Preface

The modern world of marketing communication has become colourful and inundated with advertisements, and it is hard to get noticed. It is an uphill task for the designer of an advertising campaign to differentiate itself from others and attract viewers' attention.

Emotional or “feeling” advertising appeals have received considerable attention over the past decade in customers’ retention research. Man is an emotional creature. All people have an emotional response to everything we encounter in life. Throughout life we counter both, positive and negative emotions. And these emotions affect the way we make decisions and the way we lead life. The advertising industry uses this human trait to their advantage. There are two kinds of advertising appeals, rational and emotional. While the rational appeal attracts a person’s logic, the emotional appeal evokes a person’s feelings. The latter is a more important strategy since it addresses the ‘want’ rather than the ‘need’ of a person. This study seeks to elaborate on the impact of emotional appeal on customers’ retention. An emotional appeal is related to an individual’s psychological and social needs for purchasing certain products and services. Many consumers are emotionally motivated or driven to make certain purchases. Advertisers aim to cash in on the emotional appeal and this works particularly well between multiple product brands and its offerings.

Emotion-based communication is also used very effectively by marketing and advertising. Often consumers make emotion-based decision and in such cases just facts do not create the desired effect. For e.g. instead of merely stating components of fruits and vegetables, a mother’s desire to offer nutritional food for her children to keep them healthy and strong would be more effective. Emotion-based methods are an effective tactic to capture attention.

In this jet age, people tend to ignore all commercials and advertisements while flipping through the magazines and newspapers or viewing TV. But even then, the glamour of a celebrity seldom goes unnoticed. Thus, celebrity endorsement in advertisement and its impact on the overall brand is of great significance. Celebrities are people who enjoy specific public recognition by a large number of certain groups of people. In this process, the companies hire celebrities from a particular field to feature in its advertisement campaigns. The promotional features and images of the product are matched with the celebrity image, which tends to persuade a consumer to fix up his choice from a In this age of intense competition, where capturing a position in the consumers' mind space is extremely tough,
celebrity endorsements, catchy phrases, punch lines, caption and key words give an extra edge to the companies for holding the viewers' attention. The present thesis has been organized into eight chapters.

**The Chapter 1** consists of Introduction of the topic, the structure of an advertisement, advertisement campaign, concept of emotional appeal, influential factors of customers retention, celebrity endorsement etc.. It also consists of review of literature, significance of the study, objectives of the study and research methods.

**The Chapter 2** discusses the history of advertisement, types of advertisement, buying motives and determinants of consumer behaviour.

**The Chapter 3** consists of introduction to emotional appeal, types of emotional appeal and also study the effects of emotional appeal.

**The Chapter 4** deals with the customer’s retention through emotional appealing advertisements.

**The Chapter 5** consists of data analysis and findings and deals with different aspects of research essential for the study. The study is descriptive and exploratory research in order to examine the impact of emotional appeal on customers retention through structured questionnaire. It deals with the objectives and hypotheses of the study. The sample is collected from selected FMCG and service sector. A 5-point structured questionnaire developed is used for collecting primary data. Through SPSS Package (17.0 version) Correlation, Regression and Z-Test are used for the analysis, interpretation of data and results.

**The Chapter 6** The chapter discusses conclusion reached by the researcher on the basis of result of study, discusses the managerial implications and also practical implication for future research.

**The Chapter 7** deals with the various suggestions and recommendations based on the conclusions of study.
The Chapter 8 gives limitations of the study. Proper scope is also suggested so far as future research is concerned.

Bibliography discusses all the authors and their works which are duly acknowledged. The references used to complete this study were compiled under the bibliography in alphabetic order. Kindly see the bibliography for the references.