as well. The rapid technological development and enlarged digitalization will propel the advertising industry to take leap growth in coming years. This implies that existence of fierce competition among the companies and cluttered media environment throws a great challenge to the marketers to grab the attention of the consumers. Therefore selecting an innovative way of advertising becomes a critical decision for the marketers to take and many marketers feel that ‘social appeal advertising’ provides just the right hook.

5.4.1. As discussed earlier, social appeal advertising is a growing concept in India and appeals to many marketers for various reasons. Some of the reasons are listed below:

- Unique advertising style
- Helps in gaining attention of tech-savvy and socially responsible new age consumers
- Significant impact on consumers attitude towards the brand
- Helps in contributing towards company’s CSR goals
- Add the attributes such as reliable or socially responsible with the brand name
- Significant impact on consumers buying behavior
- Brand promotion in association with a social cause helps the brand in achieving the much needed marketing edge
5.4.2 **Unique value proposition of social appeal advertising**

While social appeal advertising integrates many characteristics common to other forms of marketing communications, there are few unique value propositions also, which are as follows:

1. **Behaviour focus:**

   The focus of social appeal advertising is to influence the audience behavior for the societal gain unlike other advertising appeals where the focus is to influence the consumer behavior for commercial gain.

2. **Value exchange:**

   Social appeal advertising is unique in a way, that the returns of advertising campaign are directly not received in form of increased sales as in case of sales promotion or other direct marketing campaigns; rather it is received in the form of increased brand value.

3. **Advertising effectiveness:**

   The measurement of advertising effectiveness is a difficult task in social appeal advertising as the results are not immediate and a complex evaluation and monitoring process is required to measure the desired behavior and change awareness.

4. **Suitable brand – cause fit:**

   Social appeal advertising is an amalgamation of brand promotion with social cause. Therefore, it is important that the cause selected by the company should be consistent and contrasts with the company’s brand. e.g. Reckitt Benckiser promotes its brand ‘harpie’ and ‘dettol’ with ‘swachh bharat abhiyaan’ to promote healthy and hygienic habits.
5.4.3 Social appeal advertising suitability

After analyzing the benefits and unique value propositions of social appeal advertising, it is also important to discuss the suitability of this strategy as a marketing communication activity with the view point of Indian brands and markets.

1. Established brands:

   Since the objective in social appeal advertising is to promote and highlight the cause only, this type of advertising appeal cannot be used to announce the brand features and attributes. Thus it is suitable for established brands only, as the consumers are already familiar with the brand name and its features and the campaign can be used as a tool for recall value only.

2. B2C marketing:

   Social appeal advertising strategy is quite suitable as an instrument for B2C marketing rather than B2B marketing. B2C refers to ‘business to consumers’ and B2B refers to ‘business to business. The aim of social appeal is to influence the audience behavior for societal benefits and the objective can be achieved with B2C marketing only, as the customer base is wide in case of B2C rather than B2B, where the customer base is small comprising of industries and few distribution channel intermediaries.

3. Feasible for old markets:

   As discussed in chapter 3, Rajesh K Chandy has divided markets into two categories i.e. young markets and old markets. He has defined young markets as those markets where the product is new and not much of advertising has been done, whereas, the old markets are the
markets where a lot of advertising about the product has already been done and consumers are aware about the product features and attributes. Continuing with the market categorization, the social appeal advertising value propositions suggest that this tool of marketing communication mix will drive the desired benefits if used in the old markets than new markets.

4. Budget factor:

Such marketing campaigns require high budgets, and are feasible for corporate houses with wide range of product mix and extended product lines. It has also been observed that such advertising strategies are often used by companies with high turnover as a part of their corporate social responsibility.

5.4.4 Future of social appeal advertising in India

The above discussion on the benefits and emerging trends of social appeal advertising indicates towards a promising future of this marketing strategy. This type of marketing communication presents its uniqueness by creating real social impact with strategic implementation of peripheral cue. Such advertising campaigns can be seen as growing innovative trend in the field of marketing communication that aims at delivering threefold benefit to society, consumer and marketers altogether at one platform.
A social cause affiliation with brand could create a “halo effect” on how a brand is seen, by associating attributes such as socially responsible and credible with the brand. It can make the task of NGOs easier to launch the programs for social problems in association with well established corporate houses. It is also considered as more motivating and influencing than other strategies, this is because such advertising aims at bringing the behavioural change at ground level which can be achieved only if the messages are framed in such a way that enhances consumer involvement. Finally it can be summarized, that with the growing concept of considering ‘contribution towards society’ as a part of compulsory obligation and corporate goal, this increasing use of this advertising strategy can also be seen and a prospective future of this marketing communication strategy can be predicted.

### 5.5 CONTRIBUTION OF THE RESEARCH

The finding of the current study adds valuable contribution to the understanding and theoretical framework of social appeal advertising. The contribution is summarized and mention below. Implications of the research will be discussed in section 6.5 and 6.6.
5.5.1 Contribution towards development of conceptual framework of social appeal advertising.

5.5.2 Comparing the results of social appeal advertising with emotional appeal advertising.

5.5.3 Identifying perception towards associated cause

5.5.4 Gender and age factor effects identified

5.5.5 Establishing relation between liking advertisement and sub factors

5.5.6 Examining suitability of social appeal advertising in Indian context.

5.6 THEORETICAL IMPLICATIONS

As mentioned above the findings of this study render significant contribution to the existing literature in the area of social appeal advertising. The findings of current research study helps in understanding the theoretical concept of social appeal advertising and how it is different than cause related marketing. The findings also contributes to understand its unique value proposition and the benefits that can be delivered to all three participants i.e. advertisers, consumers and the society. This conceptual model has successfully compared and demonstrated the distinction in consumer’s attitude towards social and emotional appeal of advertising. The study also suggested the suitability and future scope of social appeal advertising in Indian context. The study indicates consumer’s positive attitude towards the associated cause, brand involved and purchase intentions.
The research findings demonstrate the peripheral cue of such advertising strategy by adding on the findings in terms of ‘motivation towards contributing the cause due to exposure of such advertising.’ The findings significantly contribute to the overall discipline of advertising appeal and marketing communication.

5.7 IMPLICATION FOR PRACTITIONERS

In the current era marketing managers continuously face the challenges thrown by global competition and brand proliferation and further with the media fragmentation it becomes a difficult task to grab the consumer’s attention towards a particular brand or product. Brand managers constantly look to implement innovative techniques in their marketing communications. As already discussed in section 1.5 that corporate anticipates the benefits of developing brand image and familiarity with advertising campaigns. Further section 3.3 has identified the importance of advertising appeal in constructing an effective advertisement. The past researches also suggest that marketing practitioner’s inclination towards considering cause-related marketing and cause promotion as an element in their marketing campaign is increasing; the same has been discussed in section 1.2.2. Therefore, an increased understanding of the value propositions, scope and benefits of social appeal
advertising will certainly assist marketing managers and agencies in developing an effective campaign using this marketing communication mix.

The study also highlights the attitude of consumers towards the cause and suggested that a well conceived and executed cause-promotion can improve attitude towards a company and brand, generate consumer traffic, increase sales and loyalty and motivate the society as a whole.

Additionally, the study attempted to explore the difference in attitude due to gender or age factors and establishes that gender or age factors does not influence the attitude of consumers towards the strategy and cause. This implies that social appeal of advertising has a broad base of application and can be used for targeting wide range of audiences irrespective of gender or age factor.

The study also examined the significance and suitability of social appeal advertising in Indian context and this helps the advertisers and agencies to identify those sectors and brands where social appeal of advertising can be efficiently used to deliver the effective response and returns of the campaign. This will also facilitates the NGOs to approach the companies and business houses for communicating their social cause on a broad platform. In the nutshell, the findings of this study helps in understanding the overall phenomenon of social appeal of advertising and will help the practicing managers to devise the findings in their marketing strategies so that it will be beneficial for the companies as well as societies in the long run.

5.8 DELIMITATIONS

The delimitation of the research study indicates its parameters; that is, what the study will include and what it will not (punch 1998)\textsuperscript{26}. Though this research significantly contributes to the existing literature of social appeal advertising and cause promotion, the research has few limitations. These limitations are discussed in the section below:
Firstly, the ability to generalize the outcome of this research at national or international level is limited because of number of factors. This research study focuses on few brands in fast moving consumer goods category. These products are low involvement and fast moving consumer goods and services. Given the unique nature of this type of products it will not be feasible to extend the conclusion of the study to a higher involvement product or brand. Therefore the findings may not relate to other durable or industrial goods. Also the selection of few advertising campaigns from India for survey limits the elements of stimuli thus limiting the generalization of the study in global scenario.

Secondly, the sample selection was geographically limited thus affecting the demographic, cultural and societal factors. The consumer group is not wide enough and based on the consumers of Guwahati city only. As already discussed in research methodology the sample selection was affected by various considerations like requirement for homogeneous sample budgetary factors and time constraints. Data collected in the other area may produce different result therefore it limits the ability to generalize the findings to the overall population.

Thirdly, the instrument used for data collection was designed using quantitative methods only. However the qualitative methods of data collection and analysis may bring different results. Further the focus of the research is from the corporate or brand perspective that is consumer attitude towards the nonprofit organization is not examined.

Lastly, the study examines the comparison between two types of advertising appeals only that is emotional appeal v/s social appeal and hence the findings cannot be applied to other types of appeals. Finally, this study is cross sectional as opposed to longitudinal.
5.9 IMPLICATIONS FOR FUTURE RESEARCH

The findings of this research may be used for future researches to further enhance the conceptual framework of social appeal advertising and to overcome its limitations. The study can be replicated using brands into durable or industrial product category to identify whether the current results can be extended to those product categories also. Similarly future research is also suggested using the global advertising campaigns to get the wider findings. The study can also be repeated in different geographic location and the findings of current research can be put on comparison to establish the consistency of results in different geographic location.

The outcomes of this study can also be used to establish the correlation between attitude towards brand and purchase intentions and also to find out the other variables and factors that affect the variables liking motivation towards the cause, considering brands socially responsible, factors affecting the brands reliability and credibility. Since these factors have not been covered in this study because of the limited frame of the current research study. The repetition of this study may also be done to identify the impact of social appeal advertising on brand attitude in comparison to other communication strategies also.

5.10 CONCLUSION

In conclusion, the purpose of this research is to understand and analyze the impact of social appeal advertising on consumer perception with reference to brand attitude and purchase intention. Social appeal advertising is an emerging and innovative trend in the marketing communication area and the increasing interest of advertisers in this area suggests for the need of research in this area. The findings of the current research have significantly contributed to the existing conceptual framework of social appeal advertising. The study has provided a conceptual model to demonstrate the difference in response of consumers when compare social appeal of advertising with emotional appeal of advertising.
The major findings of this research indicate that consumer perception towards social appeal of advertising is more favourable than consumer perception towards emotional appeal of advertising. There is support for the premise that consumers perceive social appeal of advertising more attractive and beneficial in comparison to emotional appeal of advertising. The results also indicate positive attitude of consumers towards these brands which are involved in social appeal of advertising and significant results were demonstrated towards willingness to try or buy these brands.

The statistical examination of data also suggests positive impact on consumer belief towards associated social cause. However, neither gender nor age factors were shown to influence consumer responses towards consumer belief for associated social cause. A positive correlation is also verified between ‘liking of social appeal advertising’ and various sub factors. The study has also analyzed the features, benefits, unique value proposition and scope of social appeal advertising in Indian media scenario.

To summarize it will be appropriate to say that social appeal of advertising offers the unique win-win-win benefits to the parties associated and suggest that scope of this advertising strategy in India is wide and positive. Appropriate association of cause and effective execution of this strategy may maximize the returns in terms of change behavior for societal gain and increased brand value. Also, considering the current competitive environment and obligation on corporate to contribute towards society the social appeal of advertising proves to be way better than any other advertising strategy. The present research study has added to the existing body of knowledge in this area and has provided with the areas that requires further exploration to make the strong base of application of this strategy.