Chapter 7
Discussion

In the previous chapter, analysis and interpretation of the study was made based on the data obtained through questionnaire distributed to consumers belonging to socio-economic classes A and B in metros across India. Based on the analysis and interpretation, conclusion and suggestions of the study were made which are briefed below.

7.1 Revisiting the research objective

The study was divided in two parts: In the first part of the study, emotional and non-emotional advertisements for a new and an existing brand of shampoo as well as soap were shown in emotional and non-emotional media contexts. Based on past literary work, it was expected that advertising an existing and well-known brand would lead to a more favourable attitude towards the advertisement and the brand than advertising a new brand. Furthermore, emotional advertising in general was expected to lead to more positive affective responses and less positive cognitive responses than non-emotional advertisements (De Pelsmacker and Geuens, 1996; De Pelsmacker et al., 1998). As far as media context is concerned, a positive emotional context was expected to lead to more positive responses (Perry et al., 1997; De Pelsmacker et al., 2002). It was expected based on past literary work that consumers would be interested in rational, objective product information when they do not know the product. In the case of an existing and well-known brand, a positive emotional message might be more effective in supporting the brand as the consumer might not be so much interested in learning about the brand. In these circumstances, inducing a good feeling by means of positive emotional appeals might lead to more positive responses (Alden and Hoyer, 1993; Lee and Sternthal, 1999; Lynch and Stipp, 1999). Similarly, a non-emotional media context could be used to make consumers more motivated to pay attention to information about a new brand, as a result of which an advertisement for this new brand could be processed more intensively. On the contrary, a positive emotional context might serve as a more effective peripheral cue in the case of an existing brand (Petty and Cacioppo, 1986; MacInnis and Jaworski, 1989; Yi, 1990, 1993).
In the second part, emotional and non-emotional advertisements with and without celebrity endorsements were shown in emotional and non-emotional media contexts. As in the first stage, positive emotional advertising was expected to lead to more positive affective responses and less positive cognitive responses than non-emotional advertisements (De Pelsmacker and Geuens, 1996; De Pelsmacker et al., 1998). Therefore, in accordance with past literature review, the study undertaken confirms that there is an impact of types of advertisement appeal, types of media context and use of celebrity on the way consumers responds to advertisements of new and existing brands of personal care FMCG segment.

7.2 Advertising appeal

The association between advertisement appeal and consumer response to ad is found to be moderate. Thus it can be said that type of ad appeal (emotional and rational in this study) is only moderately associated with the consumer response to advertising. According to the findings, a simple correlation exists between type of advertisement appeal (emotional and non-emotional) and the response of consumer towards advertisement shown which can be seen by the value of R which is 0.605. However the degree of correlation is moderate. The value of R sq. is 36%, which indicates a moderate impact of the type of advertisement appeal (independent variable) on the consumer response to advertisement (dependent variable). Thus, when designing print advertisements for personal care FMCG brands, advertising appeal can be chosen accordingly to make sure that there is a positive response of consumer towards the advertisement and therefore the effectiveness of advertising increases.

7.3 Media context

The findings of this study suggest that the association between media context (emotional and non-emotional/rational media in this study) and consumer response to ad is low. This is in accordance to the past literary findings. Thus it can be said that consumers are not affected much by the media context in which the advertisement is given. However, the effect of media context can’t be totally eliminated as a simple correlation exists between the media context (emotional and rational) and the response of consumer towards advertisement shown which can be verified by the
value of R which is 0.224. However the degree of this correlation is low. The value of R sq. is 5% which indicates a low impact of the media context (independent variable) on the consumer response to advertisement (dependent variable). Thus the context in which the ad is placed does not affect the consumer’s response to that advertisement as much as the type of advertisement appeal does.

7.4 Newness of brand

The findings of this indicate that the association between newness of brand and the consumer response to advertisement is low and on the negative side. This can be explained by the fact that consumers might be sceptical when a new brand is launched in personal care FMCG sector and might not accept the brand without any strong marketing points. Thus their response towards an advertisement might not be positive. A simple correlation exists between the newness of brand (new and existing brands) and the response of consumer towards advertisement shown which can be verified by the value of R which is 0.296. However the degree of correlation is low. The value of R sq. is 8.8% which indicates a low impact of the newness of brand (independent variable) on the consumer response to advertisement (dependent variable). Depending upon the consumer segment being targeted, the marketers can decrease the resistance of consumers towards new personal care FMCG brands by using appropriate advertising appeal and use of celebrity endorsements in their advertisements.

7.5 Use of celebrity endorsement

The association between use of celebrity in an ad and the consumer response to that ad is high. This means consumers are affected by the use of celebrity in an advertisement compared to advertisement where non-celebrity models are used. This may be because the category of products under study is personal care FMCG brands and therefore the consumers may relate themselves to celebrities and use the products endorsed by them. A simple correlation exists between the use of celebrity in the ad and the response of consumer towards advertisement shown which can be verified by the value of R which is 0.859. Also, the degree of correlation is high. The value of R sq. thus comes to 74% which indicates a high impact of the use of celebrity (independent variable) on the consumer response to advertisement (dependent
variable). Factor analysis used in this study has also revealed that for personal care FMCG products, the three most important factors for having a successful celebrity endorsement are physical appearance of the celebrity, truthfulness of the celebrity and competency of the celebrity. Physical appearance of a celebrity is of high importance in the personal care FMCG products category as the consumers aspire to look like celebrities. Secondly, truthfulness in a celebrity is important as the consumers do not wish to be misled by the promises made by companies. Thirdly, competency of a celebrity in his/her field is also an important factor for consumers. Thus, while designing marketing campaigns using a celebrity for personal care FMCG brands, the above mentioned factors can be kept in mind.

7.6 Interaction between advertising appeal, media context, newness of brand and use of celebrity on consumer response towards advertisement

Findings of this study suggest that in case of existing personal care FMCG brands, there is an impact of advertising appeal, media context, newness of brand and use of celebrity on the way a consumers responds towards the advertisement of a particular brand. In case of brands which already exist in the market and which are known to the consumers, most favourable response for advertisement shown in the questionnaire, was received from the age group 18-30 when both ad appeal and media context used were emotional. Out of both gender groups, males exhibited most favourable response when both, ad appeal as well as media context were emotional. Occupation wise, employees working with private companies showed the most favourable response when ad appeal and media context both were emotional. On the other hand, educationally, general post-graduates exhibited the most favourable response towards ad shown when rational ad appeal and emotional media context were used. SEC wise, the most favoured combination of media context and ad appeal was when both media context and ad appeal used were rational/non-emotional. These findings are for existing brands and therefore it can be said that consumers do not wish to know more about already existing brands and so emotional appeal along with emotional media context may work best for targeting consumers.

On the other hand, in case of personal care FMCG brands which are new to market and about which the consumers do not have information, non-
emotional/rational ad appeal along with emotional media context is favoured best by consumers belonging to age group 18 to 30. Also, males exhibited the most favourable response when non-emotional ad appeal was used in emotional media context. Highest unfavourable response was seen in consumers working with private organization when both, emotional media context as well as emotional appeal was used. This can be explained by the fact that consumers look forward to receiving information in case of new products and therefore rational ad appeal might work better than emotional ad appeal. Maximum favourable response was seen in professional post-graduates when non-emotional/rational ad appeal as well as media context was used. A similar result was seen in socioeconomic class A2. Thus, irrespective of the media context used, consumers prefer rational/non-emotional advertising in case of brands which are new to the market. The reason for this may be that consumers expect information about the new product before they intend to buy them. Thus, ad appeal has a definite impact on consumer response towards advertisement and subsequently on purchase intention.

7.7 Suggestions

Suggestions have been presented based on the major variables of this study namely type of advertisement appeal (emotional vs. rational), type of media context used (emotional vs. rational), newness of the brand (new vs. existing) and use of celebrity in the advertisement. Suggestions have also been made on the basis of demographic variables.

7.7.1 Type of advertisement appeal

Since there is a moderate correlation between the types of appeal used in the ad i.e. emotional or rational and the response of the consumer towards that ad, therefore while creating advertisements marketers can take into account the ad appeal to be used. Keeping in mind the profile of consumers, ads can be created using either emotional or rational appeals which would persuade the consumers to respond favourably towards the advertisement. Thus advertisement appeal stands out as one important factor which should be considered while designing marketing communication.

7.7.2 Newness of brand
The results of this study show a negative association between the newness of brand and the consumer response towards the advertisement. This negative association may be because of the scepticism that consumers have towards a newly launched brand in the personal care FMCG products category. Thus the use of a celebrity might be a good strategy to reduce consumer scepticism for a newly launched brand in the market.

7.7.3 Type of media context
Since the results show a low correlation between the media context i.e. rational and emotional, and the way consumers respond to the advertisement, therefore it does not make much difference whether the advertisement is placed in an emotional context or a rational context. Thus media context may not be an important factor when creating marketing communication and deciding on where to place that communication. However, the effect of media context on the way consumer responds towards an advertisement cannot be completely ignored.

7.7.4 Use of celebrity
The statistical results prove that there is high correlation between response of consumer and use of celebrity in advertisement. The same stands true in case of personal care FMCG products. Consumers in personal care takes the celebrity endorsed as an ideal and somewhere there is hidden wish to look like celebrity or it can be said that they have a strong belief that the use of endorsed personal care products would beautify their looks. Therefore it can be said that use of celebrity endorsement is an important decision which has a great impact on consumer response. Literature review also affirms the same.

7.7.5 Interaction between variables
7.7.5.1 Interaction between ad appeal, media context and newness of brand: It could be proved from the statistical evidence that there is an interaction effect between ad appeal, media context and newness of brand. Therefore it could be said that consumer response to an ad would be affected by interaction mix between ad appeal, media context and newness of brand. Emotional and non emotional appeal, degree of newness of brand would
differentially affect the response to an ad specifically in context of personal care FMCG product category.

7.7.5.2 Interaction between ad appeal, media context and use of celebrity:
The statistical results prove that there is an interaction effect between ad appeal, media context and use of celebrity in generating response towards an advertisement. Usage of emotional versus non emotional ad, the use of a well known celebrity as a brand endorser and media context in an advertisement would together have an impact of consumer response. Therefore it can be said that choice of media context, type of ad appeal, use of celebrity would largely be dependent on target customer. The right mix of all three should be chosen so as to maximize the consumer response.

7.7.5.3 Impact of ad appeal, media context, newness of brand and use of celebrity on consumer response to ad: It could be said from the statistical results that there is a high impact of use of celebrity in the ad on consumer response to advertisement. Whereas the impact of the type of ad appeals on the consumer response to ad is moderate. However the impact of newness of the brand and media context is low on the consumer response to advertisement. Therefore it could be said that type of celebrity used would directly affect consumer response. If the consumer is able to relate with the celebrity used they would have a positive response and vice versa also holds true. Consumer is very emotional in context of newness of brand specifically in Personal care FMCG products as the products directly relates to looks of consumer therefore their sensitivity with newness of brand is justified. Consumer is very emotional with brand which one uses and would not like to give away easily with it because usage of the same is related with strong belief that it adds to one beauty. The newness of brand therefore would serve as an unwelcome gesture as consumer would not easily change the prolonged brand which may have been a contributory factor in magnifying ones looks. Consumer response is not greatly affected by the type of media context because customer does not actually differentiate between the same advertisement in different newspapers and magazines having different media contexts. Today consumer is
informative and educated therefore the same advertisement in different newspaper actually may not generate differential response.

### 7.7.6 Based on Cross tabulation

#### 7.7.6.1 Perception towards Print Media: Most favourable response towards preference of print media over other types of media is seen in the age group of 31-45, whereas most unfavourable response towards print media is seen in the age group of 18-30. With rise in electronic media, consumers who belong to a younger age group may be shifting to internet and mobile for fulfilling the purpose earlier fulfilled by print media. Thus, even though print medium is still going strong, marketers can no longer rely only on print medium for reaching to all consumers. Other media have to be used in combination with print medium.

#### 7.7.6.2 Perception towards Print ads of Personal Care FMCG Products: Maximum favourable responses were found in the age group of 18-30 and most unfavourable responses were exhibited by age group 46-60. This difference in the age groups towards the perception of print ads of personal care FMCG products can be attributed to the fact that consumers belonging to a younger age group may be receptive and willing to try new products and thus they have a better perception of personal care ads than older age groups. Private employees were seen to have most favourable response for FMCG print ads. Professionals and SEC A1 groups were also found to have the most favourable responses for FMCG print ads. Since professionals and people belonging to SEC A1 have higher educational levels therefore they perceive print advertisements positively. Marketers can target these groups of consumers by placing ads in the print medium.

#### 7.7.6.3 Ad appeal and Media context with respect to existing brands: In case of brands which already exist in the market and which are known to the consumers, most favourable response for advertisement shown in the questionnaire, was received from the age group 18-30 when both ad appeal and media context used were emotional. Out of both gender groups, males exhibited most favourable response when both, ad appeal as well as media
context were emotional. Occupation wise, employees working with private companies showed the most favourable response when ad appeal and media context both were emotional. On the other hand, educationally, general post-graduates exhibited the most favourable response towards ad shown when rational ad appeal and emotional media context were used. SEC wise, the most favoured combination of media context and ad appeal was when both media context and ad appeal used were rational/non-emotional. Since consumers already know about the existing brands in the market, therefore emotional appeal helps create a bond between consumers and the brand. Consumers are generally not interested in learning more about the brand since they are already aware of it. Rather, it is beneficial for marketers to create a strong affiliation for the brand in the consumer’s mind which can be done through the use of emotional advertising appeal.

7.7.6.4 Ad appeal and Media context with respect to new brands: In case of personal care FMCG brands which are new to market and about which the consumers do not have information, non-emotional/rational ad appeal along with emotional media context is favoured best by consumers belonging to age group 18 to 30. Also, males exhibited the most favourable response when non-emotional ad appeal was used in emotional media context. Highest unfavourable response was seen in consumers working with private organization when both, emotional media context as well as emotional appeal was used. This can be explained by the fact that consumers look forward to receiving information in case of new products and therefore rational ad appeal might work better than emotional ad appeal. Maximum favourable response was seen in professional post-graduates when non-emotional/rational ad appeal as well as media context was used. A similar result was seen in socioeconomic class A2. Thus, irrespective of the media context used, consumers prefer rational/non-emotional advertising in case of brands which are new to the market. The reason for this may be that consumers expect information about the new product before they intend to buy them. Thus, ad appeal has a definite impact on consumer response towards advertisement and
subsequently on purchase intention. Thus, marketers can take the route of using rational appeal for new brands in personal care FMCG segment.

7.8 Theoretical Implications of the study

Chattopadhyay and Basu (1990) and Weinberger and Gulas (1992) pointed out that a particular type of emotional appeal i.e. humour, resulted in more favourable responses in the case of existing products, while this was not the case for new brands. Thus, it was assumed that consumers are more interested in rational, objective product information when they do not know the product. In the case of an existing brand which is also well-known, a positive emotional message might be more effective in supporting the brand. The consumer might not be so much interested in learning about the brand and the involvement with the brand is less explicit. Therefore under these circumstances, inducing a good feeling by means of positive emotional appeals might lead to more positive responses (Alden and Hoyer, 1993; Lee and Sternthal, 1999; Lynch and Stipp, 1999). The current study adds to this literature as the findings suggest that adults belonging to the age group 18 to 30 prefer emotional ad appeal for existing brands of personal care FMCG segment.

Mckay-Nesbitt et al. (2009) in their study explored the moderating effects of age, need for cognition and affective intensity on the effectiveness of ad appeals that are framed emotionally versus rationally. The study revealed that younger adults find emotional appeals more persuasive than rational appeals and they remember emotionally framed appeals better than rationally framed appeals. Interestingly, older adults developed more positive attitude towards the ad when exposed to rational appeals than to negative ones. Older adults’ preference for an informative ad over a negative ad is consistent with socioemotional selectivity theory (Carstensen et al., 2003) which suggests that older adults will respond more positively to rational, informational ads than to ones that evoke negative emotions. The study provided important information to help understand how these ad-evoked emotions influence individuals. A study by Hodge (2015) focused on examining the influence of advertising appeals on consumer perceptions of the advertisement, endorser, and brand. A secondary purpose of the study was to assess the influence of emotions on consumer perceptions of the endorser and the mediating role of emotions between advertising content and attitude toward the advertisement. Adding to the existing pool
of literature, this study has revealed the preferences of consumers for advertising media and use of celebrity endorsement. The study also examines the impact of media context (emotional/rational) and type of ad appeal (emotional/rational) on response of the consumers towards advertisements of new and existing personal care FMCG segment, according to different demographic groups. Thus, this study specifically focuses on evaluating the factors affecting advertising effectiveness in personal care segment of FMCG sector.

7.9 Practical Implications of the study

In addition to the implications relevant to academicians the research in this thesis has specific implications of particular relevance to advertising and marketing practitioners. Perhaps the most important implication is that no single, universal measure of advertising effectiveness exists. This has been pointed out by other authors (e.g., Hansen, 1998) and the present research has found no reason to challenge this view. The research in this thesis illustrates further that advertising is a complex process which cannot be evaluated and understood with a single measure.

Since the last three decades, the use of emotional advertising has substantially increased, accompanied by an increased research interest in the role emotions play in attitude formation (e.g., Allen, Machleit, Kleine and Notani, 2005; Grimm, 2005; Laros and Steenkamp, 2005; Malhotra, 2005; Poncin, Pieters and Ambaye, 2006; Yoo and MacInnis, 2005). In contrast to current theories on ad processing, academicians and advertising practitioners have often assumed that the effectiveness of emotional advertising appeals depends on the product category they promote. Several researchers believe that emotional ads evoke more positive responses for hedonic versus utilitarian products and for low versus high involvement products (e.g., Adaval, 2001; Batra and Stephens, 1994; Johar and Sirgy, 1991; Rossiter, Percy and Donovan, 1991). Despite the fact that both academicians and advertising professionals acknowledge that product category is an important variable for the choice of advertising strategy, most earlier research has substantially ignored the moderating influence of product type or has taken this influence into account only partially. This study takes into account the product category i.e. personal care FMCG segment and examines in detail the consumer response towards advertisements in
different media context and ad appeals. For marketing and advertising professionals, this study would be useful for planning the type of advertisement to be designed and the type of context in which it is to be placed.

The types of advertisements and media contexts can make certain needs more salient and can also stimulate the motivation to pay attention to the product in the advertisement (Petty and Cacioppo, 1986; MacInnis and Jaworski, 1989). The link between type of advertisement and product type has been studied in some studies (Weinberger and Campbell, 1991; Alden and Hoyer, 1993). However, overall only a limited number of studies have focused upon the interaction effects between product types on the one hand and advertisement and context types on the other. This research focuses on finding out the interaction effect of using rational and emotional ad appeal along with rational and emotional type of ad appeal for new and existing personal care FMCG brands. Advertising and marketing practitioners can use the findings of the study for understanding the preference of type of ad appeal (emotional/rational), media context (emotional/rational), use of celebrity for new and existing personal care brands across various demographic segments like age, gender, education, occupation and socioeconomic class. This can further help in designing marketing and advertising campaigns for different demographic segments of consumers.

7.10 Limitations of research

This study suffers from some of the same limitations that pervious research related to advertising effectiveness has encountered. The data was collected through survey using structured questionnaire wherein 38 statements were incorporated in questionnaire without celebrity endorsement scale and 53 statements were incorporated in questionnaire with celebrity endorsement scale. The statement were chiefly positive statements and a response scale of 1 to 5 wherein 1 represented strongly disagree and 5 represented strongly agree was used. The deliberate use of positive and negative statements was done to simplify responses for the respondents and to maintain consistency with past operational definitions of justice constructs. This format makes it difficult to determine whether a personal response was measured rather than “acceptance” or response bias thus presenting a possible threat to construct validity (Cook and Campbell, 1979).
Another limitation of the study could be that the pilot survey did not include a measure of whether the respondents were familiar with the existing brands used in the study. If this is true for some respondents then it would mean that their responses to the measures in the study would not be appropriate. Although the effect of this on the study is probably minor, it could be of value in future research to control for possible effects by measuring brand awareness before choosing the brands to be included in the test ads.

The use of brands that are supposedly new to a market might limit the results of the studies because it cannot be taken for granted that advertising works in the same way for established and new brands. Certain findings indicate, for example, that new brands are more responsive to advertising than established brands (e.g., Blair and Rosenberg, 1994; Lodish et al., 1995). For this reason, it cannot be ruled out that the relationships between the constructs in the thesis would have been different if the ads had been for established brands. Caution is warranted, therefore, before results are generalized to include established brands.

The ads in the considered in this study are newspaper ads and therefore it might limit the extent to which the results can be generalized to ads in other media. Research comparing how advertising works in different media is rare, but most models of the way in which advertising works assume, implicitly or explicitly, that it works in the same way irrespective of media (cf. Aaker et al., 1992; Rossiter and Percy, 1997; Tellis, 1998; Vakratsas and Ambler, 1999). Although it seems unlikely, for instance, that the six-step effects sequence (Rossiter and Percy, 1997) should be different for different media, it cannot be ruled out that the processing of ads is different for different media. However, the limitation with regard to media type need not mean that the relationships between the communication effects constructs are different for advertising in other media types.

Finally, the study has considered only 660 consumers belonging to socioeconomic classes A and B residing in metro cities of India. Therefore, pure generalization of this study might not be possible. Also, the current study examines the consumer response towards advertisements only for print media and personal care FMCG segment.
7.11 Future scope of research

Current research has focused only on studying print advertisements and print media context for new and existing personal care FMCG brands. Further research can be taken up for different types of media and media contexts. Also, other categories of products can be studied in depth and difference in various factors leading to advertising effectiveness between personal care FMCG segment and other sectors can be studied. The researcher strongly feels the need of extending the research to other consumer segments as well except for only age, gender, occupation, education and socio-economic classes A and B which have been considered for this study. The research may also be extended to other cities apart from metros only.

Further research could be developed in various directions. Obviously, other types and combinations of media contexts and type of advertisements could be investigated. The difference between various types of products can be further explored too. Earlier research has also indicated the importance of product category involvement and context appreciation for context effects (De Pelsmacker et al., 2002) and of the level of context involvement for responses to advertisements (Norris and Colman, 1992; Gunter et al., 1997). More research can be envisaged that investigates the interaction between context involvement and appreciation, context/advertisement type similarity and type of product and product category involvement.

Finally, further research can also incorporate the impact of the layout of the newspaper pages and the positioning of the advertisements on these pages, for instance by means of eye-tracking measurement or any other physiological measurement technique.