CHAPTER II

REVIEW OF LITERATURE

A literature review gives an overview about the field of enquiry that what has already been said on the topics, who are the key writers, what are the prevailing theories and hypothesis, what questions are being asked and what methodologies and methods are appropriate and useful. According to Bourner there are good reasons for spending time and effort on a review of the literature before embarking on a research project. These reasons are:

- To identify gaps in the literature.
- To avoid reinventing the wheel (at the very least this will save time and it can stop you from making the same mistakes as done by others).
- To carry on from where others have already reached (reviewing the field allows you to build on the platform of existing knowledge and ideas).
- To identify other people working in the same fields (a researcher network is as valuable resource).
- To increase your breadth of knowledge of your subject area.
- To identify seminal works in your area.
- To provide the intellectual context for your own work, enabling you to position your project relative to other work.
- To identify opposing views.
- To put your work into perspective.
- To demonstrate that you can access previous work in an area.
- To identify information and ideas that may be relevant to your project.
- To identify methods that could be relevant to your project.

Keeping all these facts in mind, the investigator studiously scanned the available literature and relates it to the present study.

The segmentation of my Literature Review is categorized into three segments. The segments are as follows:

2.1 Studies Related to Emotional Appeals used in TV Commercials.
2.2 Studies Related to Effect of Emotional Appeals on Consumer Behaviour.
2.3 Studies Related to TV Commercial in FMCG Sector.
2.1 Studies Related to Emotional Appeal Used in TV Commercials

D. Lakshmanan and Dr. S. Rabiyathul Basariya (2017) described in his study that Emotional appeal has been found to be most effective, when brand response involvement and advertising message involvement are low, whereas informative appeal is found to be relatively more effective when customers are highly involved with the brand and advertisement.

Aanchal Ashra (2017) described that Emotional advertising is a term used within marketing communication that refers to the practice of building brands that appeal directly to a consumer’s emotional state, needs and aspirations. Emotional advertisements strategically manipulate consumer’s feelings and stimulate the emotional triggers that influence how consumers make decisions. An emotional ad is designed to incite anger, sadness or joy all are targeted towards the brands end goal. Further she discussed that the right emotional appeal can touch people’s cores, making it easier for consumers to recall the advertiser’s sales message later.

Dr S Anurekha (2015) study explores the profile of contemporary advertising in India in the wider context of trends in television advertising directed for young adults, the recent changes in the strategy and issues concerning the perception and attitude of young adults to television advertising in Chennai. The result of the study was emotions dominate cognition and need to be considered as the most crucial factor in the advertising process. The textual analysis of commercials revealed irrespective of product category, irrespective of the anticipated involvement, the commercials used aspects of emotion and were emotional. More than 70% of the commercials analysed used humour in some form as subtle humour, tropical humour, humour in sexual tone, situational humour. Emotional reactions function as the gatekeeper for further cognitive and behavioural reactions.

Sabita Mahapatra (2013) found that an understanding of the impact of emotional versus rational appeals used in ad message on respondents with various demographic and psychographics profile and across various product category and product life stage. The impact of emotional and rational appeals in advertising from the perspective of
preference for different ad appeals led to different response and that both emotional and rational appeals were not equally preferred across all product category and product life stage. To effectively perform the communication activity that directs the flow of goods and services from producer to the ultimate consumer or user, consumer psychology has to be well understood. While one end of the continuum of consumer information processing perspective deals with hedonic experimental model that views consumers driven purely by emotion in pursuit of fun, fantasies and feelings the other end of consumer processing model is based on pure reason cold, logical and rational.

Bilal Mustafa Khan and Saima Khan (2013) revealed that the effect of humorous advertising on brand recognition by consumers. For this purpose, four brands were selected, namely, Fevicol, Cadbury Chocolate, Karrbon Mobiles and Coca-Cola. For each brand, two television commercials were chosen, ensuring that one is humorous and the other non-humorous. So, in all, eight television commercials were shown to audience and their responses were suggested that humour is an essential ingredient of an advertisement and has profound effect of emotional TV ads is there on building brand recognition. This could be conditional by comparing the results of the same brand. Humorous advertisements were found to be more effective than non-humorous advertisements. Thus, it can be secondary that humour should be used in advertising as it leads to positive brand recognition.

Gunjan Baheti, Dr. Rajendra Kumar Jain and Nidhi Jain (2012) conducted the study “The Impact of Advertising Appeals on Customer Buying Behaviour.” whose purpose of this research was to investigate the impact of advertising appeals on Customer Buying Behaviour. The second purpose was to compare the effectiveness of the different types of advertising appeals on customer buying behaviour. A 2*2 factorial experiment design method was adopted. The FMCG industry was selected as the research object, and electronic advertisements were used in the experimental design. The samples were chosen from Indore and surrounded area. A total of 120 questionnaires were distributed, 96 effective questionnaires were collected, and the effective response rate was 80%. Analysis of variance (ANOVA), t-test, and regression analysis were used to test the hypotheses. The major findings are listed as follows: (1) advertising appeals have a significantly positive influence on advertising attitude. (2)Advertising appeal does not have significantly positive influence on
purchase intention (3) Emotional advertising appeals are more significant than rational appeals.

Mr. Mitul Deliya, Mr. Bhavesh Parmar & Mr. Bhagvan Karnavat (2012) conducted a research on “Negative Impact of Advertising on Women with Specific Focus on FMCG Products – Patan District” in which the research Approach was Post Test Quasi Experimental (XO1) and close ended questionnaire is based on the cognitive response model were used and data were collected from 97 women on Random Sampling method. To know the reliability Cronbach’s alpha test has been applied. To find out the effect of negative emotional appeal advertisement through cognitive Total three advertisements are considered randomly to nullify the ordering effect. All the three advertisements were T. V. advertisements for the products namely Tirupati, Ponds and EMAMI (Aurvedic fair and lovely). In all three advertisements popular faces were not used as a source. The brief description of advertisements is as under processing style on Women for FMCG products one way ANOVA has been applied.

The study revealed that different advertising themes have difference in their effect on individual perception. The study also reveals that if in negative emotional appeal advertisements, the intensity of negativity is high then it impacts on cognitive processing style and affect individual perception that effects purchase intention of consumers.

The study concluded that the negative emotional appeal advertisements play important role in cognitive processing styles of Women. The emotional appeal advertisements are having high impact on consumers’ cognitive message processing style which influences their purchase intention. The level of negativity used in advertisements has an impact on individual’s perception. The high level of negativity creates ignorance towards advertisement and thus it has negative effect on purchase intentions. The moderate or low level of negativity creates high impact on individual’s perception towards advertisement and thus it has positive effect on purchase intentions.
Prof. Mitesh Jayswal and Ms. Kruti Shah (2012) have researched on “A Study On Effect Of Negative Emotional Appeals On Cognitive Message Processing Style Of Indian House Wives With Specific Focus On FMCG Product’s Television Advertisements.” and tries to measure the effect of some selected FMCG product’s television advertisements with commonly used negative emotional appeals on cognitive message processing style of Indian house wives. In this study the post test only quasi experimental (X O1) research design is used. The data is collected from 96 housewives of Ahmadabad through personal interview after showing the television advertisements. (Here to show advertisements is considered treatment.) Total three advertisements have been shown randomly to nullify the ordering effect. All the three advertisements were T. V. advertisements for the products namely Saffola, Rexona and Ayurvedic fair and lovely (AFL). The structured and close ended questions were used to collect the responses. To know the reliability of the research Cronbach’s alpha test has been applied, while to test the hypothesis Z test and one way ANOVA test is used.

The research revealed different effect of different advertisement with negative emotional appeals derived that advertising creative aspect has considered most important and it has been truly said that “what you say is equally important to how you say.” Through varied hypothesis developed by the researcher, the findings is negative emotional advertising appeal makes the cognitive response positive, helps to form positive attitude and this increases the customer intention to buy the brand. The different advertising themes have difference in their effect on individual perception. It is equally important to use negative emotional advertising appeals as positive emotional advertising appeals.

Dr. Naveen Kumar, Dr. Vijay Kumar and Kirti Singh (2011) in his study “Advertising and Consumer Buying Behaviour: A Study with Special Reference To Nestle Ltd.” attempts to analyze the impact of advertising on consumer buying behaviour. The study, based on an analytical approach on a survey of 200 randomly selected consumers in Agra city, examined the role played by advertising in influencing consumers buying behaviour for Nestle. Results reveal that consumers were highly influenced by advertising in their preference for the brand. The major reasons for this preference are its attractive advertising policy and rich quality. In this
reference, the survey reveals that TV advertisements of Nestle influence the buying of consumers the most. The creative presentation and language of TV advertisements of Nestle are successful to convey Message, Emotion, Value system regarding the product. The study clearly reveals that the advertisement has its impact on buying behaviour of consumers. Therefore, it is advisable to companies to emphasize their advertisement campaign not only to retain their market but to height it also.

*Maggie Geuens Patrick De Pelsmacker and Tine Faseur (2011)* conducted a study on “Emotional advertising: Revisiting the role of product category” which resulted to emotional advertising is effective for low involvement and hedonic products, but not for high involvement or utilitarian products. In two experiments, 400 and 392 consumers respectively evaluate a non-emotional and a product-congruent or product-incongruent emotional appeal promoting four different product types. In a third study, 909 respondents evaluate 323 existing TV commercials. The findings confirm expectations based on the Affect Infusion Model and indicate that for none of the product types negative effects of emotional advertisements appear. However, emotional ads do work better for some than other product types. In addition to clearing out the moderating role of product type, this paper contributes to the literature by showing that previous poorer results of emotional ads for some products may be partly due to less positive attitudes towards the products themselves instead of to the inappropriateness of the appeal.

*Chattopadhyay (2011)* studied advertising appeal in case of young people. Both the young men and young women prefer rational appeal more than emotional appeal. Similarly, both the middle-aged men and women prefer rational appeal to emotional appeal. With further advancement in age, there is again a change in the preference of advertising appeal. The senior citizens, irrespective of their sex, prefer emotional appeal to rational appeal.

So there exists a distinct pattern in the change of consumer preference in terms of advertising appeal. It starts with the liking of emotional advertisements, changes to rational advertisements with the increase in age and again turns to emotional advertisements with old age. So it is a journey from emotional to rational and again back to emotional with the passage of time.
Anil Mishra (2009) conducted a study on “Indian Perspective about Advertising Appeal” in which sample survey method was used and response are collected from Indore city. It was done in two stages; in first stage initial questionnaire was prepared and implemented on 50 judges and after analyzing this data final questionnaire was prepared and was implemented on 200 respondents in the age group of 18-25 years. Z-test is used for testing the hypothesis. The findings of the study revealed that persuasiveness, distinctness, perfectness, fascinating, sensational, energetic, aesthetic, elegant and captivating were the factors that emerged for the advertising appeal and dimensions were energetic, sensational, persuasiveness, distinctness and captivating. Factor and dimensions were compared on the basis of gender. It was found that persuasiveness, perfectness, sensational factors and energetic, sensational and persuasiveness dimensions do not vary on the basis of gender as males and females both felt that these factors and dimensions were important but females perceived that distinctness factor and dimension and aesthetic factor is more important than males but for males fascinating factor was more important than the females.

Kotler P., et al (2008) Emotional appeals try to stir up customer’s emotions which can encourage and motivate product purchase. By using different emotions in their communication, companies try to make consumers feel related to the product.

Williams & Drolet (2005) concluded that old people increase the focus on the emotional perspective of everything including TV advertisements because they perceive the time limited, but again when through some technique time period on the horizon was removed the older consumers still were having more positive attitude towards emotional appeals rather than rational appeals in TV advertisements unlike the young adults. Another result that came forward was that when time was limited both age groups were motivated towards the emotional appeals that removed negative frame and remember those more as well.

Yamini Dixit (2005) presented the thesis on “Indian Award Winning Advertisements: A Content Analysis” which unfold the facts that Television advertisements, on the other hand, are limited to households that do have this medium, and thus, reaches a select audience in India. There is dominating use of the
demonstration of the product in these ads. As mentioned, music is almost a way of life in India, may it be traditional or contemporary, and this phenomenon is evident with its overwhelming use in the award winning commercials. Humour is extremely important, and is normally brought in by the type of music used, or the melody and tone involved in the advertisement. Thus, these devices support one another, and sustain the ad in return.

**Solomon (2004)** explained that if the consumers like the advertisements and he express his feelings it means that he is communicating and delivering his needs and wants to the marketer. Culture influences the user behaviour because every person has owned trends and different values.

**Dubey & Patel (2004)** explained the girl teenagers are more attracted toward TV advertisements featuring celebrities, children or jingles. The reason for higher response rate among females for products could be the higher number of advertisements is targeted at them. They also found that all the products used by a customer are not necessarily those of advertisements they liked. The key lies not only in the attractiveness of the advertisements, but also the interest of the target.

**Fung and Carstensen (2003)** made a research that was also referred in the Williams and Drolet's study. Socio-emotional selectivity theory suggests that "age" is also responsible for differences in goals in life. Thus when people get older, their goals become more related to the emotional aspect rather than knowledge based or rational.

**Charles (2003)** also suggested that memory for emotional information especially for the positive emotions, is preserved with age.

RQ2.a: Old consumers are persuaded by emotional appeals in TV ads comparatively

RQ2.b: Both genders reveal parallel results towards the effect of emotional information and consumer buying preferences.

**Ramaswamy and Namakumari (2002)** argued that rational appeals are based on the logic and reason to buy to product. In the actual scenario both the appeals i.e., rational
and emotional appeals works together. Emotional appeals are woven with the sensation of fun, love, enjoyment, fear etc.

**Goldsmith & Lafferty (2002)** found that when consumer views an advertisement about the brand and develops likeness for the brand and then eventually willing to purchase it. It also commented that component of effective advertisement that creates emotional response is the consumer ability to recall the brand advertisement.

**Kotler (2000)** opined that there could be positive emotions as well as negative emotions but in the advertising campaign negative emotions can be converted to positive emotions. Emotional appeal is the feeling associated with the product.

**Wright (2000)** noticed in the study that when the emotional appeals are used in the advertising then consumption pattern of the product is very enjoyable. Sex appeal is used in the advertisement of soaps Audience is attracted as the desire is evoked and then it helps in selling the product. Sex appeal mainly helps in attracting the opposite gender masculine or feminine.

### 2.2 Studies Related to Effect of Emotional Appeal on Consumer Behaviour:

**Sarfraz Ahmed et.al (2017)** done a study on “Does Advertisement influence the Consumer’s Brand Preferences and Consumer’s Buying Behaviour in Malaysia”, where they collected the responses from 250 respondents with the help of questionnaire and they analysed the effect of advertisement on brand preferences. They came out with the results that TV ads play a positive role in creating brand preference in the mind of customers. Majorly advertisements which are using emotion help more to create the brand preference among the consumers.

**Giehlito Cammayo Dulin (2016)** researched on impact of advertising on consumer behaviour. This study resulted with the fact that the respondents considered emotional appeal, promotional advertising, facts and statistics, bribe and unfinished ads as the top 5 sources of information which effect their buying decision like brand
switching & brand image and the least source considered is endorsements by celebrities.

R.K. Srivastava (2016) conducted an empirical study on to understand the influence of emotional and humour based advertisements on consumer’s behaviour towards brands and their purchase behaviour of brands. It is a primary study involving 202 respondents within the age-group of 18-55 years. They are shown a combination of 6 advertisements, which consisted of 3 emotional and 3 humorous advertisements of FMCG sector. The conclusion of the study was emotional advertisement compared to a humorous advertisement is more effective measured in terms of brand image, likeability, purchase intentions and brand recall as per present study. This study gives an insight on impact of emotional and humour advertisement on likeability, brand recall, brand image and purchase intention.

Sukhmani Mohit Gupta (2016) study attempted to identify how television advertisements played a role in transforming the life study of rural consumers. A survey was conducted where data was collected from 400 respondents belonged to households had TV sets. Those respondents were aged between 25 – 44 years where their major occupation was forming. These respondents agreed that TV ads were the driving force that made them yearn for improvement in lifestyle. The study also revealed that advertising appeal help in changing the lifestyle of the rural people because emotional advertising appeal help them to mould and their attitude towards the products and enforce them to switch their brands.

Farooq et al. (2015) also proposed that comic factor in the field of advertisement through TV ads affect the interest, attention, desire and actions of the consumer which leads to change in the buying behaviour of the consumer due to the TV Commercials.

Fazal ur Rehman, Nawaz, Khan, & Hyder (2014) conducted a study where they examined the effect of advertisement on the consumer buying behaviour in FMCG sector. They finally came with the conclusion that emotional advertisement is playing a significant role changing the consumer buying behaviour in respect to brand recall, brand image and brand switching.
**Bisht (2013)** also revealed from her study that there is a positive relationship between TV advertisement and purchase decision of youth, since they are more informational conscious so they give emotional response to the advertisement rather than environmental response. The study also reveals that TV advertisement also leads to trial purchase.

**Feiz Davood et. al (2013)**, done a research on "Examining the effect of TV advertising appeals on brand attitudes and advertising efforts in Iran". The paper empirically justified the interrelationship among advertising appeals and consumer attitude toward advertising and brand attitude in an integrated model. The results show that there is a positive, direct, and significant relationship between: advertising appeals (humour, comparative, bravery and fear) and attitude towards advertising. It also shows the effect of advertising appeals towards brand attitude, brand image of the product.

**Dr. Sandhya Rajasekhar and Ms. Deepa Makesh (2013)** conducted “A study on Impact of advertising on brand preference of high involvement products”. According to him, the products which needs low involvement in purchasing the items like food & beverages, household items and personal care, advertisement play an important role in deciding the brand. Especially the humour, jingle, imagination, spoke person play a vital role in remembering the brand of the product.

**Ahmad and Ashraf (2013)** elaborated in his study that advertisement campaigns have significant influence on purchasing behaviour or buying trends of the consumer.

**Sana Yasin, Saleem Anwar and Muhammad Sajid (2013)** conducted a study on “Consumer Attitude towards TV Advertising Based upon Consumer Age & Gender.” They have used Frequency analysis and cross tabulation method for analysing the data. This study concluded that TV advertisements have not lost its charm in fact it is seen that definitely age effects the perception of the consumer. Now old age group consumers are more interested in TV ads thus they should be provided with more products of their use, if marketed well the marketers can get
maximum out of these consumers. Young people are more likely to be consumers when they are able to put facts in front of them; they are motivated through rational appeals and thus need more than just colours and jingles in the advertisements in general and TV ads in specific.

Navninderjit Singh (2013) conducted a research on “Cognitive Effects of Advertising on Consumer Buying Process: A Study of Non-Durable Products” and he investigated the role of the media like television, newspapers, radio, magazines, word of mouth and internet in influencing the purchase behaviour of consumers regarding food products, beverages, apparels and accessories also examined in this research. It was found that the purchase behaviour of consumers is differently influenced by different types of media. The results show that advertisements influence shopping pattern of consumers with varying degree. But there is no relationship between frequency of watching advertisements and shopping pattern of the individuals.

Muhammad Nabeel (2012) analysed by Chi square and Crosstable and establishes that the consumers are highly dependent on emotional appeal advertisements from the aspect of brand preference, purchase decision and brand recall. The companies show advertisements of their products to influence consumers towards a brand. Consumer perception of a brand can be in positive or in negative that depends upon the type of advertising appeal used.

Mrs. Pallavi Kumari (2012) conducted the study on “Changing Purchase Behaviour of Indian Customers” that claimed that Indian consumers are spending their money on various items has changed in recent years. With the ever-increasing penetration of internet and social media, the purchasing behaviour of Indian consumers has changed dramatically. Urbanization is taking place in India at a dramatic pace and is influencing the life style and buying behaviour of the consumers. The present study is based on the perceptions, buying behaviour and satisfaction of the consumers in Indian market. The Indian consumers are noted for the high degree of value orientation. India is a lucrative market even though the per capita income in India is low and it remains a huge market, even for costly products.
Consumer behaviour is complex and very often not considered rational. The recent trends which are found in the Indian market are celebrity influence, online shopping, freebies and popularity of eco-friendly products. The buying process involves brand beliefs formed by passive learning, followed by purchase behaviour, which may or may not be followed by evaluation. Visual symbols and imagery are important because they can be remembered easily and associated with the brand. Ad campaigns should include high repetition of short-duration messages. Television is usually more effective than print media because it is a low-involvement medium suitable for passive learning. Marketers can try to convert low-involvement products into higher involvement ones by linking them to some involving issue. Consumers undertake variety seeking buying behaviour in situations characterized by low consumer involvement but significant perceived brand differences. In such cases, consumers often do a lot of brand switching. Brand switching occurs for the sake of variety rather than because of dissatisfaction. Challenger firms will encourage variety seeking by offering lower prices, special deals, coupons, free samples, and advertising that presents reasons for trying something new.

Soofi Anwar (2012) conducted the descriptive study on “Young Consumer’s Attitude towards Television Advertisements in the Internet Age” in which 50 respondents age group of 18-24 years were taken for the analysis of the objectives. Mean, Standard Deviation and Percentage Method is used for analysing the data. The study revealed that despite of the growth of internet usage among young consumers, still television is the advertising medium with most exposure compared to other traditional and non-conventional mediums. It was also seen that brand awareness and brand recall is considered to be most important purpose that a TV ad serves. The another important fact that came was humour appeal ads are preferred the most, followed by the ads portraying luxurious appeal by young consumers. It was also found that Ad endorsements by film celebrities and sports personalities are most preferred by the respondents. Ads portraying experts endorsing the products in TV are least preferred and the further analysis reveals that young consumers possess overall a favourable attitude towards television advertisements and its role in impacting their buying behaviour.
Faiza Saad (2011) researched on the emotional appeal and its effect on the brand loyalty of the customers towards the product. He has studied the beauty products like dove and seen that after using the emotional appeal in the TV Ads people where more attached to the product and become brand loyal.

Zain-Ul-Abideen and Salman Saleem (2011) researched on “Effective advertising and its influence on consumer buying behaviour in Islamabad”. He came to know that Emotional response play an pivotal role in establishing strong association with the consumer buying behaviour and it enforce them to switch the brand to the advertised brand.. Both of them conducted the study in the areas of Islamabad, Rawalpindi and Lahore and they have compared between emotional advertising and environmental responses. They concluded that buyers are getting more effected by the advertisements which were creating the emotions with the help of audio, video and appeal. Which stress them to buy the product.

Md. Ashaduzzaman and S.M. Asif-Ur-Rahman (2011) conducted a study on “Impact of Television Advertisements on buying pattern of Women in Dhaka City” which found that Television advertising plays an important role on changing the consumer behavior and also provides new patterns for purchasing or using any type of goods and services. It is the most convenient way to reach the female consumers because they are more deployed by advertisement promises that the product will give them something special for satisfaction. The paper aims to assess the impact of television advertisement on purchasing decision of women for acquiring goods and services. This study was based on a survey of 460 randomly selected women from three places i.e. Dhanmondi R.A., Jhigatola, and Circular Road of Dhanmondi area in Dhaka City. The results reveal that advertisements play a vigorous role in familiarizing a new product in the family list and taking right decision during shopping. 74.3% of the respondents after watching TV advertisement want to buy the new brand introduced in the market and 66.3% are of the opinion that T.V. advertisements help them to make better choice during shopping.

Vinod Kumar Bishnoi and Ruchi Sharma (2009) conducted a survey on “The Impact of TV Advertising on Buying Behaviour: A Comparative Study of Urban and Rural Teenagers” which aims to establish whether the residential background of
consumers has a varying influence on their buying decisions due to the influence of TV advertising. The study was conducted on 866 teenagers of Haryana (431 male and 435 female) of which 440 were rural and 426 were urban. The data was analysed by applying counts, percentages, means and ANOVA. The study suggests that rural teenagers like television advertising more than their urban counterparts. TV advertising has enhanced their involvement in product selection and purchase, they prefer to buy TV advertised products and it is helpful in buying the new products. The urban teenagers do not buy TV advertised products if they do not require those brands. They also like the advertisements of the products that they are using and believe that products are as good as expected from TV advertisements. Male teenagers’ buying behaviour is more influenced by television advertisements than their female counterparts.

**Aneeza Bashir and Najma Iqbal Malik (2009)** done a study on "**Effects of Advertisement on Consumer Behaviour of University Students**" to find out the effects of advertisement on consumer behaviour of university students (N = 150). A self-explanatory questionnaire was used to measure the effects of advertisement. The sample was comprised of university students (University of Sargodha). Their age (18 – 24) was constant. Six brands were decided to be used as FMCG’s unit and inquiries were made with relevance to their advertisements. For results formulation chi-square, frequency and binomial test analysis were used and presented in tabular, bar graph, and pie chart form. The results revealed that advertisement persuades the consumer to at least buy the product once in a lifetime. Personality used in commercial influenced the consumers more as compare to keyword / caption. Results also revealed that consumers considered advertisement as a reliable source of knowledge as compare to others (friend, neighbours, reference group) opinions. Advertisement can affect any income group, but expensive product and repetition of advertisement did not affect the purchasing attitude. The most preferred brand was Lux and second preferred brand was Safeguard. Consumers were influenced by the appeal and personality used in the specific brand advertisements.

**Kotwal et al. (2008)** studied the **Impact of TV advertisements on buying pattern of adolescent girls.** He found that the advertisement played a vital role in introducing a new product in the family list and making better choice during shopping. The girls
utilized pocket money received every month for shopping. The adolescent girl is influenced by T.V advertisement when she purchases clothing they were guided by fashion, friend and boutiques. The respondents preferred to buy branded and standardized product which are more advertised on television. Mickel (1990) studied the effects of commercial television on Iraqi consumer. They found that their television advertisement offer knowledge about the advertising company and their products. In addition, the show time and quality of the advertisement affect directly the consumer behaviour.

Schiffman and Kanuk (2007) defined advertising appeal as suppliers’ application of a psychologically motivating power to arouse consumers desire and action for buying while sending broadcasting signals to change receivers concepts of the product. Hence advertising appeal is applied to attract the consumers’ attention, to change the consumers’ concept of the product, and to affect them emotionally about a specific product or service.

Lowett & Nunes (2007) have researched that as compared to 79% usage of internet, TV consumers viewing advertisement have approached 97% in the last year i.e. 2006-07. They also concluded that advertising's influence is more on younger consumers instead of older consumers.

J. Varaprasd Reddy (2006) in his study ‘Role of Advertising in Creating Brand Personality’ says that brand personality being potent tool needs to be leveraged to achieve key objectives for existing & new brands. Consistency is also important, failing which dilution of brand personality or absence of it may occur. Other mix elements like distribution, pricing, promotion and packaging (apart from advertising) should support and strengthen brand personality.

Pattie Williams (2000) conducted a study on” The impact of emotional advertising appeals on consumer implicit and explicit memory: An accessibility/diagnosticity perspective” which ended with the conclusion that emotional advertisements have a substantial impact on consumer attitudes, as well as upon purchase intentions. However, research on the influence of emotional appeals on memory has been somewhat mixed, with some researchers asserting that they result in poor consumer memory, while others argue that if tested properly, they have a substantial impact.
The current research addresses these mixed results by relying on an accessibility/diagnosticity framework to explore the effect of emotions on consumer implicit and explicit memory. Explicit memory performance is characterized as relying upon both the accessibility of memory traces and their relative diagnosticity in contrast with other inputs. In contrast, implicit memory performance is primarily driven by accessibility alone. Results from two experiments are supportive of this perspective. The first experiment demonstrates that overall emotional advertising appeals have a bigger impact on implicit versus explicit memory performance, though explicit memory performance is enhanced after exposure to an intense emotional appeal. The second experiment demonstrates that the diagnosticity of emotional appeals can be enhanced, and that such enhancement leads to better explicit memory performance under conditions of high involvement. In contrast, emotional diagnosticity is shown to have no effect on consumer implicit memory.

The Indian Entertainment & Media as an industry is estimated to grow from INR 646.0 billion in the year 2010, at a CAGR of 13.2% for the next five years to reach INR 1198.9 billion in the year 2015. The television industry is anticipated to continue to be the major contributor to the industry revenue pie taken as a whole. With a cumulative growth of 14.5% over next five years the industry is estimated to reach INR 602.5 billion by 2015 from INR 306.5 billion in 2010. In the year 2015 the Television advertising is projected to command a share of 42.5% which is presently having a share of 41% of the advertising industry pie.

A study conducted by Deloitte & Touche, confirms that young people, between 13-to-24 age group, do in fact spend more time than older people on the internet. Previous empirical research findings indicate that television advertisements have a significant impact on consumer buying behaviour.
Table 2.1: Literature Review related to Factors Affecting Consumer Buying Behaviour:-

<table>
<thead>
<tr>
<th>Researchers</th>
<th>Major Factors</th>
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<tbody>
<tr>
<td>Enis (1974)</td>
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<td>Cross and Peterson (1987)</td>
<td>Social factors, Physical factors</td>
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<td>Dibb and Etal (1991)</td>
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<td>Cohen (1991)</td>
<td>Marketing mix, Physical factors</td>
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<td>McCarthy and Perreault (1993)</td>
<td>Physical factors, Social factors</td>
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<td>Narayana and Raol (1993)</td>
<td>Physical factors, Social factors, Cultural factors</td>
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<tr>
<td>Keegan (1995)</td>
<td>Social factors, Cultural factors, Economic factors, Geographic factors</td>
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<tr>
<td>Setlow (1996)</td>
<td>Personal factors, Marketing mix, Environmental factors</td>
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<tr>
<td>Stanton (1997)</td>
<td>Social factors, Physical factors, Attitudinal factors</td>
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<tr>
<td>Lancaster and Reynold (1998)</td>
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<td>Straughan and Roberts (1999)</td>
<td>Demographic factors, Lifestyle</td>
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<td>Kotler and Armstrong (2007)</td>
<td>Physical factors, Social factors, Cultural factors, Personal factors</td>
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</table>

Source: Own elaboration based on Obaidat, 1995, Suleiman, 2000 and Stávková, Stejkal, Toufarová, 2008

2.3 Studies Related to TV Commercial in FMCG Sector:

Vishal Soodan (2016) had done a study on Influence of emotions on consumer buying behavior: A study on FMCG purchases in Uttarakhand, India. The study highlighted the relevant emotions in consumer purchases of FMCG products with the help of factor analysis and was conducted in north India to serve the purpose of analyzing the role of emotions in FMCG purchases. The growing importance of consumer emotions in purchase decisions has led researchers to underline the emotions as a driver of purchases. The study was an attempt to offer marketers the importance of emotions in purchasing of FMCG products and tried to gain insights into the FMCG purchases. The factors derived from the study suggest that the relevant emotions which influence the consumer buying include the factors with a combination
of different emotional states. Hence, it is confirmed from the analysis that consumer decision making involves balancing of positive and negative emotions.

**Naseema CM (2015)** Advertising decision is a very crucial decision because it may effect and reflect the whole marketing strategy. Effectiveness of advertising is greater when it is adequately planned, executed and constantly evaluated in terms of crystallised objectives. Since the FMCG sector is expected to grow several folds in the coming years, advertising in this sector will prove to be fruitful for all company. TV advertisement of FMCG has influence on the purchase decision making of respondents. TV advertisement has brought a paradigm shift in the arena of advertising. TV ads, especially those which are telecasted at the prime time are strategic tools of attracting potential customers.

**Priyanka Shah and Dr.R.K.Balyan (2014)** deal with the impact of advertisement appeal and media context on consumer response. The study has its foray into personal care product category of FMCG sector wherein the scope of study was limited to Ahmedabad region. The impact of type of ad appeal and media context on the consumer response to advertisement is there, but the impact is low to moderate. Varied consumer response is depicted among different socio-economic classes.

**Michaela Draganska, Wesley R. Hartmann, Gena Stanglein (2014)** conducted a study on “**Internet vs. TV Advertising: A Brand Building Comparison**”. They came with the conclusion that many advertisers are reluctant to shift a large proportion of their advertising budgets to the Internet because they still view television advertising as the main vehicle for building a brand. Using a unique and rich data set comprising 20 campaigns across a variety of industries, they demonstrate that Internet ads perform on par with TV ads on the brand-building metrics that advertisers use and trust.

**Mathew & Aswathy (2014)** examined the FMCG of HUL and studied the impact of TV advertisements on its product. This study revealed that TV advertisement had positive impact on buying decisions of customer and in recent, it had its own importance in the marketing of the product.
Dr. Mohammad Naquibur Rahman (2012) conducted a study on “Impact of Advertisement: An Empirical Study of FMCG Products in KSA,” to investigate the impact of advertisement on consumer behaviour of university students (N = 150). This paper aims to explore the role of advertisement on attitudes towards buying behaviour. A questionnaire has prepared to evaluate the impact of advertisement. The sample data has been collected from of college students of Umm Al-Qura University, Makkah between 18-24 age groups. As a result, formulation of chi-square, frequency and binomial test analysis were used and presented in tabular, bar graph, and pie chart format. 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. Advertisement play a very important role to affect any high or low income group, but expensive products and the repetition of advertisement did not affect the consumer buying behaviour.

Sandeep Agarwal and Dr. Sanjay Hooda (2012) made a study on ”Children’s In TV-Commercial’s: Review Of Toiletries And Personal Care Advertisements” under which explored around 150 TVC related to toiletries and personal care and find that in 45% of them children’s are used in way or another. In this paper 14 best advertisements where children’s are found highly effective were discussed. The result that came across after the study was that 45% advertisement used children’s either to create direct persuasion or to create the indirect emotional binding. It was found the frequency of children is high in case of the mouth care products.

Almost 90% of advertisement on the toothpaste has directly used kids also this number is high in case of bathing soap and hygiene related product like hand wash etc. In most of the advertisement related to toiletries fear appeal emphasising on the brand name is used. The rationale of germs free life is marketed here where children’s are used to showcase the sensitiveness of the issue and how a particular brand in category can help in restoring the position. In most of the advertisement mother has been shown with their kids to create more rational feeling of love and care and showcase the real life scenario, however in various advertisement father has been also equally figured to guide family decision-making.
Thus they found the children’s are used to create humour, sensitiveness, rationale, fear and softness in the advertisement. However some recent advertisement has started boldness aspect of child for motivating the impact of TV Commercials.

Mr. Amit Gupta ,Ms. Binal Vora  and Ms. Sandhya Tungatkar (2012) conducted a study on FMCG (Fast Moving Consumer Goods) Sector in which they discussed that the Indian FMCG sector is the fourth largest sector in the economy with an estimated size of Rs.1,300 billion. The sector has shown an average annual growth of about 11% per annum over the last decade. Unlike the developed markets, which are prominently dominated by few large players, India’s FMCG market is highly fragmented and a considerable part of the market comprises of unorganized players selling unbranded and unpackaged products. There are approximately 12-13 million retail stores in India, out of which 9 million are FMCG kirana stores.

They discussed that FMCG commonly include a wide range of repeatedly purchased consumer products such as toiletries, soap, cosmetics, oral care products, shaving products and detergents, as well as other non-durables such as glassware, bulbs, batteries, paper products, and plastic goods. FMCG may also include pharmaceuticals, consumer electronics, and packaged food products etc. The major categories of FMCG Sector are Household Care whose annual growth rate of 10 to 11 per cent during the past five years. HUL is the leader with 38 per cent of market share. Other major players are Nirma, Henkel and Proctor & Gamble.

The next segment is Personal Care which includes personal wash products, hair care products, oral care products, cosmetics etc. The Indian skin care and cosmetics market is valued at $274 million and is dominated by HUL, Colgate Palmolive, Gillette India and Godrej. The coconut oil market accounts for 72 per cent share in the hair oil market. The hair care market can be segmented into hair oils, shampoos, hair colorants & conditioners, and hair gels. In the branded coconut hair oil market, Marico (with Parachute) and Dabur are the leading players. Sachet makes up to 40 per cent of the total shampoo sale. Again the market is dominated by HUL with around 47 per cent market share; P&G occupies second position with market share of around 23 per cent. Personal wash can be further segregated into three segments namely
Premium, Economy and Popular. Here also, HUL is the leader with market share of 53 per cent; Godrej occupies second position with market share of 10 per cent.

The skin care market is at a primary stage in India. The major players in this segment are Hindustan Unilever with a market share of 54 per cent, followed by CavinKare with a market share of 12 per cent and Godrej with a market share of 3 per cent. The oral care market can be segmented into toothpaste - 60 per cent; toothpowder - 23 per cent; toothbrushes - 17 per cent. This segment is dominated by Colgate-Palmolive with market share of 49 per cent, while HUL occupies second position with market share of 30 per cent. In toothpowders market, Colgate and Dabur are the major players.

The another segment is of Food and Beverages which comprises of the food processing industry, health beverage industry, bread and biscuits, chocolates & confectionery, Mineral Water and ice creams. The three largest consumed categories of packaged foods are packed tea, biscuits and soft drinks. Indian hot beverage market is a tea dominant market. The major share of tea market is dominated by unorganized players. Leading branded tea players are HUL and Tata Tea. Major players in food segment are HUL, ITC, Godrej, Nestle and Amul.

Bhattacharjee (2011) in his study revealed that influence of media in the purchase of FMCG products seems to be similar for both the rural as well as the urban households in different income classes and types. It is found that media has considerable influence upon the rural folks. With the increasing rate of literacy, print media in the form of newspapers, magazines etc are also gaining popularity in the rural context. It is for the marketers to understand the implications of the influence of the various media and utilize the appropriate media applicable for marketing their products, especially to the rural areas.

Fathi All-Share & Marwan Al Salaimeh (2010) found that there was a relationship between television advertisements and increasing the canned food demand with about 76% agreements on these relations of the total responses. There is a relationship between television advertisements and increasing the price of canned food with about 84% agreement on these relations of total responses. Television advertisement and
acquiring people new patterns of consuming canned food. There is a relationship between television advertisement and changing the consumer attitude towards canned food with about 74% agreements on these relations of total responses. That means the television advertising play an important role on changing consumer behaviour and attitudes and gave consumers new patterns about canned foods. So TV advertisements affect consumer behaviour by pushing them to buy the specific goods of the product through frequent advertisement, to change consumer attitude toward canned food to increase the demand on it, then it will increase the volume of it sales which leads to more profit. But we must notice that TV will increase the price of the goods, and most of consumer will prefer the goods appeared on TV advertisements more than the goods which do not.

**Byshi Panikar (2008)** conducted the study on “A Study of Consumer Behaviour on FMCG Products.” in rural areas in Mumbai with sample size of small number of respondents. Since the FMCG sector is very vast hence the product toothpaste and bathing soap is taken to represent the low value FMCG buying decision. Respondents are taken on convenience sampling basis. Consumers representing both gender and various income and age were considered. A chi-Square technique is used to test the hypothesis of the study. In this study all null hypotheses got rejected in all the cases for both the products, it can be safely assumed that in case of low value FMCG buying like toothpaste and bathing soap are tend to be rational. There is always some logic behind emotions expressed by customer while taking purchase decision.

**Balaji (2007)** study explored the differences in the consumer’s evaluation of FMCG brands. Emotional Advertisements are very useful in increasing of sales and majority of respondents have purchased the brand first time on account of massive TV advertisements. Discounts and sales promotion schemes are one of the major points of attraction for huge sales.

**Madhavi and Arulkumar (2006)** this study pointed out that most of the rural consumers are influenced by quality of the product. So the FMCG Companies should strictly adhere to the quality standards. Price is the second factor that influences the purchase of the product in most cases and hence the product should be reasonably priced. They concluded that FMCG companies could significantly increase the market
share by extending attention of rural areas. More generic product with different advertisement campaigns surely attracts non-users.

**Sauer (2001)** reporting on the industry trends in Personal Care and Cosmetic industry, used a classification scheme of deodorants, hair care products, colour cosmetics, men's grooming products, oral hygiene products, fragrances, skin care products and sun care products. Another scheme, which is quite suitable for classification especially in Indian market context, is that of dividing the personal care products into three groups namely personal hygiene products, personal grooming products and cosmetic products.

After studying various literatures on the topic, I came across that advertising appeals are used to attract and persuade the consumers to buy the specific brand. Previously rational appeal is mostly used in the advertisement but now-a-days emotional appeal like humour, joy, happiness, sadness, fear etc is being used to make a positive impact in the mind of the consumer about the product. Various studies are conducted in the field of advertisement appeal but among them studies on emotional appeal are few in number and there are many dimensions which are still there to unfold like emotional appeal is mostly used in FMCG Sector and especially in personal care and household sector. But many studies are not conducted in this area. The study can be conducted which studies the impact of demographic factor on the consumer buying behaviour after seeing the emotional TV commercial. So, to cover the unfolded area I think of conducted my study on the impact of emotional appeal used in TV Commercials on consumer buying behaviour with special reference to FMCG Sector.