2.0 REVIEW OF LITERATURE

After understanding the background and justification of current research study in chapter 1, it is important to analyze the extant literatures related to this study in order to have in-depth understanding of the subject and to identify the research gap as well. Chapter 2 provides the theoretical framework of current research study and outlines the research gap in this area of research. The theoretical framework for literature review is explained in the figure 2.1, given below:

Frame Work for Literature Review

= Main areas pertaining to the focus of the research

= Related areas pertaining to the focus of the research

Figure 2.1: Framework for literature review

Source: Developed for this research
The framework of literature review is divided into two sections. The first section draws the background theory, which comprises of understanding advertising appeal and consumer perception. The sub areas ‘brand image’ and ‘purchase intention’ of the parent discipline ‘consumer perception’ is also studied in this section, since these areas are also the focus of the current research study. The first section also highlights the studies related to effect of advertising on consumer perception. The second section highlights the studies related to the discipline of cause related marketing as it forms the focal theory of the current literature review. This section also explains the distinction between cause-related marketing and social appeal of advertising and identifies the research gap.

**ADVERTISING APPEALS AND CONSUMER PERCEPTION**

**2.1 INTRODUCTION**

As already discussed in the previous chapters, advertisement is the important marketing communication made by the companies to announce their products and services and to influence their target audiences. The basic objective of advertisement is to gain the attention of the target audience and finally to persuade them to make an action with regards to buying that product or service. Thus, from the advertising practitioners point of view the way advertisement communication is prepared and the message included in it is very important, as the first and foremost objective of the advertisement is to gain the audience attention. To achieve the above stated objective, advertising practitioners employ different persuasion tactics which is referred as advertising appeals.

Researchers categories advertising as an act of persuasion. (Shaughnessy J, 2004)\(^{29}\) has defined “persuasion as an effort of trying to modify or change the wants, beliefs, value and action of others and has highlighted that social life is full of conscious and unconscious attempts of persuasion.” Persuasion differs from influence in many ways. Though persuasion is a way of influencing but all ways of influencing are not persuasion. Influence can be done without making any deliberate attempt whereas
persuasion is a deliberate attempt of altering or modifying the action, value and beliefs. Another point of difference is that influence can be made without any trust being involved. Persuasion, in contrast cannot be made without any trust being involved. Since advertising is a deliberate attempt of modifying the behavior of consumers and is attempted to create trust and loyalty among consumers, it is safely considered as an act of persuasion.

To add the element of persuasion in the advertising content and to make it effective, the marketers constantly focus on two constructs i.e. message element and its impact. These constructs can be termed as advertising appeal. However, the available literature towards this field of research indicates “some overlap between the identification of appeals and its execution” (Frazer, Sheehan & Patti, 2002) and additionally lack of consensus has been seen among the researchers to whether an appeal should be categorized as message element or response element.

The increase in the length and breadth of the media and advertising industry has stimulated various researchers to study the construct and theoretical framework of “advertising appeal”. “However, the plethora of fragmented research studies in the field of advertising appeals suffers from an inconsistency in design due to assorted definitions of variables being studied and thus prohibits the development of generalizable theories and definition of what an appeal is and what are the parameters of its functions”. (Okazaki et al, 2010)

2.2 DEFINITION AND SCOPE OF ADVERTISING APPEAL

Increased attention of researchers and a number of researches in the field of advertising have suggested many definitions that focus on role of advertisement appeal as a medium of stimulating a response or action on the part of the ‘audience’. The use of terms ‘appeals’ and ‘values’ in the literatures, often describe the traditional notion of advertising appeals. The early marketing literatures in 1940s had defined advertising appeal as a psychological instrument. The same can be seen in the discussions highlighted by (Ditcher 1949) “appeal is one of the most
complex psychological devices. Since most of our actions are governed by our needs and desires, an effective appeal is a convincing promise of satisfaction of these needs”. Similar to this (Miller 1950)\(^{65}\) has suggested appeal as a “driving force” categorizing it into two levels as primary and secondary. Primary level comprises of basic needs like hunger, thirst, etc. whereas secondary level comprises of needs that comes after the basic needs are fulfilled like pride, ambition, luxury, etc.

The majority of present definitions of advertising appeal are based on the construct given by (Hovland et.al. 1965)\(^{11}\) that refers “an advertising appeal as a message element designed to promote a behavioural response by the receiver”.

This core premise was also incorporated in the definition proposed by (Kotler and Armstrong 1991)\(^{13}\) “An appeal is the basic idea that advertisers want to communicate to the audience – the basic reason why the audience should act”. The definition of Kotler has also given weightage to consider appeal more as a message element than a response element, because the consumer responses may vary significantly due to various influencing factors such as need, cultures, social pressures, past experiences, etc. However, in contrast to this many behavioural theories suggest to consider an appeal to be a response variable. Kotler has also pointed out in his study, that to make the audience receive a necessary message, it is important for the advertisers to put some driving power into the message. This driving power is the theme of an advertisement and can be termed as an appeal.

(Kelley and Turley 2004)\(^{54}\), propounded the definition of advertising appeal as an indirect approach of selling goods, which advertisers deploy in the communication message to communicate the need for a product/service, and the author further suggested the underlying emotional and rational premise for such communication. They have further argued on the concept that an appeal is based on either an emotional premise or rational premise and does not account for situations where both categories may be applicable to a single advertisement. However, this construct was contradicted and fails to capture the subjective response.
To address the ambiguity associated with the construct of treating an appeal as message element or response element, many researchers have conducted study to identify an association between the corresponding pair of messages and response variables. Many advanced theories have also been developed to establish the relation between types of appeal, category of product/service and the advertising medium. Other marketing literatures also suggest the importance of the role of execution of appeal i.e. the way in which appeal is communicated to the audience, in developing effective advertising.

(Chandy Rajesh K, et.al. 2001)40 have propounded the definition of appeal as “the variable that influences attention and facilitates assimilation of key advertisement content or information, is referred as appeal or attribute prominence”. They have categorized the markets into two segments i.e. young market and old market. The markets where products and services are introduced recently are termed as young market. On the contrary, the market where the products and services have been launched from long time and high amount of advertising has been done is referred to as old market. Further suggestions have been made on the basis of the market that advertising appeals are highly required in the young markets as compare to the old markets. Since in young markets the products or services are introduced recently, therefore the consumers are unfamiliar with the product and its key attributes and presence of appeal in such markets makes it easier for the consumers to assimilate key message and information.

“More recent studies continue to refer to a general concept of appeal and acknowledge to their instrumental role in stimulating audience responses, but focus on specific types of appeals without clearly defining the core construct”. (O’Shaughnessy & O’Shaughnessy, 2004; Sargent, 2004)29,74

The study of current literatures do not clarify the ambiguity on the treatment of advertising appeal as a message element or response element but consolidates the definition of advertising appeal as an igniting force that stimulates the consumers mindset towards the advertised product or service. It is certainly not the only factor
in the marketing mix which initiates the action of consumer for buying the product but it is undoubtedly advertiser’s one of the most important creative strategy decision that involves the choice of an appropriate appeal.

“Advertising appeals are the persuasive pressures that stimulate a person to buy a product or service by speaking to an individual's needs, interests, or wants. The goal of an ad is to persuade customers, and advertising appeals provide just the right hook to allow persuasion to occur. Advertising appeals are designed to create a positive image and mindset about those who use the product or service, and are a major factor of consideration for advertisers. Companies put a lot of effort into their creative advertising strategies and use various types of appeals to influence purchasing decisions.” (study.com)\textsuperscript{125}

The above definition clearly explains that “an advertising appeal is a message designed to motivate consumer behavior.”(Dhal, 2004)\textsuperscript{44} This implies that the core message of the advertisement must be related to the target consumers interests, goals or problems. In spite of lack of clarity on core definition of advertising appeal, the above discussion and exhaustive study of marketing literatures clearly shows that majority of academicians favor the concept of treating advertising appeal as message element and summarizes its importance in constituting an effective advertising responsible for driving the consumer behavior. Many authors have also conducted studies on defining the width or scope of advertising appeal in creating an effective advertising. These studies have contributed to the development of robust structure in understanding the practical implication of advertising appeal.

### 2.2.1 Scope of advertising appeal

Some of the key findings from previous studies explain the scope of advertising appeal as follows:
2.2.1.1 Psychological aspect

Advertising appeals involve a systematic enquiry of psychological aspects of the target audiences so as to command their attention and interest. Since advertising appeal is all about modifying consumer behavior, which itself is a complex psychological concept, it is necessary for the marketing experts to establish a synch between the appeal and consumer psychology.

2.2.1.2 Communicative process

The terms like, drive, value, themes are often used interchangeably with the term advertising appeal. The theme of an advertisement plays a pivotal role in communicating the intended message. Considerable research suggests that advertising appeals incorporates and facilitates comprehensive communication process and can positively influence communicational effectiveness through systematic execution cues.

2.2.1.3 Creativity

Marketing experts strongly believe that selecting and executing an appeal in an advertisement depends on the creativity of marketers. The detail study of advertising framework is necessary to generate an output that is predictable and effective. Many studies favours and suggests that advertising effectiveness is the outcome of ‘creativity’ and goes hand in hand while developing an advertising.

2.2.1.4 Attention

In order to stimulate the consumer’s choice, the advertising firstly should have the quality of gaining the attention. This implies that the construct of ‘advertising appeal’ should be viewed in the light of drawing attention and arousing interest of viewers.
2.2.1.5 Motivation
Consumer’s motivation is necessary to perceive and process brand information and core message incorporated in an advertisement. Many behavioural studies suggest that consumer’s motivation and ability of information processing depends on various factors. However, the proactive role of advertising appeal to construct a motivational message can also not be neglected.

2.2.1.6 Measurement
Marketing practitioners act constantly and deploy various tools to measure the advertising effectiveness. The concept of measuring the advertising effectiveness deals with two aspects. Firstly, measuring the effectiveness of design of advertising message and secondly, measuring the effectiveness of media used. Since the construct of advertising message largely depends on selection of advertising appeal, it is necessary that the qualitative tools of measurement can be applied to the appeal involved in the advertisement.

2.2.1.7 Continued Evolution
The changing traditions, cultures, continued evolution of media expose challenge to the advertisers for developing advertisement to match with the changing needs of market and consumers. This change also implies to advertising appeals and thus indicates a continuous evolution which results in innovating and developing new typologies.

2.2.1.8 Media Choice
Many past researches have attempted to establish a relationship between the choice of media and selection of type of appeal. The results support that framing of advertising message and selection of message vehicle i.e. media, are subjectively related and requires
advertisers attention to sync the above stated two important aspects of effective advertising for achieving the desired cognitive response.

2.2.1.9 Cultural Impact

Many propositions in the existing literatures substantiate for tailoring message appeals to individual cultures for effective persuasive pull. This implies that for stimulating intercultural communication effectiveness, the appeals should possess the capacity of adapting to cultural dimensions.

To summarize, it is suggested that among the typologies of appeal, an effective appeal should be selected considering the psychological aspect and cultural influences of target audiences and should encompass to seek the primary objective of drawing attention and motivating the target consumers.

2.3 WHY IS ADVERTISING APPEAL IMPORTANT?

The above discussion has clearly defined advertising appeal as a core message element around which advertisement is created. The marketers pay due attention towards the selection of appeal and how it should be presented. This emphasis on appeal raises the question as to “why advertising appeal is important?”

The present marketing literatures on advertising appeals suggests various reasons that highlight the importance of advertising appeal. Firstly, advertising appeal is the basic idea that gives shape and direction to the whole advertising campaign. A strong, effective and creative appeal will build a successful and effective advertising campaign, on the other hand a poorly designed appeal will fail the entire advertising campaign and will cost heavily to the marketers.

Secondly, it is the appeal that acts as a bridge between the product or service and the needs of the consumers. A scientifically chosen appeal will surely attract the
customers towards the product or service by creating the positive image of the advertised product or services.

Thirdly, advertising appeal is the important tool for highlighting the brand attributes and product features. It highlights the unique sales proposition or USP of the product or service in the advertisement thus forming the keynote of the campaign. Another reason as to why advertisers lay emphasis on selecting appeal is that, many researches had concluded that effective advertising appeal facilitates the target audience in assimilating the product information.

Advertising appeal builds a contrast between the message element of the advertisement and the buying motives of the consumers, thus facilitating both buyers and sellers. It is highly responsible for influencing buyer’s behavior and inducing actions on consumer’s part. Earlier researches have suggested that “an individual’s recognition needs and information processing styles both have an influence on the advertising perception.” (Fathi, et. al, 2010)

Furthermore, results also indicate that advertising appeals not only increases consumer’s ability to recall brand and its attributes but also develops a positive relationship between advertising perception and persuasion. It is considered important by marketers to develop brand attitude and comprehension among consumers.

2.4 Summary

In the nutshell, advertising appeal or theme is unarguably the most important factor necessary for developing the effective advertising. It aims at influencing the consumer’s perception and motivating the buyer’s behavior. Its effectiveness is established in the areas of creation of interest, awareness of product attributes and developing brand image.
2.5 TYPES OF ADVERTISING APPEALS

Advertising appeals aim to influence the way consumers view certain products or services. Advertising companies and agencies use different types of advertising appeals to persuade their target audiences. Kotler has broadly categorized advertising appeals into 3 categories, as mentioned below:

2.5.1 Rational Appeal

Rational appeal is a type of advertising appeal that uses logical reasoning to achieve the act of persuasion. Using rational appeal involves the use of factual and logical statements to support the claim and to convince the audience as to how a particular product will satisfy customer’s practical need. In simple words, rational appeal is concerned with highlighting or appealing the pricing, product or service features and benefits of owning the product or service in advertising campaign. Basic or daily need products and services are generally advertised using rational appeal.

Source: www.emaze.com; theadpeople.blogspot.in
2.5.2 Emotional Appeal

Emotional appeal is a technique of designing the advertising campaign that uses negative or positive emotions in the advertisement to influence the target audiences. This type of appeal aims at targeting the psychological and social needs of purchasing certain products or services. It involves persuading the customers and supporting the advertiser’s claim by stirring up the emotions in the advertisement. Emotions are also known as “Pathos” in Greek and are one of the three modes of persuasion as identified by Aristotle. Luxury and Fashion products often use this type of appeal in advertising campaigns.

![McDonald's Happy Meal](image)

Source: www.mcdonaldsindia.com

2.5.3 Moral Appeal

Moral appeal of advertising refers to persuading the audiences by appealing to their sense of morality and social good. It involves directing the audience sense of what is right or wrong. This type of appeal is often used to design advertising campaigns that involves convincing people to support social or ethical cause. Government advertising campaigns often involve this type of appeal.
Apart from these three broad categories of advertising appeal, there are various other sub categories of advertising appeals which are often seen in media today, these are as follows:

### 2.5.4 Personal Appeal

Some personal emotions that can drive individuals to purchase products include safety, nostalgia, comfort, stimulation, pride, etc.

### 2.5.5 Fear Appeal

Fear is also an important factor of persuasion and has high influence on individuals. This type of appeal is often used in advertising and marketing campaigns beauty and health products including insurance. Marketing researchers often suggests and advocates that using moderate level of fear in advertising is can be effective.
2.5.6 Humor Appeal

Researchers considered humor as an effective tool to catch the viewer’s attention and helps in achieving instant recall which works positively towards the sale of the product. Element of humor appeal is generally used in 20% to 30% of advertisements and can be more effective when connected to some benefit that the customer might receive by using the advertised product or service.

2.5.7 Sex Appeal

Sex and nudity have always sold well. Sexuality, sexual suggestiveness, over sexuality or sensuality raises curiosity of the audience and can result in strong feelings about the advertisement. It can also result in the product appearing interesting. However use of sex in types of advertising appeal can have a boomerang effect if it is not used carefully. It can interfere with the actual message of the advertisement and purpose of the product and it can also cause low brand recall. It should be used carefully and should not seem vulgar.

2.5.8 Music Appeal

Music can be used as type of advertising appeal as it has intrinsic value and is persuasive in nature. It is effective in capturing audience attention and creating brand recall.

2.5.9 Scarcity Appeal

Scarcity appeal as the name suggests is based on limited supplies or limited time period for purchase of products and are often used while employing promotional tools including freebies, contest, etc.
2.5.10 Masculine Feminine Appeal

Generally used in cosmetic or beauty product and clothing line. This type of appeal aims at creating the impression of the perfect person. The message is that the product will infuse the perfection of the stated quality in the customer.

2.5.11 Brand Appeal

This appeal is directed towards people who are brand conscious and wish to choose particular product to make a brand statement.

2.5.12 Snob Appeal

This appeal is directed towards creating feeling of desire or envy for products that are termed top of the line or that have considerable qualities of luxury, elegance associated with them.

2.5.13 Adventure Appeal

This appeal is directed towards giving the impression that purchasing a product will change the individual’s life radically and fill it with fun, adventure and action.

2.5.14 Less than Perfect Appeal

Advertisements often try to influence people to make certain purchases by pointing out their inadequacies or making them less feel less perfect or more dissatisfied with the present condition. This type of advertising is generally used in cosmetic and fashion industries.

2.5.15 Romance Appeal

These advertisements display the attraction between the sexes. The appeal is used to signify that buying certain product will have a positive impact on the opposite sex and may improve individual’s
romantic or love life. Fragrances, automobiles and other products use this type of advertising appeal.

2.5.16 Emotional Words/ Sensitivity Appeal

These advertisements or marketing campaigns are used to drive at and influence the sensitivities of consumer

2.5.17 Youth Appeal

Advertisement that reflects youth giving aspects or ingredients of products use these types of appeals. Cosmetic products in particular make use of these appeals.

2.5.18 Endorsement

Celebrities and well known personalities are often involved in advertisement campaigns to endorse certain products. Researches have already proved that pitching of celebrities in marketing campaigns is effective in driving the sales. This type of advertising is generally suitable for brand advertising or for the campaigns with high budgets.

2.5.19 Play on Words

Advertisements also make effective use of catch phrases to convey the message. Such appeals help in brand recognition and recall and can be quite popular with the youth in particular.

2.5.20 Statistics

Advertisement also uses statistics and figures to display aspects of the product and its popularity in particular.
2.5.21 Plain Appeal

These advertisements use everyday aspects of life and appeal to ordinary people regarding the use of a product or service.

2.5.22 Bandwagon Appeal

This type of advertising appeal is meant to signify that since everybody is doing something you should be a part of the crowd as well. It appeals towards the popularity aspect or coolness aspect of a person using a particular product or service.

2.5.23 Teaser Advertising

Advertisers introducing a new product often use this appeal. It is designed to build curiosity, interest and excitement about a product or brand.

2.5.24 Competitive Advantage Appeal

Such appeal is used to compare the product with the competitor’s product directly or indirectly and advertiser tries to present his product superior than competitor’s product on one or more attributes. (www.emacnitosh.files.wordpress.com)94

2.6 SOCIAL APPEAL OF ADVERTISING

Apart from these above mentioned appeals of advertising, a new form of advertising appeal can also be seen in media. This is a style of fusion advertising, where brand advertising is combined with a social cause. Such advertising appeals aims, at highlighting the brand image in the light of social cause it is associated with. It is a growing concept of advertising and is often used by established brands. The advertising messages framed under this type of appeal conveys a strong message on social issues like save girl child, recycle more, save paper, save electricity, go green, use paper bags, clean India green India, save energy, etc. and also features the
associated brand. Such advertising campaigns form the part of cause related marketing and is an outcome of effective combination of corporate branding with social marketing strategies.

The advertising appeal that conveys subtle but strong social message along with the branding of associated corporate organization can be termed as “social appeal of advertising”. It is a mix of holistic marketing concept to promote the company’s brand image and brand recall in line with the social responsibility of company towards society.

“Professionals working in for-profit organizations in positions for corporate philanthropy, corporate social responsibility, and marketing or community relations might support social marketing efforts, often in partnership with nonprofit organizations and public agencies that benefit their communities and customers. Although the primary beneficiary is society, they may find that their efforts contribute to organizational goals as well, such as desired brand image or even increased sales.” (Pandey Sameer, Lee Nancy R, 2015)

Social appeal of advertising aims at influencing audience’s behavior towards the social issues and cause mentioned in the marketing campaign that will benefit the society as well as individual. It simultaneously acts towards developing a positive attitude of audiences towards the associated brand thus benefiting the advertiser with brand recognition and recall.

Reckit Benckiser, for example, with their popular brand, Dettol and Harpic, is promoting hand washing habit and is also investing in building toilets as an effective means of keeping clean and hygienic. The brand has committed Rs. 100 crore for spreading hygiene and sanitation awareness over the next five years through an initiative called “Banega Swachh India.” The campaign plans to cover around 400 villages across eight states to increase hygiene and sanitation awareness to support prime minister’s “Swachh Bharat” campaign.
The social appeal designed in this marketing campaign is to drive habit and attitude change of audience towards hand hygiene and sanitation, which directly or indirectly promotes the use of brand Dettol and Harpic for the rising hygiene and sanitation needs in India. This drive not only promotes the healthy hygiene practices in India but also gives an advantage of recognizing and promoting the brands Dettol and Harpic recall for hygiene and sanitation needs.

Another popular example of social appeal of advertising in Indian media is of Idea telecom, “use mobile, save paper” campaign. The leading mobile brand in its advertising campaign promotes the idea of using mobile value added services for vast number of day to day activities, to save paper. The advertisement aims at persuading the audience behavior for using less paper with a simple message – “use mobile and save paper”. The message suggests that mobile phones can be used to read daily newspaper, generate e bills, make payments and transactions, issue e-tickets and boarding passes; thereby saving tones of paper every day. This advertising campaign provides a simple solution to a complex problem of the society by appealing the audience for using less paper, thus contributing towards creating green planet. The advertisement at the same time gives boost to the Idea’s value added services apart from giving it the brand recognition benefit.
Social appeal of advertising is gaining momentum in Indian media and the above stated examples clearly demonstrate the reasons of high inclination of corporate advertisers towards this form of appeal. Such appeal of advertising benefits the advertisers in two ways. Firstly it delivers efforts for overcoming societal problems thus helps the advertiser achieving its corporate social responsibility objective and secondly, this sort of advertising rewards the advertisers with high brand recognition and recall.

2.6.1 Summary

In the nutshell, Social appeal of advertising is the technique that appeals to promote the audience behavior towards the desired direction for social good concurrently enhancing the image of for profit organization’s associated brand. It is a systematic experience based concept that involves fusion technique of social marketing with cause branding for net social good.
2.7 FACTORS THAT AFFECT SELECTION OF ADVERTISING APPEAL

Selecting the theme or appeal of an advertisement is of key importance for the marketers and advertisers. Marketing managers globally, facing dilemma of selecting the core message element so as to have the positive impact on the brand. “There are number of factors that are relevant and have been identified that affects the choice of appeals used in advertising messages.” (Craig & Douglas, 2006; Griffith, Chandra et.al. 2003)\textsuperscript{42,39} Some key findings from the previous studies on the factors responsible for selection of appeal are mentioned below:

2.7.1 Target audience

Conclusions from past studies suggest that “advertisements are more effective if the appeals are consistent with the information processing styles of the intended audience.” (Labarbera et al., 1998)\textsuperscript{59} This infers that selection of advertising appeal highly depends on the perceiving process of the target audience. Logical, price and rational appeal are recommended for the audience from rural background whereas, emotional, bandwagon; snob appeal will be more suitable for the audience from urban area.

2.7.2 Need versus want

Previous marketing literatures on selection of appeal also suggest that, “Where a product or service addresses a consumer need versus a consumer want, the rational appeal tends to be more effective than an emotional one.” (Baudot,1991)\textsuperscript{37} Researchers also further suggest considering the development stage of a country before deciding on the consumer need or consumer want, as what could be a need in one market could be a want in the another market.
2.7.3 Stage in the product life cycle

Many literatures also suggest that stages in the product life cycle affect considerably the way appeals for advertising those products are selected. When a new product or service is launched, it is more advisable to have rational or teaser appeal so as the product or service attributes can be easily assimilated by the audience and curiosity and interest about the new product or service can be generated. On the other hand, for a mature product which is from long time in the market social and emotional appeal can be selected.

2.7.4 Market segment

Authors also suggest that effectiveness of appeal also depends on the market segments. For example, rational or plain appeal is more suitable in constructing advertising campaign for the B2B i.e. business to business market, on the other hand for B2C i.e. business to consumer markets can have advertising using both rational and emotional appeal.

2.7.5 Stage of evolution of the market

Rajesh K Chandy, Gerard J Tellis⁴⁰, in their study have categorized markets as young market and old market. The young markets are the ones where product has recently launched and not much advertising is done. On the contrary, where lot of advertising about the product has been done is considered as old market. Further suggestions have been given on selection of advertising appeal catering to the needs of young market or old market. Since the product is new in the young market, it is necessary to have logical appeal advertising so the audience can assimilate the product features and benefits easily. While, the old markets can have emotional, social, celebrity
endorsement appeal because the audience is already informed and aware about the product feature and uses and now the advertising is needed to create the recall value.

2.7.6 Product features desired

“The advertising appeal for product categories also depends on the desired or preferred aspects of the products, which may vary based on country/ market specific conditions. For example, the premium car manufacturer BMW focuses on the appeal of a high tech navigation system (rational/informational appeal) in European markets and on (emotional) status appeals in Asian markets.” (McDowell 2002)

2.7.7 Type of media

Selection of advertising appeal also depends on the type of media vehicle to be used in announcing the message content. Many studies have been conducted in the past to establish a relation between the media vehicle and advertising appeal. These studies put forward that same advertising appeal will have different effectiveness with different media vehicles. For example, music, romance, emotional types of appeals are more effective with television media because of visual and audio compatibility, while, rational, informational, statistics appeal are more functional in print media.

2.7.8 Cultural influence

Many past marketing studies also indicate that same advertising cues can receive different consumer behavior in different markets depending on the cultural influences. Many literatures substantiate advertising appeals and strategies should be tailored to individual culture for more effective persuasive pull.
2.7.9 Advertising budget

Use of some appeals in advertising strategies requires more funds than some other appeals. Therefore, considering the advertising budget is also one of the major factors for selection of message appeal. For example, celebrity endorsement is considered to be expensive as compared to creating a simple informational or plain advertising.

2.8 Summary

Apart from these above mentioned factors, there are other psychological, physiological and need based factors that also affects the message appeal and advertising strategy selection decisions. Further, detailed analysis of multitude of factors and the degree of interaction between these factors should be taken into consideration for affecting audience responses. A thorough exploration of individual components is required while selecting the most appropriate and effective appeal to be employed in this cluttered media environment. And also, these factors should be analyzed and considered carefully while constructing advertising campaign for developing a long term sustainable brand image. The diversified typologies of advertising appeal and fragmented factors responsible for the selection of such appeals are of extreme focus for the marketers to generate the desired results. Since the underlying purpose of the marketers is to stimulate and influence consumer behavior, the theoretical frame work of advertising research cannot be completed without understanding the concept of consumer perception and complex consumer behavior.
2.9 CONSUMER PERCEPTION

2.9.1 Introduction

Section 2.1 to 2.8 outlined the background of advertising appeal and the research and literatures relating to the core construct of “advertising appeal”, comprehensive classification and considerable factors of appeal that supports the theoretical framework for effective advertising. Many marketing managers proposed that understanding the consumer behavior and identifying their needs delivers long term benefit to the businesses. Whereas, many argues that it is very difficult to identify the exact reasons as to why a consumer purchases and prefers one product or service over another one. This contradiction in the view of marketers makes the study of Consumer / buyer behavior as an inseparable part of marketing. Therefore, this section will examine the impact of advertising on consumer perception, in reference to consumer attitude towards brand and purchase intention, which is the focal point of the current research study. As discussed earlier, the critical role of effective advertising strategy is to stimulate consumer behavior in terms of positive brand attitude and likely purchase intention. However, this role can be achieved with an efficient combination of advertising framework determinants. The various determinants of creating an advertising framework are cautiously selected by the advertisers and their agencies to get the desired consumer response. Still, getting the desired results seems to be a big challenge for the advertisers as many past studies have concluded that different consumers respond differently to the same advertising cue. These conclusions have prompted the researchers to answer the critical question as to “why do consumers respond differently?” and it has been revealed that this happens because of intrinsic differences in consumer’s perception.

2.9.2 Meaning and Definition of Perception

In simple words “perception” is the ability to drive meaning. Derived from the word ‘perceive’, it refers to the ability of giving meaning to whatever is sensed by our sense organs. It is the complex process through which an individual organize and
interprets facts around the sensory to give meaning to them. The broad and complex nature of perception involves interaction of three processes i.e. selection, organization and interpretation. “Perceptual selection is to recognize the stimuli. Stimuli selection based on two major factors they are consumer previous experience and their motives at the time.” (Schiffman, Kanuk, 2006)28 The person selects the stimuli and organizes and interprets the impressions and inputs received from its sensory, so as to give meaning to the stimuli. Thus, perception is a dynamic process that starts with sensation and ends up with giving meaning to stimuli, through cognitive processes.

For example, when an individual watches an advertisement on the national television, he picks up the audio and visual stimuli through his senses, and simultaneously organizes other facts through internal (memory) and external (surroundings, social factors) sources. So as to conclude whether he can receive benefits from the particular advertised product or service. This is perception. This example clearly suggests that cognitive process involved in perception is responsible for adding, deleting or modify the stimulus and information. Thus, perception is a subjective process that highly depends on the cognitive capacities and abilities of the individual and is affected by the diversified psychological and sociological factors.

“Perception is the process through which the information from outside environment is selected, received, organized and interpreted to make it meaningful to us. This input of meaningful information results in decisions and actions. It is a result of a complex interaction of various senses such as feeling, seeing, hearing, thinking and comparing with known aspects of life in order to make some sense of the world around us.” (Mishra Rajan, 2009)21

According to Kolasa, “Perception is the selection and organization of material which stems from the outside environment at one time or the other to provide the meaningful entity we experience.” (Chitale, 2013)7. Another definition of perception as given by S.P. Robbins state that, “Perception may be defined as a process by which individuals organize and interpret their sensory impressions in order to give
meaning to their environment.” In the words of Joseph Reitz, “Perception includes all those processes by which an individual receives information about his environment- seeing, hearing, feeling, tasting and smelling.” (Schiffman,2006) defines it as “the process by which an individual selects, organizes and interpret stimuli into meaningful and coherent picture of the world.”

### 2.10 FEATURES OF PERCEPTION

The above discussion in section 2.9.2 entails the nature and characteristics of perception as follows:

2.10.1 Perception is a complex process designed through the interaction of three distinct processes i.e. selection, organization and interpretation.

2.10.2 Perception is an intellectual process that is affected by physiological components as well as diversified psychological and sociological factors.

2.10.3 Perception is a subjective process that involves individual cognitive efforts and capabilities.

2.10.4 Perception is broader in scope than sensation, as it starts with sensation and ends up with a meaning given to stimuli.

### 2.11 FACTORS INFLUENCING PERCEPTION

There are number of factors that influence the perception in one way or another. These factors are responsible either for shaping or distorting the perception and can reside in the perceiver, in the object or target being perceived, or in the context of the situation in which the perception is made. These factors include:

- Characteristics of the perceiver (Internal factors)
- Characteristics of the target (External factor)
- Characteristics of the situation
2.11.1 Characteristics of the perceiver (Internal factors)

- Need and Motives: Perception is influenced by individual’s needs and motives. Different needs bring different stimuli and therefore, people respond differently according to their stimuli.

- Self concept: Another factor that affects perception is perceiver’s self concept. Individual’s self concept largely depends upon his complex psychological makeup and exerts influence on perceptual selectivity. People generally prefer products that are compatible with their self concepts.

- Beliefs: Belief is a state of mind which a person judges to be true. Beliefs influence perception in a way, as individuals accepts or rejects the facts according to their believes and not on the basis of evidences. The individual normally censors stimulus inputs to avoid disturbance of his existing beliefs.
Past Experience: Past experiences have profound impact on how a person perceives current situation.

Current psychological state: Since perception itself is a complex psychological process, the emotional and psychological states of individual has high influence on how he perceives the same situation as compared to other individual.

Expectations: Expectation is a state of anticipation that is centered on the future. It is another internal factor the affects the perception

2.11.2 Characteristics of the Target or perceived (External factors)

Characteristics of the targets are the features that are being observed and affect the stimulus. Some of these characteristics are as follows:

Size: Size draws the attention and recognition of perceiver and enhances perceptual selection. The bigger the size of the perceived stimulus the higher is the probability that it is perceived.

Intensity: High intensity has greater impact on perception process. It implies that the more intense the audio or visual stimulus is, the more chances of perceptual selection. A bright light, strong odour, loud noise will be perceived more readily in comparison to dim light, soft sound or weak odour.

Frequency: Repeated stimuli have more impact on perception than a single time. Repetition increases our sensitivity and alertness to the stimulus thus has greater chances of receiving attention.

Motion: The factor of motion implies that the individual attracts to changing objects in their field of vision than to static objects. It is
because of this advantage that advertisers involve signs, which includes moving objects in their campaigns.

- **Contrast:** The contrast principle states that external stimuli, which stand out against the background, will receive people’s high attention.

### 2.11.3 Characteristics of the situation

The surrounding environment in which the interaction between the perceiver and the target takes place also has deep influence on the perception process about the target. The context in which a target is seen or experienced is important, as these contexts provide cues for corresponding behavior. The elements in the surrounding environment refer to as situational factors and the strength or weakness of these social factors highly affect the social perception. Time, location, light, heat, etc. are some of the situational factors.

### 2.12 PERCEPTION AND CONSUMER BEHAVIOUR

Perception, as discussed above is a selective cognitive operation that deals with reception and interpretation of external stimuli. The interpretation of the stimulus to the meaningful information cannot be done unless and until due attention is given to the stimulus. Stimulus receives attention when it is attractive, different, interesting, or matches to the needs and wants of the perceiver. This implies that to gain the attention of the consumers, the advertisers have to add the features of attraction, interest, or capability of need and want satisfaction in their marketing communications.

Perception is the beginning of the process of consumer behavior, the perception that consumers’ posses of a business and its products or services have a profound effect on buying behavior. The role of perception in consumer behavior is all about recognizing how consumers view a company’s product or service. Consumer’s
motivation to take action in the form of attitude and purchase intention is highly influenced by how they perceive a particular product or service. Many literatures on consumer behavior suggest a positive correlation between the consumer perception and buying behavior. A positive perception of consumer about a brand or product will result in positive consumer behavior and vice versa. Therefore the companies and advertisers use techniques of influencing perception to target people’s need.

The coherent relationship between consumer behavior and perception can be explained in the light of Blank’s three consumer perception theories namely self-perception, price perception and perception of benefit. “The self perception theory explains how individuals form an understanding of the motivations behind their own behavior and whether their buying behavior has environmental impacts. The price perception theory suggests that consumers consider the quality of the merchandise and the value of money. Lastly is the benefit perception in which consumers are concerned with how much benefit the product may offer.” (smallbusiness.com) Thus, advertisers look forward to incorporate those stimuli in their advertising campaigns that may instill one or more of these perceptions among the consumers.

Consumer behavior refers to “the behavior that consumer displays in searching for, purchasing, using, evaluating and disposing of products and services that they expect will satisfy their needs.”(Schiffman, Kanuk, 2006) “Consumer behavior is the study of the ways of buying and disposing of goods, services, ideas or experiences by the individuals, groups and organizations in order to satisfy their needs and wants.”(Kotler, Keller, 2011) It examines how emotions, attitude and preferences affect buying behavior.

Many things combine together to build up the behavior of any individual. These include cultural, social, personal and psychological factors. Culture builds strong perception of the product in the minds of the customer (Kim et.al.,2008). Culture, lifestyles and surroundings have ability to create strong consumer perceptions about national and international brands. (Rai, 2013) Rai also argued that apart from these cultural factors advertisements also play important role in shaping the consumer
perception. “Advertisements shape the behavior of the people through cognition. Cognition is the perception of a person towards the information communicated through advertisements.” (Fatima S. & Lodhi S. 2015)⁴⁹ “The cognition is observed by the individual through his senses, attention, memory, reasoning, language, etc. and the best way of attracting the customers is to understand the psychological cognitive aspects of the consumers.” (Sandra et.al. 2008)⁷³

Perception is considered as the main catalyst of the consumer behavior and thus the elements of perception should be taken into consideration when analyzing consumer behavior. The elements that have impact on the consumer perception are: (managementstudyguide.com)¹⁰⁵

- Selective Exposure: Messages, Promotional materials, advertisements, a consumer goes through is referred as selective exposure.

- Selective Attention: A consumer does not pay attention to all promotional messages and advertisement. He is interested in only what catches his attention. This is called selective attention.

- Consumer Interpretation: It refers to individual’s ability to perceive a particular message.

- Selective Retention: Remembering the most relevant and meaningful message is known as selective retention, which forms the attitude and purchase intention of the consumer.
The discussion above clearly expressed the interconnection between the consumer perception and consumer behavior and how the elements of exposure, attention, interpretation and retention together makeup the consumer buying behavior and influence consumer buying decisions. Discussions from the consumer behavior literatures also highlight advertising as one of the effective way of influencing these elements of consumer behavior and thus at this point it is important to discuss about the consumer’s ability to process advertising.

2.13 CONSUMER MOTIVATION AND ABILITY TO PROCESS ADVERTISING

Past research works in consumer behavior notably suggest that the consumer response towards particular advertisement is affected by consumer’s motivation, consumer’s ability to process advertisement and opportunity to process information from advertisement. (MacInns and Jaworski 1989) Motivation is defined as the level of willingness to which consumers are interested in the information in an advertisement and the extent to which they are ready to spend efforts to process the information. Ability here relates to the level of knowledge that consumers posses
about the advertised brand and its usage. Opportunity refers to the extent to which situational factors supports and facilitates the processing of advertisement.

Many researchers favor the concept of treating motivation and ability as independent factors in affecting consumer response towards an advertisement. However, (MacInns, Moorman and Jaworski 1991)\textsuperscript{63} argued that motivation and ability can be treated as related factors. For example, the consumers which have high ability posses well developed knowledge structure about the brand and its usage and probable reason for this is extensive product experience. Now, it is quite possible that since the consumer is well acquainted with the brand and its usage, he may not be willing to consider brand information from advertisements and may perceive it as irrelevant to him. On the contrary, consumer who lacks prior knowledge may be motivated and willing to acquire knowledge about the brand from advertisement, so as to update his knowledge and reduce purchase risks. Thus, in this context researchers may view an inverse relationship among motivation and ability to process advertisement.

2.14 ADVERTISING EFFECT ON CONSUMER PERCEPTION

The marketing researchers worldwide put two concepts i.e. advertising and consumer perception parallel to each other. Advertising is considered undoubtedly a strong driving force responsible for shaping the perception of consumers. The perception about the advertised brand and its features can be derived only when the three distinct dimensions, as mentioned above i.e. motivation, ability and opportunity comes together in the cognitive process setup. This implies that the consumer should be well motivated and willing to receive the information from the advertisement and should have the required knowledge to process that information and the situational factors should support these elements.

Many advertising researches also suggest that advertising influences both sets of consumers. The one set of consumer comprises of those who make rational decisions of buying and the other set of consumers are those that makes irrational
decisions of buying also known as impulse buying. This makes it necessary for the researchers to have the separate theoretical considerations for each type of advertising effectiveness. Many empirical researches on advertising effectiveness suggest the role of attention, awareness, recall and recognition in framing of selective perspectives in both sets of buyers.

“The factors that affect advertising impact on consumer perception includes mechanical variables (colour, size, illustration), the message variables (Product benefits, rational, emotional and motivational appeals), the channel variables (reach and efficiency of channel), and the source variables (credibility and popularity of the communicator).” (Sheth Jagdish N, 1974) Sheth, further argued that it is the consumer’s attitude and familiarity with these factors and the magnitude with which advertising communication is received creates the variance among the perception of different respondents.

The past studies of the psychological theories provide an understanding of how consumer process advertising messages and suggest the affect of advertising on both external and internal behavior of the consumers. The internal behavior of the consumer is associated with the dimensions of beliefs and attitudes. The findings from the advertising literatures indicates that advertising employ three mechanisms to exercise influence on consumer perception. These three mechanisms include persuasion, reinforcement and reminder.

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- Reinforcement
- Reminder
- Persuasion
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Figure 2.4 Mechanism to influence Consumer Perception
Persuasion mechanism involves communication message ability to introduce new criteria, restructure current choice criteria and to increase perceive instrumentality. The second mechanism is reinforcement mechanism which demonstrates cognitive and non cognitive restructuring. Cognitive restructuring is associated with influencing descriptive and evaluative aspect. On the contrary, non cognitive restructuring is associated with emotional and behavioral aspect of consumer behavior. The third mechanism is reminder mechanism. Under this mechanism situational factors are less likely to interfere with impact on consumer perception and this mechanism assist in developing habitual behavior.

The findings of many academic researches on advertising impact have observed a positive correlation between the advertising impact and consumer perception. The analysts suggest advertising imposes a strong influence towards perceived brand attitude. “Positive advertising significantly increases both the accessibility and the perceived appropriateness of the brand attributes. Further results indicate that advertisements strongly influences consumer’s overall attitude towards brand extension.”(Lee J.S., 1995)\(^{60}\)

In general, there is a concord between marketing researchers that advertisings are designed to influence consumer perception significantly. It plays a well developed role in influencing the two important constructs of consumer perception i.e. Brand attitude and Purchase intention. The following section will examine these two important constructs, Brand Attitude and Purchase Intention separately.

### 2.14.1 Brand Attitude

Attitudes are predisposition or tendencies to behave or react in a consistent way over time. Attitudes are based on information and personal experiences related to object, environment or person and thus it is not inherent and is capable of being influenced, changed or modified. Sorenson has defined attitude as, “An attitude is a particular feeling about something. It therefore involves a tendency to behave in a certain way in situation which involves that something, whether person, idea or object. It is
partially rational and partially emotional and is acquired not inherent in an individual.” (Mangal,2007)\textsuperscript{19}

Since attitude involves the ‘tendency to behave’, it will be right to say that ‘brand attitude’ forms the basis of consumer behavior. In simple words, brand attitude is the opinion of customers towards a particular product or brand. It may be favourable or unfavourable. Brand attitude is defined as, “The buyer’s evaluation of the brand with respect to its perceived ability to meet a currently relevant motivation.”(Rossiter and Percy ,1998)\textsuperscript{27}

Rossiter has categorized attitude towards brand into two categories i.e. personal attitude and impersonal attitude. “Personal attitude towards the brand is its long term evaluating rating and impersonal attitude is a short term adjustment to this rating.” (Rossiter and Percy, 1998)\textsuperscript{27} Impersonal attitude have impact on the overall personal attitude of the brand. For example, a positive attitude to the sales promotion activity of a brand may lead to point of purchase and affect long term brand attitude.

(Solomon 2009)\textsuperscript{30} in his research towards attitude has suggested inclusion of three factors in attitude. These factors are affect, behavior and cognition. Affect refers to emotion and feelings towards an object, Behavior indicates the action taken towards an object and cognition explains the thought towards an object. Past researches in branding suggest and consider “affect and cognition factors of attitude to be a generalized concept of brand attitude and indicate that these factors could be influenced by different factors such as quality, communication and experience with a particular brand.”(Ghorban, 2012)\textsuperscript{50}

Literatures on branding have suggested significant role of brand attitude to initiate purchase. Many argue that mere favorable attitude towards brand doesn’t lead to actual purchase by the consumer, other factors are also involved and responsible that results in the action of final purchase by the consumer. However, there is a consensus among the researchers regarding a positive correlation between the favorable attitude and brand intention and consider it as one of the important factor
to initiate purchase intention. It is therefore important to examine the construct of purchase intention and factors responsible for influencing it.

2.14.2 Purchase intention

The willingness of a buyer to buy a certain product or service is known as purchase intention. Purchase intention is a kind of decision making that studies the reason to buy a particular brand by a consumer.(Shah et.al. 2012)\textsuperscript{76} Rossiter has defined it as, “the buyer’s self instruction to purchase the brand (or take other relevant purchase related action). It is in fact an anticipated conscious planning of the action step, the final buyer response step (target audience action). (Rossiter and percy, 1998)\textsuperscript{27}

Purchase intention is a complex process and is considered as a dependent variable, which is dependent on various internal and external variables. The studies from supporting literatures suggest that “though the attitude of customers are important, in measuring purchase intent but it is not sufficient to judge what customer actually does in the market place.” (Schultz, 1998)\textsuperscript{75} Apart from the presence of positive consumer perception and favorable brand attitude, there are other several factors that influence the consumer’s purchase intentions. Some of these factors are as follows: (mbaskool.com)\textsuperscript{106}

- **Stimulus/Trigger**: The cue that triggers a buyer towards considering a product or a brand is considered as a strong influencing factor. This could be the attributes of a product or its cost or simply its attractive packaging.

- **Outcome expectation**: The outcome that a consumer expects after the use of a particular product or a service.

- **Aspirational Value**: The product’s ability to satiate the aspirations of a buyer. For ex. A luxury car
➢ **Recommendation**: Recommendation by a trustworthy or reliable source.

➢ **Emotional association**: Emotional association with a product or a brand is another factor that has significant impact on the buyer’s purchase intention.

Other factors like the perceived value of the product, associated risks and costs, habits of the consumer, corporate credibility also impose critical impact on purchase intentions.

![Figure 2.5 Factors influencing Purchase Intention](source: mbaskool.com)

Though purchase intention is a complex and dependent process, still researchers consider it as an effective tool to predict buying process. “Purchase intention may be changed under the influence of price or perceived quality and value. In addition, consumers are also affected by internal or external motivations during the buying process.” (Gogoi, 2013) Past studies have suggested direct relation between purchase intentions and buyer’s behavior. Moreover, studying this concept as a separate construct assist the marketing managers with valuable data related to sales forecasting, market segmentation, selecting promotional strategies.
2.15 Summary

The section first of literature review has outlined meaning and scope of advertising appeal and its impact on consumer perception. Types and importance of advertising appeal from the view point of marketers and advertisers has been discussed. A new form of advertising appeal i.e. “social appeal of advertising” which is a growing concept in current media industry was discussed. The primary objective of this advertising is to promote the social cause as well as the brand in association with. Further the relation between consumer perception and consumer behavior was highlighted along with the discussions on advertising impact on consumer perception. This section also examined the two important constructs of consumer perception i.e. brand attitude and purchase intention.

2.16 CAUSE-RELATED MARKETING

This section of the chapter commences with the discussion on the emerging discipline of cause related marketing. The section initiates the discussion on the definition and meaning of cause related marketing, it further highlights the objectives and features of this marketing strategy. This section also explores the distinction between cause related marketing and finally examines the research gap.

The study of extant literatures on cause related marketing points that this area also includes other related concepts that need to be studied as well. These concepts are from the fields of corporate business and psychology and include the concepts like corporate social responsibility, brand alliances and prosocial behavior. As outlined in figure 2.1, these are the additional areas which will be studied in order to have proper understanding of the concept of cause related marketing.

It has been suggested that the advertising as the dominant form of marketing communications is becoming obsolete and the marketers will need to embrace more non traditional forms of communications (Rust and Oliver 1994). Advertisements with social appeal are one of the strategies of Cause Related Marketing. The
Researchers have also categorized such fusion advertising as a part of Corporate Social Responsibility. It was first used as a term by the international marketing gurus Philip Kotler and Nancy Lee. Company advertising with social dimensions is variously referred to as cause marketing, cause related marketing, corporate issue promotion, corporate social marketing, social issues marketing, mission marketing or passion branding (Andreasen 1996, Varadarajan and menon 1988).

Corporate Social Marketing refers to corporation support for the development and implementation of a behavior change campaign either on its own or by partnering with public sector agencies or non-profit organizations. Corporate social marketing is a part of the broader domain of corporate social responsibility, which is defined as the company’s “Status and activities with respect to its perceived societal obligations” (Dacin and Brown, 1997).

The objective of these programs is focused with an approach of influencing consumer’s social behavior and also to develop a positive brand image which finally influences customer relationship with the brand in the long term. “The concept of social marketing calls upon marketers to balance three considerations in formulating the marketing policies; these are company profits, customer satisfaction and public interest” (Jha 1999).

Vashishth Kujnish (2005) in “A Practical Approach to Marketing Management” stated that companies along with their ad agencies are creating such ad campaigns that not only advertise their products but gives the message too. “Corporate Social Initiatives are major activities undertaken by a corporation to support social causes and to fulfill commitments to corporate social responsibility” – (Kotler Philip, Lee Nancy 2008).

The idea of customer action on social issues is already widely accepted. EDF Energy’s “Team Green Britain” initiative seeks to help people act on climate
change. Marks & Spencer in their March 2010 update on Plan A aim to help 1 million customers to create their own Plan A by 2015. Sainsbury’s is committed to “promoting healthy lifestyles”. The language of social marketing is used by Unilever, Procter & Gamble and GSK and many more.

In the present world, the business organizations are finding it immensely difficult to build their brands and create customer loyalty. The traditional marketing tactics which were necessarily used to build a brand image are obsolete and the concept of ‘mass marketing’ is fast losing ground. The researchers also suggest that the customers are willing to switch their brands for societal gains. Therefore the companies are increasingly finding it necessary to associate themselves and their brands with a social cause, with which the customers are able to relate.

2.17 MEANING AND ORIGIN OF CAUSE RELATED MARKETING

Cause-related marketing is a promotional strategy in which a firm’s sales are linked to a charity or other social cause. The company which is involved in cause-related marketing associates itself with a social cause or some charitable activity and promises its clients to contribute or donate a percentage of sales revenue towards the cause or charitable activity.

Cause-related marketing is an amalgamation of company’s marketing activities with the company’s charitable activities. It is described as a marketing strategy which is a perfect amalgamation of social and marketing objectives of the brand. “Cause-related marketing is distinct from sales promotion, public relation and corporate philanthropy” (Vardarajan and Menon, 1988)79

“Cause-related marketing encompasses a wide variety of commercial activity that aligns a company or brand with a cause to generate business and societal benefits” (causemarketingforum.com)87
2.17.1 Origin of cause-related marketing (causemarketingforum.com)\(^{87}\)

Although the term "cause-related marketing" is attributed to American Express and its 1983 ‘Statue of Liberty restoration project’. In that campaign the company promoted the use of American Express Card by promising to donate one cent to the ‘Statue of Liberty restoration project’ every time when the card was used. However, the history of cause marketing as we know it today dates back even further. The actual “first” cause related marketing campaign may forever remain a mystery. For example, Marriott and the March of Dimes conducted a cause-focused campaign in 1976. Famous Amos Cookies and Literacy Volunteers of America also created a long-running cause-related promotion in 1979. American Express copyrighted the term “Cause-Related Marketing” but made no attempt to limit the term’s general use.

Cause Marketing Pioneers:

Marriott and the March of Dimes

One of the first "cause marketing" campaigns occurred in 1976 through a partnership between Marriott Corporation and the March of Dimes. Marriott’s objective was to generate highly cost-effective public relations and media coverage for the opening of Marriott’s Great America in Santa Clara, CA. The March of Dimes’ objective was to significantly increase overall donations for their pledge walk and incent their fundraisers to meet a given deadline. The promotion was conducted simultaneously in 67 cities throughout the Western United States and exceeded all goals to become the most successful promotion in the history of Chapters West of the March of Dimes who received $2.5 million in donations (a 40% increase) by their deadline. The promotion also resulted in a record-breaking opening day for Great America, attended by 2.2 million people and provided hundreds of thousands of dollars in free publicity.
Famous Amos Cookies and Literacy Volunteers of America

Another of the first examples of a "cause-related marketing" campaign was initiated in 1979 by Rosica, Mulhern & Associates for Famous Amos cookies. In this campaign, Wally Amos became the National Spokesperson for the Literacy Volunteers of America. According to the organization, Wally has alerted more people to the illiteracy problem than any other person in history. This strategic cause-marketing tie-in helped to tell the Famous Amos Cookie story while maintaining visibility and is responsible for many new and expanded literacy programs.

American Express and the Statue of Liberty Restoration Project

American Express entered the scene in 1983 with its iconic Statue of Liberty Restoration project. Within the campaign period, every American Express card transaction unlocked a penny toward the effort and for each new card issued, a dollar was given to the preservation of the Statue of Liberty and Ellis Island. Over a four-month period, $1.75 million was raised for restoration, new users grew by 17% and transaction activity jumped 28%.

2.17.2 Cause-related marketing in India

Though the phenomenon of cause-related marketing was originated and has its roots in western countries, the Indian marketing scenario is also not untouched with this promotional strategy. It is widely accepted and has gained momentum in India also. Many past studies suggest cause-related marketing as an emerging field of unique marketing communication strategy. The past studies in the area of cause-related marketing in Indian context also indicates that “Indian consumers considers such advertising strategy as a novel concept and attributes higher levels of altruistic motives for companies engaging in this tactic.” (slideshare.net) The study conducted by Mona Choudhary & Sneha Ghai also signifies that “young Indian customers perceive cause as a more responsible tool to contribute to society. They
appreciate the initiatives taken by the marketers joining the hands with NGO working for a noble cause.”

The cause-related marketing campaign in India was pioneered by Procter & Gamble (P&G) with many programs which aims at contributing towards rebuilding the lives of young children. Some of the Procter & Gamble cause related marketing campaigns are:

**Project Drishti:** This project was undertaken in a joint collaboration with National Association for the Blind (NAB). It is considered as the country’s first ever sight restoration corporate project. Under this project, P & G contributed Rs. 1 for every pack of whisper sold towards the sight restoration of blind girls. The project has contributed for nearly 250 blind girls across country.

**Shiksh:** ‘Shiksha’ is a popular cause related marketing program by P & G in association with Child Rights and You (CRY) and Sony Entertainment Television which aims at supporting the primary education of children in India. This program aims at building schools to provide education to underprivileged children. Under this campaign every time a person buys a bigger pack of P & G product Rs.1 is donated towards project ‘Shiksha’. Apart from the contribution from the sale of brand P & G has also commited a minimum of Rs. 1 Crore to CRY.

Since the concept of cause-related marketing is embraced in a positive manner by Indian consumers, it increases the inclination of corporate towards this kind of marketing strategy and many other companies and brands have started such marketing campaigns. Marketers prefer marketing campaigns with cause related marketing as it not only boost the sale of company but also gives a commercial advantage to the company in terms of developed goodwill and brand image. Such marketing strategies assist the companies and provide them a platform to fulfill their corporate social responsibility also. The past studies have already suggested increasing interest of marketers and consumers towards cause-related marketing strategy. The findings of current literatures from this area also indicate that the use
of this type of marketing strategy is in a growing phase in India with enormous scope and potential to create positive societal impact.

### 2.18 DEFINITIONS OF CAUSE RELATED MARKETING

Vardarajan & Menon (1988)\(^79\), examined the emergence of cause related marketing and its strategic implication and recommend the following definition:

> “Cause-related marketing is the process of formulating and implementing marketing activities that are characterized by an offer from the firm to contribute a specified amount to a designated cause when customers engage in revenue-providing exchanges that satisfy organizational and individual objectives.”

> “Cause-related marketing has been referred to as ‘strategic philanthropy’ (Smith, 1994)\(^78\). The findings of past studies also indicate that this approach provides an attractive proposition to businesses which are facing an increasing pressure to generate proportionate returns for their investments.

Another definition of cause related marketing suggests that, “Cause-related marketing is a marketing strategy that targets the social concerns of consumer group. A company connects its own marketing and sales goal to a social cause, or charity, to the mutual benefit and promotion of both partners. The business goal: to develop customers, trust and loyalty, improve corporate reputation and ultimately increase sales.” (Anoop Mohan, 2015)\(^66\)

> “Cause related marketing is also termed as cause marketing and it refers to the type of marketing involving the cooperative efforts of a for-profit business and a non-profit organization for mutual benefit. The term is sometimes used more broadly and generally to refer to any type of marketing effort for social and other charitable causes, including in-house marketing efforts by non-profit organizations.” (en.wikipedia.org)\(^96\)
2.19 FEATURES AND OBJECTIVES OF CAUSE-RELATED MARKETING

Cause related marketing can be integrated with wide range of marketing activities of a business and delivers the long-term benefits. Many authors have referred cause-related marketing as corporate philanthropy, corporate social responsibility, extended sales promotion, etc. However, to understand the distinction of cause-related marketing with the various related terms it is necessary to understand the features of cause related marketing.

2.19.1 The above definitions highlight the following features of cause related marketing:

2.19.1.1 Unique marketing strategy:

The results of various past studies in the field of cause related marketing, clearly demonstrates the consent of academicians on treating cause related marketing under the scope of marketing communication mix. This strategy certainly involves the association of a corporate organization with a non-profit organization and the promotional activities are designed keeping in view the objectives of non-profit organization also.

2.19.1.2 Amalgamation of corporate marketing and social marketing

Cause-related marketing requires a systematic synchronization of company’s marketing objectives with the company’s social objectives. Cause-related marketing is not purely a social marketing rather it is considered as an amalgamation of corporate marketing with social marketing.
2.19.1.3 Financial contribution towards social cause

Under cause-related marketing strategy companies support the social cause in association with a non-profit organization. The marketing communications of cause-related marketing indicates a direct financial contribution in the form of certain percentage of revenue generated through the sale of associated brands.

2.19.1.4 Application of 4Ps of marketing

The social objectives of companies under cause related marketing are widely highlighted through advertising and remain at the publicity level. Therefore, cause related marketing, like any other marketing strategy employs 4 Ps of marketing to develop a systematic, integrated marketing campaign.

2.19.1.5 Sales generation

The proposition of linking product sales to social cause not only benefits both the parties associated in this campaign but also gives the advantage of generating higher sales as the past studies have already suggested that consumers are considerate and prefer to buy such products which contributes a part of their sales generation to some social cause.

2.19.2 Objectives of Cause-related marketing

The firms are engaged into cause-related marketing to achieve various objectives. These objectives are summarized below:

i. Promoting the product sales by highlighting the revenue contribution to social cause.
Differentiating brand with other brands in the market.

Enhancing brand loyalty, as cause related marketing strategy helps in building long term relationship with customers.

Promoting Niche marketing as partnering with a social cause in a particular area may help in promoting the brand in that region or among that set of customers.

Cause related marketing enhances company’s image as well as brand image in the market and among the consumers.

Helps in achieving company’s social objectives and obligations.

It can also give an added advantage of attracting and retaining quality employees.

Influences internal as well as external stakeholders in a positive way.

2.20 DISTINCTION OF CAUSE-RELATED MARKETING WITH OTHER RELATED TERMS

2.20.1 Cause-related marketing and corporate social responsibility

Corporate social responsibility (CSR) refers to the business practices involving initiatives that benefit society. “Corporate social responsibility is a corporation’s initiatives to assess and takes responsibility for the company’s effect on environmental and social well being.” (investopedia.com) CSR initiatives are often considered as short term cost that do not contribute an immediate financial benefit to the company but promote an environmental change that can create long term benefits for the organization. The CSR initiatives encompass a wide variety of activities, from giving away a portion of company’s proceed to charity, to
implementing “greener” business trends. In other words, “Corporate social responsibility is a business approach that contributes to sustainable development by delivering economic, social and environmental benefits for all stakeholders.” (lexiconft.com)

The above definitions indicate that CSR is a wider concept with varied definitions and practices. In-spite of varying definition the objective of CSR remains same to drive change towards sustainability.

Cause related marketing is a narrow concept and is considered as a branch of corporate social responsibility. The objectives cause related marketing differs with that corporate social responsibility. Cause related marketing aims at achieving short term benefit of revenue generation and enhancing brand recognition, on the contrary corporate social responsibility is undertaken to achieve the long term objective of sustainable development. The another point of difference between cause related marketing and corporate social responsibility is that the cause related marketing initiatives include a direct financial contribution of certain percentage of revenue generated. While, the corporate social responsibility initiatives have various dimensions and aspects and include the number of innovative activities to implement social change.

2.20.2 Cause-related marketing and corporate philanthropy

Corporate philanthropy is a company’s way of giving back to its community. “Corporate Philanthropy is defined as the charitable donations of profit and resources given by corporations to non-profit organizations. It generally consists of cash donations but can also be in the form of use of their facilities or volunteered time offered by the company’s employees.” (businessdictionary.com) Corporate philanthropy may include activities such as financial and non-financial donations, fund raising through its employees and fund raising from others, etc.
Cause related marketing is often confused with the term corporate philanthropy. However, the existing literatures in this area, supports the distinction between corporate philanthropy and cause related marketing. Corporate philanthropy is defined as a company’s act of donating to a non-profit organization in financial or non-financial way. On the other hand, cause related marketing entails the association of non-profit organization with the firm involved in cause related marketing.

The distinction is further supported by the fact that the funding of cause related marketing often comes from company’s advertising or marketing budget whereas, the funds for philanthropy are separately marked and are eligible for tax deductions.

Another important point of difference is, corporate philanthropy is the giving of financial and non-financial donations to charitable organizations without expecting a direct corporate gain as opposed to cause related marketing which is undertaken to achieve the combined objective of corporate gain and societal benefits.

2.20.3 Cause-related marketing and social marketing

“Social marketing is an approach used to develop activities aimed at changing or maintaining people’s behavior for the benefit of individual’s and society as a whole.”(thensmc.com)\textsuperscript{127} (Kotler P, Lee N 2011)\textsuperscript{18} (Andreasen 2002)\textsuperscript{36} define social marketing as “differing from other areas of marketing only with respect to the objectives of the marketer and his or her organization. Social marketing seeks to influence social behavior not to benefit the marketer, but to benefit the target audience and the general society.” The social marketing involves the systematic integration of marketing concepts to influence the behavior of target audience for the social good.

Cause related marketing differs largely from social marketing on two grounds. Firstly, Social marketing involves the use of marketing tools and techniques by non-profit and social organizations to drive behavioral change for social benefits as
opposed to cause-related marketing which is undertaken to influence consumer’s attitude towards brand image. Secondly, Social marketing is considered to create a real social impact in contrast to cause-related marketing which remains at publicity level and does not able to bring a wider social impact.

2.21 DISTINCTION BETWEEN CAUSE RELATED MARKETING AND SOCIAL APPEAL ADVERTISING

The section 2.20 highlights the distinction of cause related marketing with other related terms like corporate social responsibility, corporate philanthropy, social marketing. It is also important to understand how cause related marketing differs with social appeal of advertising which makes the base for this research study. Based on the discussion in section 2.5 of this chapter, social appeal of advertising is defined as “an integrated advertising technique that requires amalgamation of features of brand advertising with social marketing.” Such advertising appeals focuses on designing the advertising messages in such a way as to influence the behavior of target audience for societal gains and to create brand distinction and recognition for the brand associated in this type of advertising. It can precisely be termed as fusion advertising which aims at achieving corporate as well as social benefits.

By analyzing the features of cause-related marketing as discussed above in section 2.19.1 and the features of social appeal advertising, the distinction between two forms of marketing techniques is identified. These two forms marketing techniques differ from each other on many aspects, which are summarized below:

Firstly, cause-related marketing is a wider term and can be applied to wide range of marketing tools; however social appeal of advertising is related to designing and framing the advertising message only, in order to highlight the brand along with influencing the change in social behavior. Thus, social appeal advertising has narrow application and is restricted to advertising which is one of the promotional
tool among various marketing tools. Also, social appeal advertising is a part of cause-related marketing umbrella.

Secondly, cause-related marketing involves a share of financial contribution from the generated revenue for the social cause which is not the case in social appeal advertising. Social appeal advertising is directed purely towards developing behavioral change and no financial contribution is involved.

Thirdly, cause-related marketing differs from social appeal advertising in terms of its objectives also. Cause-related marketing is done with the objective of revenue generation. As a percentage of revenue generated from the sales of advertised brand is promised to be donated, thus firms involved in cause-related marketing targets immediate benefits of increased sales. On the contrary, the corporate objective of social appeal advertising is to achieve the long term benefits of developing positive brand image and brand loyalty.

The above-mentioned points clearly distinct social appeal advertising from cause related marketing and enhanced the need of focused research to develop this area of promotional strategy.

2.22 SOCIAL APPEAL ADVERTISING AND PROSOCIAL BEHAVIOR

Prosocial behavior is defined as, “a voluntarily behavior intended to benefit others such as helping, sharing, donating, cooperating and volunteering.” “It is also termed as a termed as a social behavior to benefit the society as a whole.” (en.wikipedia.org) Such actions are motivated either by empathy or concern for welfare of others. Altruism or desire to help others without expecting anything in return is also considered as the motivating factor behind such actions.

A subset of prosocial behavior is helping behavior, which can be defined as, “voluntary act perform with the intent to provide some benefit to another person.
These behaviors may or may not require personal contacts with the recipient and they may or may not involve anticipation of external rewards” (Dovidio, 1984)\textsuperscript{46}

Literatures from past studies demonstrates that consumer’s have positive inclination for companies involved in directing their contributions towards society and would like to be associated with such organizations on long term basis. The studies also suggest the role of prosocial or helping behavior for consumer’s positive inclination.

The emergence of social appeal advertising in India is embraced positively both by the consumers and the marketers. The altruistic behavior of consumers have encouraged the corporate and marketers to join hands with NGOs and social organizations and come up with the advertising which apart from fulfilling corporate objectives benefits the society as a whole.

The consumer’s preference of being involved into the mechanism of social change is motivated to some extent by prosocial behavior and therefore, the studies from prosocial behavior is important to be undertaken to understand the impact of social appeal advertising on consumer perception.

\subsection*{2.23 RESEARCH GAP}

From the review of literature it is evident that use of social appeal in advertising is a form of marketing communication that persuades a consumer to act or behave morally and socially. Such marketing communication is an emerging trend in India and is often confused with the terms corporate social responsibility, cause-related marketing, social issues marketing etc. Social appeal advertising focuses primarily on influencing social behavior along with developing positive brand image. Considering its objective it can be categorized as a sub part of cause-related marketing but its objectives clearly differentiates it with cause-related marketing and this emphasizes the need for research in this area.
Although an extensive literature exists that helps in understanding the various aspects of cause related marketing. However, there exists a scope of focused research on social appeal of advertising and its impact on consumer perception in terms of brand image and purchase intention especially with respect to Guwahati city which is a growing commercial hub.

As stated above, the existing literatures do not cover the proposed study area. Therefore, to contribute towards the emerging field of social appeal advertising, the researcher ought to undertake this study.

### 2.24 SUMMARY

This chapter presented the theoretical foundation of the current research study. The chapter was divided into two sections. The first section focuses on the background theory of the literature framework. It highlights all the aspects of advertising appeal and consumer perception. The attempt was also made to present the literatures related to the advertising effect on consumer perception for better understanding of the concept. The second section explores the literatures on cause-related marketing and other related areas. This section also specifies the distinction between cause-related marketing and other related terms on the basis of features and objectives. Literatures from the area of prosocial behavior were also highlighted in this section. Further, a clear cut distinction between cause-related marketing and social appeal of advertising was demonstrated, to identify the need of research in this emerging area. The identified research gap with the detailed analysis of the existing literatures was explained further.