Chapter 6

Conclusion

The present study was aimed to determine emotional effects of advertisement on consumer retention. The reliability estimate of the measure was computed to see the internal consistency of scale. The Coefficient Alpha of scale was .85, which was significant. All the items of scale were related to advertisement. It was very clear from one glance that each and every item of scale inquired about different aspects and components of emotional advertisement with respect to its effectiveness. The items measured the effects of emotional advertisement on FMCGs and service sector. The scale contained the questions about effective of components of advertisement.

The present study was carried out to see the Impact of emotional advertisement on customer retention of students, professionals and households in Indore. Analysis of the data revealed that emotional advertisement influenced the customers' retention and force them to purchase the product depending on the emotional and rational appeal of products. According to Wells et al. (2000) believability and trustworthiness is the essence of persuasion. In making ads more persuasive weightage is also given to psychographics along with demographics.

The ads might be persuasive because firstly it had exposure to the audience; secondly once the audience had been exposed to the message, they became attentive towards it (Tellis, 1987; Hansen & Gronholdt, 1987; Gullen, Thompson & Johnson, 1987; Calder & Sternthal, 1980). For that purpose advertisers designed intrusive ads, used loud and bold effects to attract viewers attention like “Good for health”. Next might be the function of originality to capture attention. Consumers noticed something that was new, novel and surprising like “strong good for health”. It can be said that in order to be more effective and persuasive, ads of specific brands carried all the characteristics of a great ad, which are strategy, creativity and execution (Wells et al., 2000).

Results also revealed that there was non-significant relationship between effective appeal and purchasing pattern of consumers. So it can be concluded that after watching the advertisement it is not necessary that people will rush to buy the product.
unless the product seems satisfactory to them. From these results it can be argued that people used active learning process in changing their attitudes towards particular brand.

A variety of factors can influence the persuasion of models that transmit marketing communications. The most investigated factor in persuasion is credibility and believability (Loudon & Bitta, 1994). The second component of advertising is personality used in commercials. The results indicated that the personality used in commercials of particular products had the greater impact on consumers (Langmeyer & Shank, 1994; Cacioppo, Haugtvedt & Petty, 1992).

Results also revealed that the keyword caption used in commercials also had great influence on consumers. Keyword / captions are used in commercials as an influential and attention gaining components. Captions like (Tata, Desh Ka Namak); (Next is What) and (better than ever) attract the attention of consumers for life long period of time. It was also clear from results that there was a significant relationship between persuasion and keyword / caption of commercial. So it means that in order to fulfill the needs of innovations of consumers, advertisers repeat the same brands with these effective captions (English, 1994; Schmitt, Tavassoli, Millard, 1993).

Although the environmental factors are important in decision making and getting information but the most reliable and trustworthy source is the ad of particular brand. Opinion leaders (models) work as the informative agent, so advertisement becomes a reliable source. All these issues covering appeal phenomena including attractive personality, keyword / caption and source of information concluded that advertisement had a positive impact on consumers. In order to be more effective and influential in a positive manner, the ad of particular brand must have all the qualities of a good ad. In a nutshell it was concluded that advertisement appeal and its effectiveness was positively related. It was also found out that people form attitudes towards objects on the basis of their beliefs, perception and knowledge about these objects.

Advertising is seen as playing a manipulative and merciless role in the emerging landscape, seeking to transform customers into the personification of product identity. Keller emphasizes the need for a structured approach based on sound research in order to manage products strategically and to generate optimum value both in terms of
asset valuation and marketing efficiency. To achieve this effectively, value for the product has to be created and managers must have the knowledge and expertise to exploit this value by developing profitable brand strategies. Overall research points to accumulated positive influence over the audience's recall and purchase intentions, with celebrities deemed more effective than using a typical consumer or expert.

Successful celebrity/brand partnerships have resulted in significant gains in income for brand owners. The micro factors such as the need for interactivity, the degree of control exercised by consumers over messages received and increasing media fragmentation render celebrity endorsement a valid strategy. Careful management of brand image that impacts on brand associations stored in consumer memory is critical to a successful strategy. This study shows that consumers report higher self-brand connections for brands with images that are consistent with the image of a celebrity that they aspire to be like, particularly in the case when the image of the celebrity and the brand match. Study also examines how self-brand connections are formed.

Celebrity endorsement effects are moderated by brand symbolism, such that brands that communicate something about the user yield stronger effects than brands that do not. In the case of aspirational celebrities, the positive effect of image congruency is stronger for those brands that are perceived to communicate something symbolic about the brand's user compared to those brands that do not. This finding is an important demonstration that consumers are motivated by their self-needs to utilize brand associations derived from celebrity endorsement in a contingent fashion to construct and present their self-identities.

This research provides evidence that the overall assessment of emotional appeal (fear appeal) advertising has a fair positive influence on customer retention. This appeal may contribute to positive evaluations of advertisement and may build positive response towards the promoted product, which in turn lead to buying intention. This is because anticipatory fear is stimulated by considering negative consequences of some action and according to Keller et al. (1996), fear appeal can be effective in changing attitude and attitude towards advertising is important indicator of advertising effectiveness (Mehta, 2000).

Nevertheless, subjective norm has little role on fear appeal advertising as the relationship between subjective norm and purchase intention is weak. As such, when designing a fear appeal advertisement, the focus is the attitude of viewers and not the
subjective norm, which is the perception of the desirability of the behaviour to important others.

In the context of fear appeal advertising, male seems to view it more positive than female and there is moderate relationship between male attitude towards fear appeal advertising to intention to purchase. Meanwhile, there is only weak relationship between attitude towards the fear appeal advertising and purchase intention for female. Negative emotional advertisement in the fear appeal advertisement is assumed to make the consumer to buy the solution offered in the advertisement (Aaker et al., 1986) but not all advertisement has the power of persuasion to persuade consumer to purchase (Severin and Tankard). As such, advertiser or marketer that target male market may want to apply fear element in their advertisement. However, at the extremes, fear appeals appear to be ineffective (Yankelovich, 1991). When a problem is not perceived as serious, it only evokes a low level of fear or none at all. When the level of fear is too high, one may engage in defensive denial by denying either the existence of the problem or its importance (Keller et al., 1996). Therefore, advertisers may want to employ a reasonable quantum of fear elements in their advertisement. In the meantime, advertiser or marketer that target female market may want to avoid from using this appeal as it may has less effectiveness.

This study offers evidence that attitude and subjective norm have an average positive influence on the overall effectiveness of sex appeal advertising. This appeal may contribute to positive evaluations of advertisement and may build positive response towards the promoted product, which in turn lead to buying intention. Shimp (2003), spelled out that sex appeal serves several crucial functions in advertising as an initial attention lure to the advertisement, enhance message recall and to evoke emotional responses. This emotional response in turn can create stimulation and desire for the product (Bumler 1999). According to Hoyer and MacInnis (2001), this role may affect the consumer’s mood and can result in favourable cognitive processing of the ad and increase the persuasion impact.

The study also reveals that both male and female view sex appeal advertising positively and there is a moderate relationship between their attitude and intention to purchase. As such, advertiser or marketer that targets both markets may want to use sex elements in their advertisement. Nonetheless, positive or negative reaction against sex appeal advertising depends on the appropriateness to the advertised product. Richmond and Hartman (1982) ascertain that sexual stimuli will enhance brand recall.
only if it has an appropriate relationship with the product category and the advertising execution. When sex appeal is used inappropriately, such as utilizing it solely as an attention device, exploiting the female body, degrading the female role or insulting propriety, weak brand recall may occur and may in fact produce a negative attitude towards the brand. In other work (e.g., Alexander and Judd, 1978; Panda, 2005) suggests that consumers may respond most favourably to a “moderate” level of sexual intensity in apparel advertisements. Advertisements featuring lower levels of sexual intensity may fail to attract consumers attention, whereas those featuring higher levels of sexual intensity may distract the consumer from focusing upon the product being promoted (Alexander and Judd, 1978). Therefore, advertisers may want to consider these factors before using sex elements in their marketing plan.

As majority of respondents are agree and also proved by literature sited in literature review that the notion “emotions used in advertisements have a great effect on customer” is approved and it paves the way for further research on effect of various emotions. The findings from descriptive statistics revealing different effect of different advertisement with emotional appeals derived that advertising creative aspect has considered most important.

Through varied hypotheses developed by the researcher, the findings is emotional advertising appeal makes the cognitive response positive, helps to retain customer and this increases the customer intention to buy the products and services. The different advertising themes have difference in their effect on individual perception.

It is equally important to use rational advertising appeals and emotional advertising appeals. It is up to the market circumstances that which appeals/appeal should be chosen and which one should be dropped. The intensity of appeal is another area where very petite contribution has been observed from the researchers’ side. Even though hypotheses have been tested, this research is less in conclusive and more in exploratory that proves necessity for further research guiding the choice and measuring intensity of emotional advertising appeals.

Negative emotions can have a powerful effect on all three dimensions of advertising performance: attention-getting, brand linkage and motivation. However, because of the risk of inadvertently creating negative associations with the brand, any advertiser shy away from using negative emotions. Taking this option off the table unnecessarily
limits their options. The full spectrum of emotions can be employed to your competitive advantage if you learn how to use negative emotions to drive advertising impact, you clearly understand the role that your brand must playing these dramatic structures, and you use research to avoid unintended negative emotions.

Future research in this area, guiding to advertisers, will save the resources in terms of ad expenditure on unsuccessful campaigns and helps to earn the revenue by correct product positioning.

In today's changing socioeconomic scenario, an emotional association has to be produced between the product and the customer, and many companies are resolved to strike all crucial emotional notes with the customers. However, this marketing trend is also being propelled in part by a shift in consumer's expectations. Forward-thinking companies are endeavouring to go that extra mile and engage the public. The marketing strategies should be designed in a way that products and services are being positioned in terms of shared values and mirroring the consumer's attitudes or lifestyle preferences, which make the consumer fall in love with the the goal of emotional marketing is to build an enduring bond with customers that cultivate loyalty and there by stimulate repeat purchase. When emotion-based marketing principles are applied in business, it leads strategies that are nearly impossible to duplicate and increase ability for easy recall. This provides powerful competitive advantage to the company that gratifies the viewers in terms of emotional engagement. Emotions produce movement, action, and result, which transform prospective consumers into loyal customers. Buyers pay for the feeling a product offers them; more intense the emotion, the more influenced the buyer to buy the product over something else. Vivacious lifestyle brands have built an emotional and enduring bond with a whole generation of young customers-teens and young adult. The success of a brand is determined not by the extent of the people's awareness of the brand, but by how positively they feel about it. The loyal clientele buy active lifestyle brands not for their functional value but for their representative value which excels the product.

Positioning in today's era of competition is a tedious task as customer does not give second chance to the marketer for improving the product offered by the business firms. Effective deployment of emotional marketing can shift market challenger or market follower to the position of market leader. If company fail to dealt with emotional marketing properly, so they can't be able to sustain the market competitiveness.
The important thing is finding the right balance between defining a good creative message and execution. The true craft is in identifying ways to interest consumers in what is being offered at the same time justifiable creativity. A creative strategy can put you on the right course, but in a world filled with distractions and clutter you must develop communications that capture consumer attention and interest. The key of delivering effecting creative message is the selling point in an interesting, non-contrived manner. Great advertising builds the brands and some advertising sells brands. Creativity makes advertisement popular among the consumers and motivates them to purchase advertisement specific product. The advertising message is received well by the target audience for follow-up action.

The recalled values of these heritage brands in India are higher, than today’s brands, the famous Colgate Toothpaste’s “Surkasha chakra” (protective cycle) Vicco Cream’s jingle concentrating on herbal benefits “Vicco turmeric nahi cosmetic” or the classic advertisement of Hindustan Unilever’s Surf, where well known character “Lalita Ji” represents middle class women of India, gives Advice that “Surf ki khariddari mai hi samjhdari hai” (translate as, it makes sense to buy Surf), she became iconic figure overnight in Indian middleclass households.

Bajaj Auto with it all time hit tagline ‘Hamara Bajaj’, or it be Lux with tagline “filmi sitaron ka saundarya sabun”, (translate as Beauty soap for film stars) & Dalda-vanaspati was a impressive success and ruled the perch during its time, the unforgettable Liril campaign, the ad was all about waterfalls, sparkler water and the girl splashing water in total abandon singing “la la la la laaa”. The ad was major success & very much appreciated, at the same time it became the highest selling premium toilet soap in a period of two years. Most of the these Heritage brands appeal to many age groups, probably the product /brands is what used by one generation to another generation and continued to current generation, but understanding the success mantra behind these heritage brands can be tough but there are strong evidence stating towards their advertising appeal. The uniqueness of the campaign leads towards the high recalling. The frequency of television commercial was less and during that era there wasn’t much competition and managed with only Indian National TV channel, “Doordarshan” these brands made their presence heavily on consumers, whereas
Today’s as a competitive market emerged in various categories i.e. soaps, shampoos, TV’s, fridge, Air conditioner and computers so did the media options to reach more people.

The current scenario focuses that advertising has altered in many ways, now advertising become more creative, and getting real. Creativity increases the brand value. There is enough evidence that value for a brand will be formed through creativity. With Pointing on India’s phenomenal growth, it has become even more important for ad agencies and their clients to gear up together to meet challenges that come with such expansion. Creative ideas have no boundaries, Ideas can strike anytime. A successful & great creative idea can give brands the required thrust to explore new heights. It is very important that with creativity involved in advertising it should not forget its basic agenda – of informing, convincing, and selling.

Creative advertising needs to intelligent, sharp, imaginative to the point and extremely catchy. It must motive people to purchase advertisement product. The message and appeal made should be able to make positive impact on the consumers. The creativity develops new useful ideas which further fulfil the desired requirement. Creativity should focus the attention of the customer on the product and he must feel the urge to have that product for same benefit. This suggests that creative advertising should be able to create demand for the product when it is introduced for the first time. Some of the distinct creative ads impacted hard. The advertising strategies are changing but should not leave question mark on the sustainability of creativity and also not to overlook consumer’s intelligence.

Today traditional advertising is losing its sheen. The biggest problem with traditional media is that consumers today have lots of choice for ad avoidance. The fragmentation is very high and there is very less scope of customized message for all. The Indian consumer has changed if we focus on this issue there is a lot more on the menu to choose from. Now the message unlike the past is no longer a one way process. But public opinion is far more mobilized, they have immediate platform for expression.

The expert believes that the creativity in advertising could never exist in isolation without a context. The success of final product completely depends on empathy and the relevance of message it intends to deliver. The trigger for ideas and insights must necessarily come from the environment.
The new millennium is decade old now, advertising, which is about creating demand, has undergone a complete transformation. Many things have changed and many things have stayed exactly the same in this industry. The media agencies have witnessed the tremendous growth in skills set. If one critically analyze, “advertising reflects the mood of the times. The simplistic inform-persuade-sell mode worked beautifully for a long time but once communication became sophisticated, technology entered, there was a paradigm shift. Multi-tasking became the order the day. It is not uncommon to see today’s kids on the mobile while hitting the net, right? So in this age of Youtube, Twitter and Facebook, advertising content has to keep pace. It can’t be as direct, naïve and simplistic as it once was. The new-age consumer would dismiss it straightaway.” For hard-core information and details about products and services that are in the hi-ticket category, the internet provides it all; one doesn’t have to completely depend on advertising. So the job of advertising today is to primarily push the brand in an endearing fashion that triggers the recall factor, and examples discussed indicates that ‘creativity’ stored better recall value.

Advertising business involves people & creative advertising is one that sells through people’s efforts, and appropriate market demand. If you create the healthy environment for creative people with right kind of required information, they can genuinely create great & saleable advertising. Advertising people bond together as a 'team' not as individual, Therefore, creative advertising that actually sells in the market and live a hard impression in mind is the result of 'team work.' In advertising business creativity resulting from great team efforts, effective idea and communicate exactly same to the audience, these are the key factors in successful advertising campaigns. The Ad agencies must have hunger for these elements and strive for them.

Advertisers have long believed that advertising must arouse some emotion to be effective. This affective response is important for two main reasons. First, the key to branding is the triggering of a meaningful emotional response, which is often, and perhaps always, the major benefit of using the particular product. Second, the process that consumers go through in deciding what brands to buy has a heavy emotion-based dimension to it.

In both cases, advertising can be an effective source of enhancement of these emotional responses. While there is agreement about the need for an emotional
response to advertising in order for it to be effective, there is little agreement among advertising researchers about how \textit{exactly} emotion works to influence the overall impact of advertising, or even how emotional response in advertising can be measured or evaluated. As debate about how to measure advertising effectiveness continues, the issue of recall, one of the leading measures of advertising intrusiveness, and its connection with emotion is sometimes at the centre of the debate. Or more precisely, some critics of recall even question whether there is an interaction between the two at all. What \textit{is} the relationship between recall and emotion in advertising? It is clear that the answer to this question is important in better understanding how best to test advertising for its effectiveness.

Neurologists today are suggesting that the attentioning process is largely out of the conscious control of the individual, and emotion rather than cognitive/rational response guides attentioning (see du Plessis, 1998, for discussion; Zaltman, 2004). Some initial emotional response, it seems, is important to decide if conscious effort will be focused on the stimuli. Even when no conscious effort and deliberate attention is focused on something because it was dismissed by the attentioning process as not worthy of further attention, it appears reasonable to expect some memory may be formed/strengthened by virtue of the attentioning process itself.

\textbf{These Fifteen Appeals are driver of customers attention and compel to remember the advertisements:}

1. \textbf{Need for Sex} Lets start with Sex, because this is the appeal which seems to pop up first whenever the topic of advertising is raised. Whole books have been written about this one alone, to find a large audience of mildly titillated readers. Lately, due to campaigns to sell blue jeans, concern with sex in ads has redoubled. The fascinating thing is not how much sex there is in advertising, but how little. Contrary to impressions, unambiguous sex is rare in these messages. Some of this surprising observation may be a matter of definition: the Jordache ads with the lithe, blouse-less female astride a similarly clad male is clearly an appeal to the audience's sexual drives, but the same cannot be said about Brooke Shields in the Calvin Klein commercials. Directed at young women and their credit-card carrying mothers, the image of Miss Shields instead invokes the need to be looked at. Buy Calvins and you'll be the centre of much attention, just as Brooke is, the ads imply; they do not
primarily inveigle their target audience's need for sexual intercourse. The reason this appeal is so little used is that it is too blaring and tends to obliterate the product information. Nudity in advertising has the effect of reducing brand recall. The people who do remember the product may do so because they have been made indignant by the ad; this is not the response most advertisers seek.

To the extent that sexual imagery is used, it conventionally works better on men than women; typically a female figure is offered up to the male reader. A Black Velvet liquor advertisement displays an attractive woman wearing a tight black outfit, recumbent under the legend, "Feel the Velvet." The figure does not have to be horizontal, however, for the appeal to be present, as National Airlines revealed in its "Fly me" campaign. Indeed, there does not even have to be a female in the ad; "Flick my Bic" was sufficient to convey the idea to many. As a rule, though, advertisers have found sex to be a tricky appeal, to be used sparingly. Less controversial and equally fetching are the appeals to our need for affectionate human contact.

2. Need for Affiliation 
The need to associate with others is widely invoked in advertising and is probably the most prevalent appeal. All sorts of goods and services are sold by linking them to our unfulfilled desires to be in good company. According to Henry Murray, the need for affiliation consists of 24 desires "to draw near and enjoyably cooperate or reciprocate with another; to please and win affection of another; to adhere and remain loyal to a friend." The manifestations of this motive can be segmented into several different types of affiliation, beginning with romance.

Courtship may be swifter nowadays, but the desire for pair-bonding is far from satiated. Ads reaching for this need commonly depict a youngish male and female engrossed in each other. The head of the male is usually higher than the female's, even at this late date; she may be sitting or leaning while he is standing. They are not touching in the Smirnoff vodka ads, but obviously there is an intimacy, sometimes frolicsome, between them. The couple does touch for Cognac when "The moment was Martell." For Wind Song perfume they have touched, and "Your Wind Song stays on his mind."

Warm family feelings are fanned in ads when another generation is added to the pair. Hallmark Cards brings grandparents into the picture, and Johnson and Johnson Baby
Powder has Dad, Mom, and baby, all fresh from the bath, encircled in arms and
eblazoned with "Share the Feeling." A talc has been fused to familial love.
Friendship is yet another form of affiliation pursued by advertisers. The warmth can
be toned down and disguised, but it is the same affiliative need that is being fished
for. As self-directed as Indians pretend to be, in the last analysis we remain social
animals, hungering for the positive, endorsing feelings that only those around us can supply.

3. **Need to Nurture** Akin to affiliative needs is the need to take care of small,
defenceless creatures, children and pets, largely. Reciprocity is of less consequence
here, though; it is the giving that counts. Murray uses synonyms like "to feed, help,
support, console, protect, comfort, nurse, heal." A strong need it is, woven deep into
our genetic fabric, for if it did not exist we could not successfully raise up our
replacements. When advertisers put forth the image of something diminutive and
furry, something that elicits the word "cute" or precious," then they, are trying to
trigger this motive. A facsimile of this need can be hit without children or pets: the
husband is ill and sleepless in the television commercial, and the wife grudgingly
fetches the NyQuil. But it is not women alone who can be touched by this appeal.

4. **Need for Guidance** The opposite of the need to nurture is the need to be nurtured:
to be protected, shielded, guided. We may be loath to admit it, but the child lingers on
inside every adult-and a good thing it does, or we would not be instruct able in our
advancing years. Who wants a nation of nothing but flinty personalities? Parent like
figures can successfully call up this need. Robert Young recommends Sanka coffee,
and since we have experienced him for twenty-five years as television father and
doctor, we take his word for it. Florence Henderson as the expert mom knows a lot
about the advantages of Wesson oil. We conform to traditional male/female roles and
age-old social norms when we purchase Barclay cigarettes, which informs us "The
pleasure is back." The product itself, if it has been around for a long time, can
constitute a tradition. Even when the product has no history at all, our need to
conform to tradition and to be guided are strong enough that they can be invoked
through bogus nostalgia and older actors. Country-Time lemonade sells because
consumers want to believe it has a past they can defer to. So far the needs and the
ways they can be invoked which have been looked at are largely warm and affiliative;
they stand in contrast to the next set of needs, which are much more egoistic and assertive.

5. **Need to Aggress** The pressures of the real world create strong retaliatory feelings in every functioning human being. Since these impulses can come forth as bursts of anger and violence, their display is normally tabooed. Existing as harboured energy, aggressive drives present a large, tempting target for advertisers. It is not a target to be aimed at thoughtlessly, though, for few manufacturers want their products associated with destructive motives. There is always the danger that as in the case of sex, if the appeal is too blatant public opinion will turn against what is being sold.

6. **Need to Achieve** This is the drive that energizes people, causing them to strive in their lives and careers. According to Murray, the need for achievement is signalled by the desires "to accomplish something difficult. To overcome obstacles and attain a high standard. To excel one's self. To rival and surpass others." A prominent American trait, it is one that advertisers like to hook on to because it identifies their product with winning and success. Sports heroes are the most convenient means to snare consumers' needs to achieve, but they are not the only one. Role models can be established, ones which invite emulation, as with the profiles put forth by Dewar scotch. Successful, tweedy individuals relate they have "graduated to the flavour of Myer's rum." Or the advertiser can establish a prize: two neighbours play one-on-one basketball for a Michelob beer in a television commercial, while in a print ad a bottle of Johnie Walker Black Label has been gilded like a trophy.

Any product that advertises itself in superlatives—the best the first the finest—is trying to make contact with our needs to succeed. For many consumers, sales and bargains belong in this category of appeals, too; the person who manages to buy something at fifty percent off is seizing an opportunity and coming out ahead of others.

7. **Need to Dominate** This fundamental need is the craving to be powerful—perhaps omnipotent, as in the Xerox ad where Brother Dominic exhibits heavenly powers and creates miraculous copies. Most of us will settle for being just a regular potentate, though. We drink Budweiser because it is the King of Beers, and here comes the powerful Clydesdales to prove it. A taste of Wolfschmidt vodka and "The spirit of the Czar lives on." The need to dominate and control one's environment is often thought of as being masculine, but as close students of human nature advertisers know, it is not so circumscribed. Women's aspirations for control are suggested in the campaign...
theme, "I like my men in English Leather or nothing all." The females in the ads are "outspoken" and wrestle their men around.

8. Need for Prominence. Here comes the need to be admired and respected, to enjoy prestige and high social status. These times, it appears, are not so egalitarian after all. Many ads picture the trappings of high position; the Oldsmobile stands before a manorial doorway, the Volvo is parked beside a steeplechase. A book-lined study is the setting for Dewar's 12, and Lenox China is displayed in a dining room chock full of antiques.

9. Need for Attention. The previous need involved being looked up to, while this is the need to be looked at. The desire to exhibit ourselves in such a way as to make others look at us is a primitive, in suppressible instinct. The clothing and cosmetic industries exist just to serve this need, and this is the way they pitch their wares. Some of this effort is aimed at males, as the ads for Hathaway shirts and Jockey underclothes. But the greater bulk of such appeals is targeted single minded at women. The same appeal works for cosmetics and lotions.

10. Need for Autonomy. There are several ways to sell credit card services, as has been noted: Master card appeals to the need to dominate, and American Express to the need for prominence. When Visa claims, "You can have it the way you want it," yet another primary motive is being beckoned forward—the need to endorse the self. The focus here is upon the independence and integrity of the individual; this need is the antithesis of the need for guidance and is unlike any of the social needs. "If running with the herd isn't your style, try ours," says Rotan-Mose, and many Americans feel they have finally found the right brokerage firm. Like many psychological needs, this one can also be appealed to in a negative fashion, by invoking the loss of independence or self-regard. Guilt and regrets can be stimulated: "Gee, I could have had a V-8." Next time, get one and be good to yourself.

11. Need to Escape. An appeal to the need for autonomy often co-occurs with one for the need to escape, since the desire to duck out of our social obligations, to seek rest or adventure, frequently takes the form of one-person flight. The dashing image of a pilot, in fact, is a standard way of quickening this need to get away from it all.
Freedom is the pitch here, the freedom that every individual yearns for whenever life becomes too oppressive. Many advertisers like appealing to the need for escape because the sensation of pleasure often accompanies escape, and what nicer emotional nimbus could there be for a product? "You deserve a break today," says McDonald's, and Stouffer's frozen foods chime in, "Set yourself free."

But escape does not have to be solitary. Other Benson and Hedges Salem cigarette advertisements, it can be several people who escape together into the mountaintops. A commercial for Levi's pictured a cloudbank above a city through which ran a whole chain of young people. There are varieties of escape, some wistful like the Boeing "Someday" campaign of dream vacations, some kinetic like the play and parties in soft drink ads. But in every instance, the consumer exposed to the advertisement is invited to momentarily depart his everyday life for a more carefree experience, preferably with the product in hand.

12. Need to Feel Safe. Nobody in their right mind wants to be intimidated, menaced, battered, poisoned. We naturally want to do whatever it takes to stave off threats to our well-being, and to our families'. It is the instinct of self-preservation that makes us responsive to the ad of the St. Bernard with the keg of Chivas Regal. We pay attention to the stem talk of Karl Malden and the plight of the vacationing couples who have lost all their funds in the American Express travelers cheques commercials. We want the omnipresent stag from Hartford Insurance to watch over us too.

In the interest of keeping failure and calamity from our lives, we like to see the durability of products demonstrated. Can we ever forget that Timex takes a licking and keeps on ticking? When the American Tourister suitcase bounces all over the highway and the egg inside doesn't break, the need to feel safe has been adroitly plucked. We take precautions to diminish future threats. We buy Volkswagen Rabbits for the extraordinary mileage, and MONY insurance policies to avoid the tragedies depicted in their black-and-white ads of widows and orphans. We want to be safe and secure; buy these products, advertisers are saying, and you'll be safer than you are without them.
13. **Need for Aesthetic Sensations.** There is an undeniable aesthetic component to virtually every ad run in the national media: the photography or filming or drawing is near-perfect, the type style is well chosen, layout could scarcely be improved upon. Advertisers know there is little chance of good communication occurring if an ad is not visually pleasing. Consumers may not be aware of the extent of their own sensitivity to artwork, but it is undeniably large.

Sometimes the aesthetic element is expanded and made into an ad's primary appeal. Charles Jordan shoes may or may not appear in the accompanying avant-grade photographs; Kohler plumbing fixtures catch attention through the high style of their desert settings. Beneath the slightly out of focus photograph, languid and sensuous in tone, General Electric feels called upon to explain, "This is an ad for the hair dryer." This appeal is not limited to female consumers: J&B scotch says "It whispers" and shows a bucolic scene of lake and castle.

14. **Need to Satisfy Curiosity.** It may seem odd to list a need for information among basic motives, but this need can be as primal and compelling as any of the others. Human beings are curious by nature, interested in the world around them, and intrigued by titbits of knowledge and new developments. Trivia, percentages, observations counter to conventional wisdom-these items all help sell products. Any advertisement in a question-and-answer format is strumming this need.

15. **Physiological Needs** To the extent that sex is solely a biological need, we are now coming around full circle, back toward the start of the list. In this final category are clustered appeals to sleeping, eating, and drinking. The art of photographing food and drink is so advanced, sometimes these temptations are wondrously caught in the camera's lens: the crab meat in the Red Lobster restaurant ads can start us salivating, the Quarter pounder can almost be smelled, the liquor in the glass glows invitingly imbibe, these ads scream.

**Managerial Implications**
Comparison of the effects of different emotional appeals on customer retention affect consumers' thoughts on product and purchase decisions (Belch & Belch, 1998). According to the literature review, consumers have certain impressions of different advertising appeals. Some research revealed that rational appeal has a more
significant effect on advertising attitudes (Lin & Tseng, 2008), while some found that emotional appeal creates more significant effects on advertising attitudes (Ting, 1999). The results of this study showed that emotional appeal works better on consumers' social and economic needs while a rational appeal could not able to persuade the consumers to buy the products or services whether they are in need or not. Such a result clarifies the question on which type of appeal creates better effects on customer retention.

As Belch and Belch (1998) argued that Consumers have certainly impacts of different advertising appeals. Some previous researches showed that rational appeal has a more significant effect on advertising attitudes (Lin and Tseng, 2008). While some of them found that emotional appeal creates more strong effects in advertising attitudes (Ting, 1999). But the results of this study show that emotional appeal works better than rational appeal. This gives clear direction to advertising and marketing concerns that which appeal can work better and effective. While making ads the advertisers should keep in mind the effectiveness of rational appeal is significant and positive. In consumer buying decisions as this appeal helps to make successful decision making while product purchasing in the customers perspective. But there will be a need to pursue further studies on rational appeal as now Indians are becoming aware through social media and education so, now they are more prone to rational decision making.

As those who are professionals they give proper recognition to emotional advertisements, if these products are require by them. Unnecessary they do not buy products if they are not in need. Advertisers should concentrate on both rational as well as emotional appealing of the advertisements.

Rational and emotional appeal stimulates different advertising attitudes (Laskey et al., 1995). From above findings we can conclude these three variables have cohesiveness with some extent if advertisers just use anyone appeal without any actor, actress role or any famous TV star role then the effectiveness of ad is less as compared to that one which have combination of celebrity and appeal in ads. Advertisers should use such famous celebrities who have popularity and strong positive image because people respond quickly towards psychologically appealing ads.

Provision of a more complete structure of the use of celebrity endorsement. Previous literature pointed out that celebrities work better in recommending highly socialized
products. It was found that celebrities are still more effective in recommending FMCG products. Compared with an ordinary person, a celebrity is more attractive to and favoured by consumers.

Clarification on the relationship among emotional appeals in advertising consumers often remember well-known personality and ignore advertised products when companies employ advertising personality in their advertisements (Ogilvy & Raphaelson, 1982). Different advertising appeals induce different advertising attitudes (Laskey et al., 1995). Tin (1999) found in his study that the impact of advertising appeals on advertising attitudes is limited. From the literature review, we found that there is an obvious lack of consistency in the relationship among advertising appeals, advertising personality, and customer retention. This study has clarified that these three variables have a significant relationship with each other.

Adopting different advertising appeal strategies This study verifies that emotional appeal creates a more significant effect on customer retention than an rational appeal, further revealing that emotional appeal is an important factor in the decision-making process for purchase. Companies may refer to the results obtained in this study for their future considerations in developing an advertising appeal strategy.

Extension of the research results to high involvement products. Thus, the conceptual structure proposed in this study can also be extended to other high involvement products. The same theory can be applied to customers who substantially buy products and used to analyze consumers’ views on the combination of advertising appeals and celebrity endorsement with regard to products introduced to the market. The complete information covered in this study can also be used as a reference for advertising companies or marketing managers as they develop their marketing strategies.

According to the literature review, consumers have certain impressions of different advertising appeals. Some research revealed that rational appeal has a more significant effect on advertising attitudes (Lin & Tseng, 2008), while some found that emotional appeal creates more significant effects on advertising attitudes (Ting, 1999). The results of this study showed that emotional appeal works better on consumers’ advertising retention than rational appeal in a fear appeal advertisement does. Such a result clarifies the question on which type of appeal creates better effects on advertising attitudes.
Provision of a more complete structure of the use of advertising personality. Previous literature pointed out that celebrities work better in recommending highly socialized products. It was found that celebrities are still more effective than experts in recommending a product. Compared with an expert, a celebrity is more attractive to and favoured by consumers. While consumers can easily identify with the personality or celebrity endorsements in some products.

Practical Implication

Adopting different advertising appeal strategies. The study verifies that emotional appeal creates a more significant effect on customer retention than a rational appeal, further revealing that emotional appeal is an important factor in the decision-making process for purchase. Companies may refer to the results obtained in this study for their future considerations in developing an advertising appeal strategy.

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Specific positive emotions and their associated appraisals have important implications for customer retention. The research suggests that the ways in which customers regularly appraise situations have important downstream consequences for the extent to which they a) engage in socially conscious consumption behaviours that benefit more distant others b) commit to effortful environmental actions, c) consider more choice options, and d) give different types of monetary gifts in response to fundraising appeals. This research also suggests that marketers need to be more cognizant of the specific positive emotions that their consumers may be experiencing both momentarily and chronically.

Marketers have many tools at their disposal to influence specific momentary emotions, but they need to be strategic and identify the specific positive emotions
activated by their marketing communications and store environments. They need to examine which types of positive emotion may be triggered by the text, imagery, music, and personnel that they select for promoting their products and brands. If marketers use the right positive emotions, they could be well on their way to achieving their strategic objectives. If, however, they use the wrong positive emotions, they could end up undermining those same objectives.

It is not the case that one positive emotion is universally better at motivating behaviour than another. Rather, the effectiveness of each positive emotion depends on the goal of the manager, particularly what type of behaviour the manager or policy maker wants to motivate. For example, a retailer could employ emotions likely to increase the number of products a consumer considers purchasing or the amount of effort a consumer is willing to expend (e.g., hope) or emotions likely to increase a consumer's sense of connection to store personnel or a brand (e.g., love). In the social marketing context, a public health campaign aimed at encouraging the consumer to consider additional choice or behaviour options could use hope, whereas a conservation campaign benefiting distant others could be more effective using love. For a related example focusing on the effects of self and other in health messaging, see Agrawal et al. (2007). While all positive emotional themes will make consumers feel positively, all positive emotional themes will not motivate the same types of consumption behaviour.

Based on the characterizations, marketing managers and policy makers can strategically use different palettes of specific positive emotions to promote desired behaviours. Namely, multiple positive emotions (e.g., hope and interest) may be characterized by the same appraisal tendency (e.g., problem-solving), but each of those emotions is not necessarily suitable or attainable for a given brand, product category, or context. The concept of palettes of positive emotion allows marketers to strategically select from a group of emotions one that is appropriate for a given situation.

The positive emotion palette concept further suggests that marketers cannot employ a "one-size fits all" approach in selecting emotional themes. Specifically, marketers need to be sensitive to contextual contingencies, such as the product category and particular retail environment. For example, in product categories where multiple purchases are possible (e.g., apparel), using a problem-solving emotion to increase the
consideration set and potentially the number of products a consumer sees as purchase-worthy is probably desirable. However, in product categories where a single purchase is more prevalent (e.g., a digital video recorder), using that same emotion may cause the consumer to broaden search beyond the retailer's own brand or store, probably not so desirable.

Contextual contingencies are especially important in retail environments. Marketers may need to use different creative materials to evoke appropriate emotional themes based on the environmental context and the brand's position in the marketplace. Specifically, a marketer would be remiss to use the same emotional advertisement or display in a brand's flagship store and a big box store where the brand is sold. Marketers can also be more sophisticated in their use of multiple emotions and strategic sequencing of emotions, particularly in communications over time. For example, it may be advantageous for companies who rely on personal selling (e.g., Avon) to employ a socially connected emotion (e.g., love) early to secure a consumer and then use a problem-solving emotion (e.g., hope or interest) to encourage a consumer to consider a broader range of products or services. Retailers and experiential marketers could also employ sequences of emotion to strategically move consumers through different zones of a retail space. For marketers of citizen action initiatives, there may be instances in which a sequence of emotions could be employed to influence consumption decisions and improve consumer welfare. For example, a policy initiative aimed at resource conservation may be more effective if marketers were able to first activate heightened social connection appraisals (via love) followed by problem-solving appraisals (via hope or interest). Specifically, policy communications may need to first help citizens feel more socially connected to distant others who may benefit from their actions and then motivate citizens to broaden their consideration of actions that could be taken to achieve that goal as well as exert effort to carry out those actions.

Similarly, social connection appraisals might moderate the effects of identifiable versus statistical victims on charitable giving (Small and Loewenstein 2003). In particular, higher social connection might decrease the normal differential in giving between identifiable and statistical victims by increasing giving to statistical victims (as opposed to decreasing giving to identifiable victims; Small, Loewenstein, and Slovic 2007). More generally, social connection appraisals may moderate effects...
associated with social distance forms of psychological distance (Trope, Liberman, and Wakslak 2007), with particular influence on psychologically distant conditions. Social connection may also be important to consumers' decisions to engage in brand relationships (Fournier 1998) and participate in brand communities (Muniz and O'Guinn 2001). Attention to not only consumers' momentary emotional experiences but also their chronic emotional experiences may prove to be particularly fruitful in these contexts.

In addition, appraisal dispositions offer a potentially useful tool for segmentation. Namely, marketers know that people vary in cognitive styles and have used that information in conjunction with zip code data to target consumers. Similarly there is interesting work that could be done tying appraisal dispositions to key demographic and psychographic variables (e.g., gender and Future research should examine the temporal focus dimension revealed in study 1, as it has important implications for consumer decision making. For instance, when experiencing happiness (present-focused), an individual might place greater weight on present benefits and less weight on future costs, whereas an individual experiencing hope (future-focused) may place less weight on present costs and more weight on future benefits when making a decision. To the extent that different positive emotions are characterized by a temporal focus dimension, they may engender different temporal construal (Liberman and Trope 1998). Thus, differences in temporal focus may have implications for consumer purchase intentions, product satisfaction, timing of product fulfilment decisions, as well as health prevention and health risk behaviours.

Consumer hope may be a particularly important, albeit complex, area for future research. Researcher suggests that differing levels of involvement and intensity of hope will impact attitude formation processes and product choices (MacInnis and de Mello 2005). Empirical findings show that threats to hope lead to motivated reasoning about products (De Mello et al. 2007). While my new appraisal findings suggest that hope may facilitate consumer problem-solving tendencies, additional research is needed to understand when consumer hope will be an asset versus a detriment to choice quality.
Both marketers and consumers need to understand the importance of how different emotions and different appraisals influence consumption behaviours in different ways. By understanding how different emotions influence consumers, marketers can do more than just make consumers feel good, they can also help consumers do better for themselves and for others.