Abstract

Advertisements of FMCG brands and especially personal care segment are a regular feature in various media and a huge amount of money is spent on creating the advertisements. In today’s time, with a huge array of media channels and an ever expanding assortment of product claims, it has become difficult to break free from the clutter and grab the consumer’s attention. Thus, the advertising and marketing practitioner must be acutely aware of factors influencing message effectiveness. Past literature has shown that the response that consumer gives for an advertisement depends on many factors. Some of these important factors are the appeal used in the ad to persuade consumers, the use of celebrity to convince consumer as well as the media context which is used for placing the advertisement. It would be a boon for marketers if the response of consumers for the advertisement and also for the brand can be predicted before making huge investment in creating the advertisement. This study thus, focuses on exploring the response of consumers towards such advertisements and also the influence of positive & negative media context and positive & negative advertisement appeal with respect to new and existing brands personal care FMCG brands. The study further aims to explore the factors affecting the response of consumers towards an advertisement with the use of celebrity endorsers. The primary objectives of this study can be stated as follows:

- To explore the impact of the type of advertisement appeal (emotional vs. non-emotional) on the responses of consumers to advertisements
- To explore the impact of context type (emotional vs. non-emotional) on the responses of consumers to advertisements
- To explore the impact of newness of brand (existing vs. new brand) on the responses of consumers to advertisements
- To explore the impact of use of celebrity (celeb vs. non-celeb) on the responses of consumers to advertisements
- To study the interaction effects between type of advertisement and context type on one hand and newness of the brand on the other on the response of consumers to advertisements
To study the interaction effects between advertisement and context type on one hand and use of celebrity on the other hand on the response of consumers to advertisements

Data was collected using structured questionnaire, which were administered to 660 respondents who belonged to metro cities of India namely Ahmedabad, Mumbai, Delhi, Bangalore, Hyderabad, Pune and Kolkata. Questionnaire consisted of a modified newspaper with test advertisements placed in each. Socioeconomic classes A and B were considered as the sampling unit and non-probability quota sampling was used for collection of data. Data collected was analysed qualitatively and quantitatively using statistical tools in SPSS as well as Microsoft excel. The study was divided in two parts: first part focused on finding the relationship between new and existing brands (having emotional and rational type of advertisements) with respect to emotional and non-emotional media context. Second part focused on find the relationship between advertisements of existing brands containing celebrity endorsements and advertisements of existing brands not containing celebrity endorsements (of emotional and rational type) with respect to emotional and non-emotional media context.

The results of the study indicated there is a significant association between independent variables namely Advertisement appeal, newness of brand, media context and use of celebrity and dependent variable which is consumer response to advertisement. However, the association between media context and consumer response to ad was found low and the association between use of celebrity and consumer response to ad was found high. The association between type of ad appeal and consumer response to ad was moderate. The study also found that there is an interacting effect between type of ad appeal, newness of brand, media context, newness of brand and the consumer response to print advertisements of personal care FMCG brands. Demographically, a statistically significant difference was found in the perception of print advertisements between different socio economic groups taken for the study. A statistically significant difference in the preference of advertising media, perception of print ads and consumer response towards advertising between consumers belonging to different age groups taken for the study. Occupation wise and education wise, a difference was found in the perception of print ads and the consumer response towards advertisement shown amongst respondents belonging to
different education and occupation groups. Factors affecting celebrity endorsement in personal care FMCG products have been reduced using the principal component analysis. The three major factors explored were physical appearance of a celebrity, truthfulness of celebrity and competency of celebrity.

The study suggests that consumers are generally not interested in learning more about the existing 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. In case of new personal care FMCG brands, irrespective of the media context used, consumers prefer rational/non-emotional advertising in case of brands. The reason for this may be that consumers expect information about the new product before they intend to buy them.

One 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. Secondly, 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. Also, 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.

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.