1. INTRODUCTION

1.1 BACKGROUND OF THE RESEARCH

To appeal consumers in a best possible way has always been an important challenge for the marketing managers and with the advancement of technologies, close competitive business environment and globalization the challenge continues to grow. Further with the constantly evolving technologies and increase in mass media, modern days marketing take many forms right from traditional newspaper advertising to targeted social media advertising; this emphasizes and creates need for effective marketing communication. Marketing communication is an integral part of marketing. In fact, marketing is quintessentially by nature communication only. (Barrowclough, 2014)\textsuperscript{99}

Marketing communications are the means by which firms attempt to inform, persuade and remind consumers directly or indirectly about the products and brands that they sell. It is considered as the voice of brand and a medium to build and establish relationship with the consumers. Marketing communication allows companies to link their brands to other people, places, events, experiences, feelings, etc. It can also contribute to brand equity by establishing the brand in memory and crafting a brand image.

The marketing communication mix consist of seven major modes of communication: (Peter D. Bennett, 1995)\textsuperscript{25}

1. Advertising – Any Paid form of non personal presentation and promotion of ideas, goods or services by an identified sponsor.

2. Sales Promotion – A variety of short term incentives to encourage trial or purchase of a product or service.
3. Events and experiences – Company sponsored activities and programs designed to create daily or special brand related interactions.

4. Public relations and publicity – A variety of programs designed to promote or protect a company’s image or its individual products.

5. Direct Marketing – use of mail, telephone, email, fax or internet to communicate directly with or solicit response or dialogue from specific customers and prospects.

6. Interactive Marketing – it is based on having one to one interaction with the customers in order to find out their preferences, so that tailor made and relevant marketing messages can be produced.

7. Personal selling – face to face interaction with one or more prospective purchasers for the purpose of making presentations, answering questions and procuring orders.

Figure 1.1 Marketing Communication Mix

Source: www.pinterest.com¹¹¹
Of all the types of marketing communications advertising is always considered as a central element and in today’s era there is hardly any business which does not advertise. In fact marketing managers has always given advertising a pivotal role in the corporate marketing strategies and the primary objective of advertising has been always to create demand for the goods and services by informing, persuading and reminding the customers about the products and services. Of all marketing weapons, the advertising is renowned for its long lasting impact on viewer’s mind, as its exposure is much broader (Katke, 2007)\textsuperscript{53}

Advertising messages uses appeal in order to influence the way consumer view a certain product and to influence his buying decisions. It is an igniting force which influences the consumer mindset towards the product or services.

There are generally three different types of appeals as shown by (Kotler, 1997)\textsuperscript{14}

1. **Rational appeals** – refers to the quality, value or performance of the product

2. **Emotional appeal**- attempt to stir up negative or positive emotions include fear, guilt, joy, etc.

3. **Moral appeal** – refers to directing the audience’s sense of what is right and proper. It includes appeals on social issues, nationalism, etc.

Advertising has now become part of our lives; we are growing up figuring advertising everywhere around us. We see it on television, in the sky, on the matchbox, in the newspapers, on the trash containers, in the magazines, on our mail, on the vehicles, in the vehicles, on the bill boards; we hear it on radio, in the stores we visit and so on. Yet the advertising agencies find it difficult to trace the exact way of effective advertising that impels the action of consumers in line with the intention of advertisers.
1.2 RATIONALE OF THE STUDY

Every piece of advertising is carefully crafted by the sponsors and advertisers to direct the attention of readers or the listeners or the viewers or the onlookers towards the product or a service or an idea. Advertisements are created with catchy slogans or unique advertising element that can serve as an effective reminder to customer or can be used to build up a long term image for a product. This implies that the selection of advertising message is of prime importance to the marketers, because the impact of entire ad campaign in terms of desired result depends largely on “how advertising message is framed and presented”. And subsequently it generates a challenging situation for the advertisers, marketers and the sponsors of ad campaigns to attract attention, especially thoughtful attention, to their messages.

In response to this challenge, a new style of advertising trend can be seen, where subtle but strong messages replaced the sheer promotion of product only. This kind of advertising is an amalgamation of brand advertising and social marketing, where the advertising message is prepared to convey strong social messages and to associate the brand in the light of that social message or intention. The idea of such advertising is to encourage customers to act on social issues – recycle more, save energy, cast your vote, use paper bags, etc. The intention is to make audience aware of some social responsibilities be it for their own good or for a common cause.

The advertising appeal used in such fusion advertising can be termed as “social appeal of advertising” as it is a mix of holistic marketing concept to promote the company’s brand image in line with the social responsibility of company towards society. An increase in the inclination of advertisers towards this appeal is evidently visible. This form of advertising comes under the umbrella of corporate social responsibility and research into the area of this upcoming approach of advertising is justified on a number of grounds such as increasing contribution of companies towards corporate social responsibility (CSR), increased attention of advertisers towards this strategy, evolution of effective marketing communication practices and
limited research to this date as identified by the literature review. These factors are discussed in the following sections:

1.2.1 Contribution towards Corporate Social Responsibility

The European commission (2011)\(^{91}\) defines corporate social responsibility (CSR) as “the responsibility of enterprises for their impacts on society”. Initially the core responsibility of businesses was to provide goods and services to the consumers and to earn profit for entrepreneurs but with the improvement and growth in the markets the businesses apart from profit making, now assumes greater responsibility and accountability towards environment, government and society at large. More specifically, the responsibility of corporations includes the integration of social, environmental and ethical issues as well as human rights and consumer concern into their business operations.(Jain Shanu, 2015)\(^{52}\) From the past few decades increasing interest of business and academic community towards corporate social responsibility can be seen. CSR movements and initiatives are emerging at a great pace in countries such as China, India, South Africa, Philippine, Brazil and other developing countries. Recently Steps are being taken to create a more legal framework for CSR in India. The Companies Act, 2013 now mandates 2% profit allocation for social activities, making corporate social responsibility a legal requirement for the companies earning profit of Rs. 5 crore or more. The Indian government now obliges large companies to increase spending on education, vocational training, eradicating poverty and hunger, healthcare, women empowerment, social business, and environmental sustainability to balance India’s economic growth along with sustainable development. Companies who are not interested in pursuing their own social activities have the option to pour the required funds into government sponsored relief and social-development programs. Nonetheless, it is argued that only 1% of Indian companies will be covered under the bill. However, upon conversion of rupee estimates, the mandated funds approximate to $2 to 2.4 billion. Comparing this amount to that invested in impact investment globally (estimated $8 billion for 2012), the mandated CSR funds amount to a substantial 25%. The possible level of impact from these funds is immense (yourstory.com)\(^{129}\). Increasing
investment in CSR paves way for growth of investments in brand advertising with social messages and thus calls for attention towards social appeal of advertising.

1.2.2 Increased advertiser’s attention towards this form of advertising

Brand advertising with social message or a cause is an emerging trend in India. As explained above, Companies are increasing their corporate social responsibility activities and this is the very reason for increasing trend of different marketing communication strategy i.e. social appeal advertising. The another reason for increasing attention of the top management towards this type of advertising is that, they view it as the valuable intangible tool which helps them gain better corporate image from internal as well as external customers and also helps in achieving societal benefits. Although social appeal advertising is in a growing phase in India, still there seems to be an overlap and confusion over various alternative terms used for cause related marketing, cause brand association, cause branding, etc.

(Kotler et.al, 2012) have used the term called “marketing and corporate social initiatives” to describe various corporate social responsibility programs undertaken by various American companies and divided them into two distinct groups viz. Marketing oriented and other which express corporate values and objectives. They further sub-divided ‘marketing oriented corporate social initiatives’ as “cause promotion, cause related marketing and corporate social marketing”. These various categories will be discussed in detail in chapter 2.

1.2.3. Evolution of effective marketing communication practices.

Marketers have always paid attention to marketing communications in order to capture attention and values from customers. Initially the idea of marketing communication was to convey a direct message to its target audience about the product or a service and its quality. In the past decade, technology improvement in digital communication made significant changes in the traditional advertising medium like newspaper, television, radio, movies, magazines, sponsoring events,
etc. as a result, significant changes can also be seen in marketing communication practices. Increase in number of sources or channels for transmitting the message gives lot of exposure to target audience and it is important for the advertisers to present a distinctive message in order to catch the attention of target audience. Many researchers have considered that the brand advertising with social messages gives this platform to the marketers, to stand out in the crowd of various marketing communications. Therefore apart from various reasons this is also considered as an important reason for the growth of social appeal of advertising.

1.2.4 Limited research contribution

Cause related marketing is a wider term with various sub branches “cause promotion, societal marketing and corporate social marketing” as described by Kotler. Cause-related marketing has gained the attention of various researchers and academicians worldwide and has been studied as a whole, not much of the attention is given to its sub branches as evident from literature review. Although the researchers suggest general consumer support towards this marketing initiative, however there is inadequate information to assist marketing mangers with assessing the appropriateness of this strategy for their particular target market and brand (Polonsky and Speed, 2001)68

1.3 CONCEPT OF ADVERTISING

In earlier times, advertising was not given as much emphasis as it is being given today. Infact, advertising has now become an integral part of today’s marketing scenario. Advertising may cost a lot of money but the marketers considered it as an investment as it is considered as the most persuasive platform to reach the potential buyers.

The word advertising is a Latin word which means “to turn attention of people to a specific thing.” It is a paid publicity. According to Oxford Dictionary the word ‘to advertise’ means ‘to make generally or publicly known’, describe publicly with a
view to increase sales. Advertising is thus, a mass communication tool, which is essentially in paid form by a firm or an individual and the ultimate purpose of which is to give information, develop attitudes & induce action, which are useful to the advertisers. (wikieducator.org)\textsuperscript{128}

Advertisement has been defined differently by different persons. A few definitions are being reproduced below:\textsuperscript{114}

According to Wood, “Advertising is causing to know, to remember, to do.”

According to Wheeler, “Advertising is any form of paid non-personal presentation of ideas, goods or services for the purpose of inducing people to buy.”

According to Richard Buskirk, “Advertising is a paid form of non-personal presentation of ideas, goods or services by an identified sponsor.”

According to William J. Stanton, “Advertising consists of all the activities involved in presenting to a group a non-personal, oral or visual, openly sponsored message regarding a product, service or idea; this message called an advertisement is disseminated through one or more media and is paid for by an identified sponsor.”

Thus with the above definitions it is clear that the advertising serves two objectives mainly. Firstly, the purpose of advertising is to sell something – a product or service or any idea and secondly, the advertising aims at effective communication and increasing awareness.

Also, the institute of practitioners in advertising stated the following attributes of advertising, which clearly differentiated it from other closely related terms that sounds like advertising. These attributes are:
1.3.1 Mass communication process

Advertising involves mass communication process where message is communicated to a large number of audiences at a same time. Also the communication process in advertising uses two senses that is sound and sight.

1.3.2 Informative in action

Information is defined as knowledge, facts or news. Each and every advertisement is a piece of information to the listeners, viewers, readers and onlookers. Information in advertisement comes in many forms. It can be complete or incomplete, biased or deceptive. However, the advertising information is supported by the concept of affirmative disclosure. This concept requires an advertiser to provide customers with any information that could materially affect their purchase decision. (public.wsu.edu)\textsuperscript{113}

1.3.3. Persuasive Act

‘Persuasive’ stands to reason as part of the definition of advertising. It is the power of advertising, as the basic purpose of advertising is to identify and differentiate one product from another in order to persuade the consumer to buy that product in preference to another. “There is a kind of logical process of persuasion known as A-I-D-A formula. That is an advertisement draws the ATTENTION, creates INTEREST, and converts INTEREST into DESIRE and DESIRE into ACTION.” (en.wikipedia.org)\textsuperscript{95}

1.3.4 Non Personal Presentation

Advertising is an impersonal attempt to present the message. That is the advertiser makes use of convenient and viable media and media vehicle to pass on his “ad” message to the target audience. In other words, the manufacturers and consumers are
not in direct or personal contact with one another. But in spite of being non personal the effectiveness of advertising has been proved worldwide.

1.3.5 Paid For

“….Paid for…." is a prominent word in the definition of advertising which implies that advertising is a cost based form of presentation. If an advertisement is created and placed in the media, the cost of creation and time or space in the media must be paid for. This is a major area in which advertising departs from public relation.

1.3.6 Identified sponsors

Identified sponsors means that the identity of the manufacturers or dealers who are putting the ad is disclosed through the name, brand or logo. The sponsors of advertisements have to disclose their identity not only as a legal requirement but also to build the brand image and product image. It also makes a good sense as otherwise non identified sponsored ads may mislead the audiences and reduce their faith in the product.

In the nutshell, advertising is that instrument of marketing which act as effective multiple sales-person, reaching good many people at one time, quickly, effectively and relatively at a lower cost.

1.4 NEED FOR ADVERTISING

In the dynamic world of marketing, advertising is strongest marketing tool because it is an informer, educator, entertainer and above all persuader. Even the best products may remain unsold on the shelves if proper and effective advertising is not done. The reality is that the advertising serves many human needs. The fact that the notion of advertising exists and it's so prevalent in the world is a sign that it's an industry that in spite of having some downsides, is also essential for society. The previous researches have already proved that advertising is an effective tool to
impact the consumer’s buying behavior. The common measures of advertising effectiveness include ad recall, ad recognition, brand awareness, clicks or click through rate, attitude towards the ad and the brand and purchase consideration. Some of the specific advantages of advertising are:

1.4.1 Advertising Creates background for innovation

Without advertising it would not be possible to tell people about new products and services, and this would slow down or may halt the innovations as companies will not be interested to come out with new products and services, if they are not able to communicate it to its prospective customers.

1.4.2 Generates gainful employment opportunity

Advertising generates employment opportunities directly and indirectly in the economy. It also contributes highly towards the country’s GDP and thus helps in the economic growth of the country.

1.4.3 Advertising helps in consumer’s decision making

Advertising helps people to choose. It helps in providing useful information to consumers about products and services in terms of price, quality, features, utility, durability, convenience, etc. and thus acts as a guide for the consumers in the process of intelligent and selective buying.

1.4.4 Advertising allows some business models to function

Advertising is what allows TV, Magazines, Newspapers, Internet to exist. Without advertising all these media would either be hugely expensive or simply not exist. Apart from these businesses, there are other businesses which generate some share of their revenues through advertising to reduce the burden on consumers like public transport.
1.4.5 Ensures better quality products

Different goods are advertised under different brand names. A branded product assures a standard quality to the consumers. To earn long standing reputation the manufacturers provide quality goods to the consumers and try to win their confidence in his product.

1.4.6 Higher standard of living

The experiences of advanced nations show that advertising is greatly responsible for raising the living standards of the people. In the words of Winston Churchill “advertising nourishes the consuming power of men and creates wants for better standard of living.” By bringing to the knowledge of consumers, different variety and better quality products, it has helped a lot in increasing the standard of living in a developing economy like India.

The benefits of advertising are manifold. It affects positively and in many ways to businesses, consumers, middlemen and society. Advertising is necessary for all types of companies be it goods or service industry, manufacturer, wholesale or retail, online seller or brick & mortar retailer and is important at all level of product cycle. Advertising can be used to achieve the objective of encouraging the consumers to try new products introduced in the market or to remind the existing customers to stick on to the same product. Companies can also use advertising to attract the competitor’s customers by convincing them to switch from the existing brand or to bring back their lost customers. In nutshell, advertising has become a necessity for everybody in today’s day to day life.

1.5 CORPORATE ANTICIPATION TOWARDS ADVERTISING

Advertising has become an integral part of our social and economic system. It is seen as influencing consumer attitude and purchase behavior in a variety of interlinked ways. An ad exposure can increase brand familiarity, communicate brand
attributes and benefits, develop an image and personality for the brand, associate specific feelings with the brand, link the brand to reference groups such as peers and experts and directly induce action. (Batra R. et. al, 1996)

The field of advertising management is made up of a system of interacting organizations and institutions, all of which play a role in the advertising process. At the core of this system are the advertisers i.e. the corporate and the business organizations which provide the managerial directions and financial support for the development of advertising. The manufacturers and the producers who make available the goods with a clear intention on disposing these goods at profit to them and satisfaction to the consumers, do take full advantage of advertising as a major weapon to popularize their products or services. Manufacturers are prepared to spend a lot on advertising because, it pays to do so. Number of studies have underscored advertising’s role in business markets and proves that corporate advertising can improve a company’s reputation and improve the sales force chances of getting a favorable first hearing and early adoption of the product. (Levitt T., 1966) Advertising plays different role at different stages of the marketing process either in way of helping to raise awareness of a product or service or generating lead for a sales force or selling directly. The corporate uses advertising in their marketing programs to achieve various objectives which are discussed below:

1.5.1 To achieve business growth

In a highly sensitive and competitive marketing mechanism, profit of the firms can be maximized not alone by reducing the cost but also by multiplying the sales turnover rate. Sales of the firm can be multiplied by advertising which can be reflected in maximum total profits, as quick turnover will mean reduced lock up of capital, cost, wastages and losses as the stock on the shelves is held for a shorter period. The awareness function of advertising helps to put the advertised product into the consumer’s set of choices and thus helps in achieving the growth objectives of organizations.
1.5.2 To compete against competitors

Corporate advertising is often used to gain advantage against the business competitor. Special advertising strategies can be used to gain the upper hand and to win more sales than the opponents. Some companies even use comparison ads to show their product is superior as compared to the competitor. In today’s cut throat competitive business environment the companies strongly believe in “Out of Sight, Out of Mind” policy and therefore work for an effective advertising to ensure customers recognize their product in the crowd of same products with different brand names. Businesses often get eaten up by competitors and to survive it is necessary to maintain their market share which can be done by careful strategic advertising.

1.5.3 To retain customers loyal

Reminder advertising aims to stimulate repeat purchase of product and services. It helps in reminding customers of how to use the product and to reassure them about their purchases. Such advertising is done in the maturity and decline stage of product life cycle. In this type of advertising it is reminded to the customers that the brand is still around and the purpose is to convince the users to continue to buy the product. The past marketing researches have shown that it cost more to acquire new customers than to retain the existing ones and therefore for a company the existing customers are dearer than the new ones as they have already used the product and act as a testimonial for new customers. Many companies who have well established product and have already invested in promotional activities during the initial stage now concentrates on reminder advertising to retain their customers loyal.

1.5.4 To reposition existing brands

A forward looking company always has its eyes on the future business prospects and keeping that in mind it keeps on changing and adding value in its product as per changing customer’s need or simply reposition the brands. The corporate past has
seen many examples where companies have vanished because of not keeping pace with the changing market conditions. “Brand repositioning is when a company changes a brand's status in the marketplace. This typically includes changes to the marketing mix, such as product, place, price and promotion.” (study.com)\(^{124}\)

Companies often do advertising campaigns to execute successful brand repositioning. Repositioning is done to keep up with consumer wants and needs. The example of a successful brand repositioning is of Cadbury, which has decided to reposition its brand “Gems” which so far had appealed to kids only. Cadbury which has successfully repositioned its other product in the past decided to target adults as well, compliment by the campaign with a tag line “Raho Umarless”, which encourages consumer to enjoy regardless of the age. (Brainmaalish.com)\(^{84}\)

1.5.5 To improve sales force productivity

Advertising greatly facilitates the work of a salesman. Advertising make the potential buyers aware about the product or brand name and its uses, and with such a task already achieved salesman is at ease to tap the opportunity by his personal acumen and efforts. Selling efforts backed by strong and effective advertising generates self confidence in the sales team and a self confident and drive packed sales force guarantees better results. New sales leads are the life blood of many businesses and marketers often use advertising to generate sales lead. It has been rightly pointed out that selling and advertising are like “cup and saucer” or “nut and bolt”.

1.5.6 To stimulate consumption

To acquire the objectives of profit maximization, manufacturing companies opt of large scale economies by increasing their production and reducing the marginal cost. Such manufacturing companies often advertise to stimulate the consumption and to provide market for their mass production. Traditional hierarchy off effects models of advertising state that advertising exposures lead to cognitions, such as memory about the advertisement, the brand; which in turn leads to attitude, i.e. product liking
and attitude towards purchase; which in the end leads to behaviors, like buying the advertised product. (Kumar D. Prasanna, 2013) Taking this model as base, manufacturing companies invest in advertising to market their surplus goods.

![Advertisement Exposure Model by David Aaker](source: www.slideshare.net)

**Figure 1.2 Advertisement Exposure Model by David Aaker**

(Source: www.slideshare.net)
1.5.7 To manage distribution pattern

To distribute their goods, manufacturers need guaranteed retail and distribution outlet. The retailers and distributors act as an essential link between the producers and the consumers. A well advertised brand attracts distributors and middlemen with no hard efforts and helps the manufacturers to manage a smooth distribution channel.

1.5.8 Creating and segmenting market

Companies often use brand proliferation and advertising support to occupy all market niches. Brand proliferation backed by strong advertising support helps to expand the market and company’s market share in the category. There are many companies like Nestle, Cadbury, Unilever, Proctor and Gamble who advertise their multiple brands in related market in order to acquire the ability to control the entire market. (Brierley Sean, 2005)³

1.5.9 To build future prospects of business

Advertising as a creative activity, involves research and different dimensions of research paves the way for understanding the future needs of customer with the changing environment. As per the changing customer needs and behavior the marketers can also bring changes to the marketing mix, target market and product portfolio. This helps the companies not only to maintain its current market share but also to be prepared for future business opportunities. It is significant to say that advertising is a powerful tool in the kit of company to survive successfully.

1.5.10 To build stronger brands

No two businesses are alike just as no two persons are alike; hence this calls for the need of “Branding”. Businesses constantly work on defining their brands and consistently communicating their unique selling propositions (USP). The ads which
are designed to build company’s image or goodwill rather than to sell a specific product or service are categorized as “Institutional Ads or Corporate Advertising”. Such ad creates and promotes positive public image of company in the eyes of shareholders, government, employees, suppliers or general public.

It is evident and clear from the above discussion that advertising serves many purposes for the corporate, conglomerates and business houses. Right from product advertising to branding to niche marketing to assisting other marketing activities, advertising is used in every aspect and all stages of product life cycle. Advertising can be done to achieve specific objective or to achieve multiple objectives and seeks an important position in business marketing strategies.

1.6 REVIEW OF LITERATURE

The theoretical framework for literature review for this study is divided into 2 sections. The first sections deals with the analysis of various aspects of advertising appeal and consumer perception. 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’. The second section of literature review explores the various aspects of cause-related marketing. This section also highlights social advertising appeal as a holistic concept that promotes a brand in the light of social cause by influencing the target audience behavior towards that cause. After exploring the various aspects of cause related marketing, it is identified that social appeal advertising is a sub-set of cause related marketing and should be studied as a separate area. The current literatures in this field contribute towards the discipline of cause related marketing. However, the area of social appeal advertising is not covered and this calls for the attention to conduct research in this area to contribute towards the emerging field of social appeal advertising. A detailed review of literature and identified research gap is mentioned in chapter 2.
1.7 OBJECTIVES OF THE STUDY

The purpose of the current study is to contribute to a developing body of research in the emerging area of social appeal of advertising. As discussed in the preceding section, that use of social appeal in advertising is a form of marketing communication that persuades a consumer to act morally and socially while associating the social message with a brand. Considering the increased inclination of advertisers towards this form of marketing communication, the following objectives have been taken up for the study:

1.7.1 To examine the impact of social appeal advertising with reference to consumer goods and services.

1.7.2 To compare the impact of social appeal advertising with emotional appeal advertising on brand image.

1.7.3 To study the impact of social and emotional appeal advertising on purchase intention of consumers and to find out the associated reasons thereof.

1.7.4 To analyze the suitability of social appeal advertising in Indian context.

1.8 RESEARCH QUESTIONS AND HYPOTHESES

In view of the above stated objectives, there is a need to compare the attributes of social appeal advertising with those of emotional appeal advertising. It is further required to understand how consumers view social appeal advertising as compared to emotional appeal advertising and also to compare the influence in consumer responses in terms of brand image and purchase intention in both forms of advertising. To address the above –mentioned objectives the following research questions have been formulated:
1.8.1: 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?

1.8.2: 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?

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

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

In respect to the above research queries, we have formulated the null hypothesis (H₀) and alternative hypothesis (H₁) as below:

In respect to research queries 1.8.1, 1.8.2 and 1.8.3, we formulate the following hypotheses:

1.8.5 H₀: There is no significant difference between the attitudes of consumers towards social appeal advertising and emotional appeal advertising.

H₁: Consumer attitude is significantly positive towards social appeal advertising than emotional appeal advertising.

1.8.6 H₀: There is no significant difference between the attitude of consumers towards brand image for the brands which are involved in social appeal advertising and the brands which are involved in emotional appeal advertising.
$H_1$: Consumer attitude is significantly positive towards brand image for the brands which are involved in social appeal advertising than those brands which are involved in emotional appeal advertising.

1.8.7 $H_0$: There is no significant difference between the consumer’s purchase intentions as a result of exposure to social appeal advertising and emotional appeal advertising.

$H_1$: Consumer’s purchase intentions are significantly positive as a result of exposure to social appeal advertising than exposure to emotional appeal advertising.

In respect to research query 1.8.4, we formulate the following hypotheses:

1.8.8 $H_0$: Social appeal advertising has no significant impact on the consumer’s belief towards associated social cause.

$H_1$: Social appeal advertising has positive impact on the consumer’s belief towards the associated social cause.

The primary construct of this research study are depicted in Figure 1.3

![Conceptual model for this research study](image)

**Figure 1.3 Conceptual model for this research study**

Source: Developed for this research
1.9 RESEARCH METHODOLOGY

Research methodology is the study about various steps adopted in the research in logical way. The aim is to decide about the best possible choice of technique relevant to the related research. The approach used under this research study is ‘inductive’.

1.9.1 Research features

The current research study is based on inferential analysis which is concerned with drawing inferences and conclusions from the finding of recent studies. It is conclusive and the findings of this research study are based on parametric test (Hypothesis testing) and correlation. The objective of this research study indicates clear cut data requirement and the samples for this study are drawn using multi-stage sampling.

1.9.2 Research Design

The research study used descriptive research design which involves studying the state of affair as it exists. Descriptive research begins with a focused issue as in the case of current study. The research design was rigid in the first stage, where enough protection has been made against the bias so that the reliability is maximized. In the second stage descriptive design has been tabled where the effect of independent variable on dependent variable has been studied. Descriptive research uses a range of qualitative and quantitative techniques of data collection. Qualitative research collects non numerical data including words and pictures and used to gain an in-depth understanding of underlying reasons, opinions and motivation. On the other hand, quantitative research uses structured questions with predetermined responses and a large number of respondents to quantify the response to a particular research problem. (Burns and Bush, 2000)
The research questions presented in this thesis have been investigated using a quantitative methodology. This research quantifies consumer responses towards social appeal advertising as indicated by attitude towards such advertising campaigns, brands following such advertising trends and purchase intention thereof. Further it compares this response to consumer responses towards emotional appeal of advertising. Since the research investigates impact of social appeal advertising in comparison to emotional appeal advertising, the quantitative methods are considered significant for the measurement of difference. The measurement tool in this research study was self-developed questionnaire which was used to get information from respondents. A sample of consumers was used and data was collected using structured questionnaire. The questionnaire instrument was developed by using 5 point Likert Scale to measure the attributes of interest. The questionnaire was completed and discussed with the supervisor and the statistician. The changes suggested by the supervisor were implemented. The questionnaire was prepared keeping in mind that each response question addresses a single issue rather than multiple issues. The opinion of respondents for dependent and independent variables is obtained on 5 point Likert scale to quantify the qualitative information by converting it in frequency of choices of respondent’s answers. The detailed research methodology used for carrying out the research is as follows:

1.9.3 Area of study

To study the consumer perception towards social and emotional appeal of advertising, the researcher has undertaken Kamrup Metro district of Assam as area of study. Extensive field survey has been conducted in Kamrup Metro district in a phased and systematic manner to ascertain the relevant primary data required for the study.
1.9.4 Sources of data

For the present research work primary as well as secondary data was used.

**Primary Data** As discussed in the previous section the objective of the research is to assess the impact of social appeal of advertising and emotional appeal of advertising on consumer perception. The research aims at studying the changes in the consumer attitude after an exposure to a particular style of advertising appeal. This involves that respondents should be exposed to visuals of advertisements before recording their responses. Therefore, self administered survey appeared to be the most feasible method. In order to maximize the response, controlling the environment in which survey was conducted and providing the opportunity for respondents to seek clarification if required the survey was distributed to groups in a designated area. The structured survey questionnaire with the responses to be marked on 5 point Likert’s scale was used to ascertain the respondent’s understanding. The data was collected from consumers of Kamrup Metro about the advertisement campaigns of selected brands. Two groups of advertisements were formed. In “Group A” a series of five advertisements of consumer goods and services with social appeal were selected and recorded and in “Group B” series of five advertisement campaigns based on emotional appeal were recorded. The advertisement campaigns in both the groups were selected on the basis of popularity and high frequency of repetition on national channels, as it is easier to get consumer responses on those advertisements which are currently appearing on national channels. The data for the top 10 high frequency advertisements in both the categories i.e. advertisements with social appeal and advertisement with emotional appeal was acquired from four national level advertising agencies and the common advertising campaigns were selected. These advertising agencies were: Ogilvie & Mather India, Mudra Communications, Hindustan Thompson Associates Ltd. (formerly known as J.Walter Thompson), R K Swamy BBDO Advertising Ltd. The given below Table 1.1 and table 1.2 comprises of those brands which were selected for research purpose.
### Table 1.1  Advertisements Selected for Group A

<table>
<thead>
<tr>
<th>Brand</th>
<th>Social message associated</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tata Tea</td>
<td>Requested the audience to remove corruption</td>
</tr>
<tr>
<td>Tang orange drink</td>
<td>Urged for recycle</td>
</tr>
<tr>
<td>Lifebuoy</td>
<td>Help the child reach ‘5’</td>
</tr>
<tr>
<td>Panasonic</td>
<td>Using technologies to save world heritage site</td>
</tr>
<tr>
<td>Idea Cellular</td>
<td>To conserve trees by saving paper</td>
</tr>
</tbody>
</table>

### Table 1.2  Advertisements Selected for Group B

<table>
<thead>
<tr>
<th>Brand</th>
<th>Emotional appeal associated</th>
</tr>
</thead>
<tbody>
<tr>
<td>Airtel</td>
<td>Friendship</td>
</tr>
<tr>
<td>Axis Bank</td>
<td>Motivation</td>
</tr>
<tr>
<td>Birla Sunlife Insurance</td>
<td>Fear</td>
</tr>
<tr>
<td>Jhonsons and Johnsons</td>
<td>Love</td>
</tr>
<tr>
<td>Taaza Tea</td>
<td>Sense of achievement</td>
</tr>
</tbody>
</table>

Source: Various advertising agencies
Initially the video of Group B i.e. advertisement series with emotional appeal were shown to the respondents and questionnaires were given to record their views and post filling of the questionnaire, the video of Group A i.e. social appeal advertisements were shown to same respondents and another set of questionnaire was given to record their views based on the video shown. Also the enumerator was present with all the respondents when they were giving responses to clear the doubts if any arises regarding the questions in the questionnaire.

**Secondary Data**
Research work of various ad agencies, books, journals, newspapers, websites and other sources were used to collect secondary data. Detailed examination has been done and due care has been taken while using the secondary data and has been used only as per the requirement of the study.

1.9.5 Selection of sample and Sampling Design

The universe of study comprises of all the households of Kamrup Metro district. To calculate the sample size following factors need to be considered: (www.qualtrics.com)

- Population size: The size of the population affects the size of the sample, however in case of population size more than 20,000 the difference in the sample size is not much
- Margin of Error (Confidence Interval): No sample is perfect and margin of error indicates the percentage of error that the researcher allows. The confidence interval determines how much higher or lower than the population mean the researcher is willing to let the sample mean fall. The margin of error is taken at 0.05 for this research study.
- Confidence level: Confidence level refers to the percentage of all possible samples that can be expected to include the true population parameter. The confidence level is taken at 95% for this research study.
- Standard of deviation: Standard deviation refers to the variance expected in the responses. Standard deviation is taken as .5 in this research study
Chart for required sample size with different population sizes at different confidence level:

### Table 1.3 Sample Size Table

<table>
<thead>
<tr>
<th>Population</th>
<th>Margin of error</th>
<th>Confidence level</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>10%</td>
<td>5%</td>
</tr>
<tr>
<td>10</td>
<td>50</td>
<td>80</td>
</tr>
<tr>
<td>500</td>
<td>81</td>
<td>218</td>
</tr>
<tr>
<td>1000</td>
<td>88</td>
<td>278</td>
</tr>
<tr>
<td>10000</td>
<td>96</td>
<td>370</td>
</tr>
<tr>
<td>100000</td>
<td>96</td>
<td>383</td>
</tr>
<tr>
<td>1000000+</td>
<td>97</td>
<td>384</td>
</tr>
</tbody>
</table>

Source: www.checkmarket.com

Confidence level corresponds to a Z-score, and is a constant value needed for the equation. The value of Z score at 95% confidence level is 1.96. Considering the above mentioned factors the sample size was calculated using the following formula: (Stattrek.com)

Sample size \( n = \left[ \frac{z^2 \cdot \sigma^2}{N} \right] \left( \frac{N}{N-1} \right) \) / \( \left[ ME^2 + \left( \frac{z^2 \cdot \sigma^2}{N} \right) \right] \)

Where, \( n = \) sample size ; \( z = \) z score ; \( N = \) population size ; \( ME = \) Margin of error ; \( \sigma = \) std. deviation

\[
n = \left[ (1.96)^2 \times 0.5^2 \times \frac{1200000}{(1200000-1)} \right] \left/ \left[ 0.05^2 + \left( \frac{(1.96)^2 \times 0.5^2}{(1200000-1)} \right) \right] \right
\]

\[
n = 3.8416 \times 0.25 \times 1.0000008 / 0.0025 + 0.0000008003
\]

\[
n = 383.5 \text{ or } 385 \text{ (Approx.)}
\]

The population of Kamrup Metro is taken at approx. value 12,00,000 (population. city/india/guwahati)
Now, according to the formula the required sample size is 385 and estimating the response rate to be 80%, the number of participants need to be contacted should be 480. (www.checkmarket.com)\(^8\) Therefore, approximately 500 respondents are selected to participate in the survey.

The Multi Stage Random sampling was done to select sample from universe. In the first stage Kamrup Metro district which comprises of 4 constituencies i.e. Dispur, Jalukbari, Guwahati (East) and Guwahati (West) was taken. Thereafter, 2 areas from each constituency were selected through lottery method and taking number of polling booths as a base proportionate sample size for each constituency was calculated. Further sample for the survey was selected from chosen areas using random table.

**Sampling Frame:** The sampling frame for the research comprises of all the households of selected areas of four constituencies of Kamrup Metro district.

**Sampling Design:** The following table 1.4 represents the sample design for the proposed study:
Table 1.4 Sample design

<table>
<thead>
<tr>
<th>Constituencies</th>
<th>Total Number of polling booths</th>
<th>Areas selected from each constituency</th>
<th>Sample Size from each constituency</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dispur</td>
<td>375</td>
<td>Ganeshguri, Sunder Nagar</td>
<td>170</td>
</tr>
<tr>
<td>Jalukbari</td>
<td>212</td>
<td>IIT Guwahati, Mirza</td>
<td>94</td>
</tr>
<tr>
<td>Guwahati (East)</td>
<td>240</td>
<td>Paltan Bazar, Silpkhuri</td>
<td>107</td>
</tr>
<tr>
<td>Guwahati (West)</td>
<td>285</td>
<td>Azara, Maligaon</td>
<td>129</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>1,112</strong></td>
<td><strong>Azara, Maligaon</strong></td>
<td><strong>500</strong></td>
</tr>
</tbody>
</table>

For the above mentioned sample design areas were selected on random basis. The number of respondents was selected on the basis of applied sampling, (Sudman, 1976)\(^33\), where it is mentioned “it is desirable to have 20 to 50 sample in each cell” and further the respondents were selected randomly, using simple random method. Also the choice of a sample size is often a function of budgetary constraints, and a carefully selected small sample is preferably to a poorly selected large sample and considering these factors a decent sample of 500 respondents was selected.

1.9.6 Tools for collecting primary data

As mentioned in section 1.8.4 the structured survey questionnaire was used as a tool for collecting the primary data in this research. The survey instrument was designed and prepared using the established principles of questionnaire design to ensure the reliability and validity of instrument and to maximize the accuracy of responses. The several factors were taken into consideration to reduce response error. First, questions were related to personal details and attitudes of respondents, therefore they possess the knowledge and interest to answer the questions. Secondly, questions were in simple and clear term for easy understanding and to make it user friendly the
instrument was bilingual in both English and Assamese. Thirdly, a middle alternative was provided in response to bipolar questions, i.e. questions in which respondents are asked to choose between two opposite positions. The questions followed a logical sequence and the format of the questions constructed was close ended with all possible responses, as recommended for self administered questionnaires (Bourque and Fielder 2003; Fowler 1993). The questions used were as short as possible in order to minimize the situation of respondent skipping one or more question. Questions were well spaced with clear instruction as required. Finally, to reduce the potential for fatigue and situation of losing interest, the survey questions were kept to a minimum and were directly related to the variables identified in the research process. As explained in the previous section a 5 point Likert Scale was used and clear instructions were given to the respondents before the start of the survey.

**Pilot Test**

Prior to undertaking field survey, the questionnaire was thoroughly reviewed by the experienced researchers as well as subjected to a pilot survey. The pilot survey was done to test both individual questions and the questionnaire as whole. A pilot test is generally recommended prior to finalizing the questionnaire (Fink 2003, Fowler 1993). The purpose is to improve the reliability of the measuring instrument (Neuman 2003). Individual items can be examined for a number of reasons such as to ensure variations in answers, understanding by respondents, reasons for no response and the time taken to administer it. In addition, the entire questionnaire should be evaluated for flow of questions, question skips, timing and respondent attention (Burns and Bush 2000; De Vaus 1995). Even when the mode of administration is mail or Internet or self- administered tests, the pilot tests should always be done in a face to face interaction. Here, the researcher is able to observe and record responses, both verbal and non verbal (Chawla, Sondhi, 2014).

Pilot test helps the researcher to determine the feasibility of using the instrument; this entailed a trial administration of developed instrument to identify the potential
problems. The pilot test enabled the researchers to interact with the respondent similar to but excluding the actual respondent participating in the study and to predict what would happen in main study.

Complying with the above guidelines, the pilot study was conducted among 50 people using the procedure that would be used with the sample. The respondents of pilot study were not selected to participate in the actual study. Upon completion, respondents were interviewed regarding the following issues:

- Ease of understanding the instructions contained on cover page and as to how to respond to each question.
- Ease of understanding what each question was asking
- Availability of appropriate response categories
- Ease of understanding the responses relevant to each question

The time for completion of both surveys was noted and was acceptable as it was between 10 to 15 minutes. It was assumed that the short completion time would minimize the chance of respondent fatigue; that is respondent becoming bored or impatient and thus skipping questions or answering without fully contemplating the question. After conducting the pilot test it was observed that language barrier was the reason for no responses and therefore to overcome this barrier and making the instrument effective the survey instrument was made bilingual using both English and Assamese language. The survey was then undertaken with the sample obtained as discussed in section 1.8.5. The questionnaire consisted of the following:

a) Part A-Personal data (This part of questionnaire provides the information on respondents demographics)
b) Part B- Responses on emotional appeal advertising
c) Part C- Responses on social appeal advertising
The full set of questionnaire can be referred to in annexure.

1.9.7 Reliability and validity of research instrument

Reliability refers to the degree of consistency with which the instrument measures the required data. The instrument is considered to be reliable if there are no errors of measurement. The results of a study largely depend on the reliability of its instrument. If a study and its results are reliable, it means that the same results would be obtained if the study would be replicated using the same method. The research methodology literatures also suggests that if the research instrument is administered to the individual at a different location and time and the response remains the same, then the instrument is considered to be reliable.

Validity refers to the degree with which an instrument measures the required data. The instrument of this research study is designed to measure the impact of independent variable on consumer perception. Criteria related to the validity was established by estimating the existence of present condition, available source of information, equal opportunity to the respondents to express their views without any bias.

1.9.8 Data Analysis

This section discusses the initial screening of the data and the selection of analysis methods. The study has used SPSS as main analysis software package. A number of factors including the type of research questions, the nature of dependent and independent variables affects the choice of statistical techniques for the analysis of data. The statistical techniques used for analysis in this research study are as follows:

➢ Descriptive Analysis: It is designed to demonstrate the distribution of the variables. By conducting the descriptive analysis, the frequencies, measures of central tendency, variances and other summaries can be compounded. The
demographic variables of respondents are also analyzed using this analysis technique.

- **Paired sample T test:** This test is used to compare the means of two observations taken from the same sample or from dependent sample. In this research study, the observations from respondents are taken on two subjects i.e. attitude on social appeal advertising and attitude on emotional appeal advertising. Since the respondent was same for both the observations, paired sample t-test was applied for hypothesis testing.

- **One sample T test:** One sample t-test is used in hypothesis testing, to compare the sample mean with population mean. Generally it is suggested to use t-test when n<30. However, in this research study t- test is used because “since with large sample it will not make a difference whether a Z test or t test is used due to the fact with an increase in sample size, the t distribution approaches the Z distribution. The computed value of t would be the same as that of the Z value. The only minor difference may be found in the critical value t, which for larger samples could be ignored.” (Chawla D.,Sondhi N.,2014)

- **Analysis of Variance (ANOVA):** ANOVA is used to test the equality of means for more than population at the same time. This technique helps to draw inferences whether the difference in the means are attributed to some specific cause or attributed by chance. In this study ANOVA is used to identify whether the difference in the mean responses of consumers due to age or gender can be attributed to chance.

- **Correlation Analysis:** This technique is used to assess the linear relationship between two variables. It is used to ascertain the degree of positive or negative correlation between variables. The value of r ranges from -1 to +1. Therefore to assess the relationship between the variable ‘liking of advertisement’ and various sub factors like ‘preference for watching
advertisement’, ‘motivation to contribute towards the cause’, etc. correlation analysis technique is used.

### 1.10 SIGNIFICANCE OF STUDY

The present study examines impact of social appeal of advertising with reference to consumer product and services. The study covers Guwahati city to understand the consumer perception. The study is important in global environment to understand the need of changing advertising trends. With the growing focus of companies towards corporate social responsibility, the study is significant for advertisement agencies and companies to come up with effective advertisement campaigns. The study is equally beneficial for the society as it provides a platform for social issues.

#### 1.10.1 Key findings

In general, the results of this research indicate that consumer attitude towards social appeal of advertising are more favorable than consumer attitudes towards emotional appeal of advertising. There was a positive support for the premise that social appeal of advertising is more effective in developing a positive brand image and develops a positive attitude of consumers towards that brand. A positive purchase intention is also demonstrated by consumers for brands involved in social appeal of advertising.

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. The outcomes of the study also highlight the unique features and suitability of social appeal advertising in Indian context. A detailed discussion on these findings is given chapter 6.
1.10.2 Contribution of the research

This research makes several contributions to a developing body of research and literature in the area of social appeal of advertising. First, the research explores the area of social appeal of advertising and further contributes towards the reasons of increasing inclination of marketing managers and companies towards this type of appeal of advertising. Secondly, this study advances the definition of social appeal of advertising. Thirdly, the study also facilitates a well defined comparison of social appeal of advertising with that of emotional appeal of advertising. The study further contributes to the present stock of various types of advertising appeals and helps in developing the understanding of marketing managers towards the exposure of the two types of appeal i.e. emotional appeal and social appeal. In addition to this the study adds to the existing literature towards the changing trends of advertising appeal.

The research provides empirical evidences for the positive brand attitude perceived by consumers through social appeal of advertising. It also contributes additional evidences towards positive impact on the consumer’s belief towards the associated social cause and the research consider this kind of advertising favorable in raising and developing awareness regarding social issues through brand participation. Finally, the finding contributes to the overall discipline of marketing communications in terms of comparing the effectiveness of two different advertising appeals in achieving the ultimate goal of marketing communication i.e. brand attitude and influencing purchase intention.

The theoretical implications of the study suggest that marketing practitioners need to carefully consider the selection of social cause when developing an advertisement campaign using social appeal of advertising in order to facilitate the connection between their brand and the social cause to enhance the effectiveness of the strategy.
The findings, contribution and implication of the research study are discussed in detail in chapter 5.

1.11 PERIODICITY OF THE STUDY

The study was undertaken in Guwahati city during the period 2013 to 2015.

1.12 DELIMITATIONS

The delimitation of the research study indicates its parameters; that is, what the study will include and what it will not (Punch 1998). The scope of this study is confined to Guwahati city of Assam. In addition, the study examines the impact of social appeal of advertising on select consumer products and brands only. 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. Further the focus of the research will be from the corporate or brand perspective that is consumer attitude towards the nonprofit organization will not be examined. Also 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.

1.13 CONCLUSIONS AND OUTLINE OF THE THESIS

This chapter provided an introduction and background of the study. An outline of social appeal of advertising and justification as to the need for research in this emerging area was presented. The objectives and significance of the study were provided. The research questions and hypotheses that are explored in this study were presented. An overview of the methodology was provided. Rationale for use of
quantitative methodology, sample selection and treatment of variables was discussed. Finally, the delimitations of the study were identified.

Chapter 2 outlines the theoretical foundation of this research study. In this section relevant areas of advertising appeal and consumer perception are explored. Conceptual background of advertising appeal and focal theory of various aspects of consumer perception are identified and key constructs such as brand attitude and purchase intention are discussed.

This chapter also reviews the extant literature and research relevant to the area of cause related marketing. Various aspects of cause related marketing, distinction of cause-related marketing with various related terms are discussed. In addition relevant literatures from the area of prosocial behaviour are also examined. Finally social appeal of advertising is examined as a part of cause related marketing practices. The factors contributing to ever inclining corporate interest in this strategy are then discussed. Undertaking this review, the research gap is identified.

Chapter 3 outlines the present scenario of advertising. It highlights the evolution of advertising appeals. It further explores the relevant concept of role of advertising appeal in response generation and influencing consumer behavior. Present trends of advertising and current issues of the industry are identified.

Chapter 4 presents the data collection and analysis part. It further presents the result of hypotheses testing. Finally chapter 5 discusses the findings and conclusions of the study. Further it discusses the suggestions, the implications of the finding as well as articulating the contributions of the research. Limitations of these findings are also identified and suggestions for future research are proposed.