PREFACE

The advertising industry in India has got its roots from the British era and since then it has evolved multitudinous. The Indian advertising industry is backed by interesting history of its origin and development. In fact, in the current scenario it is emerging as a fastest growing tertiary sector of Indian economy. Liberalized economic policies, evolving technologies, globalization have created an impact in Indian economy which in turn have given boost to the advertising industry also. Advertising now has become an integral part of any business and advertisers constantly look for innovative ways of creating effective advertising to distinguish themselves in the brand flooded environment.

The analysts foresee a high growth future of advertising industry, with high revenues and growing standards in the fields of creativity and professionalization. The industry also faces many challenges such as impacting the Indian cultures and sub cultures, generation of employment, influencing and developing rural India and contribution in socio economic development. However the industry is gearing up and struggling to overcome these challenges.

The important construct of any advertising is the message element that drives the persuasion among the target audiences. The message element is often referred to as ‘advertising appeal’. With the evolution of advertising strategies, the advertising appeals are also taking many forms and therefore, it becomes crucial for the marketers to take due care while selecting advertising appeal. “Social appeal of advertising” is an innovative and emerging concept in the field of advertising. Such advertising appeal is the holistic concept that promotes a brand in the light of social cause by influencing the target audience behavior towards that cause. Social appeal of advertising is defined as “an integrated advertising technique that requires amalgamation of features of brand advertising with that of social marketing.” This growing concept of advertising calls for the need of research due to increasing interest and growth in this type of strategy. Growth in media industry and the
increasing interest of businesses towards corporate social responsibility are the other factors that propel the need of research in this area.

The research study in the forthcoming pages comprises of analysis of consumer perception towards social appeal and emotional appeal advertising. This study attempts to entail the comparison between the effects of social appeal advertising and emotional appeal advertising on consumer’s attitude towards advertising strategy, brand image and purchase intention.

The study delineates various aspects of advertising appeal and consumer perception. The study further follows discussions on the emerging trend of cause-related marketing and an attempt is made to establish a distinction between cause-related marketing and various other related terms including ‘Social appeal advertising’. Origin and scope of advertising industry is also discussed and an effort is also made to examine the suitability of social appeal advertising in the Indian context.

The findings of the current study contribute to the existing literature in the area of social appeal advertising. This study may help the advertisers and advertising agencies in understanding the unique value proposition of social appeal advertising and its suitability in the Indian context. This will help in structuring the advertising framework accordingly. This study may also help the government and social agencies to market the social behavioral change on a broader platform in association with corporate houses.