

A Study on the impact of durable product Advertising Appeals on Consumer buying Behavior

(With reference to Mysore city)

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Abstract - Indian advertising industry is renowned across the world for its innovation, for achieving creative output which ensures high quality of advertisements. The advertising industry is projected to be the second fastest growing advertising market in Asia after China. Advertising growth in India was 10.0% in 2013, 12.7% in 2014, 14.4% in 2015, 11.9% in 2016 and 9.9% in 2017. An advertising appeal is the basic idea behind an advertisement or the basic reason why audience should act (Manarai et al., 1992).

The objectives of the study is to study the impact of advertising appeals in recalling the durable product (Two wheeler) advertisements and to study the impact of advertising appeals on consumer behavior towards purchase of selected durable product (Two wheeler). The study is descriptive. Secondary data was collected from the national and international journals, Thesis, Conference proceedings and websites. The primary data was collected through questionnaire and ranking technique was used. Researcher has emphasized two variables of advertising appeals i.e. rational appeals and emotional appeals. The sample size was 500 respondents from the Mysore city. The sample method was Convenience sampling and the statistical tools used to analyze the data and to test the Hypotheses are Descriptive statistics and Chi-Square Test.

The research study concludes that when consumers recalled the durable product (Two wheeler motor vehicle) preferred rational appeal. In rational appeal, consumers preferred feature appeal when they recalled durable product (Two wheeler motor vehicle). The Research study concludes that consumers prefer rational appeal when they purchase the durable product (Two wheeler motor vehicle). In rational appeal, Consumers preferred Feature appeal when they purchase durable product (Two wheeler motor vehicle).

Keywords: Durable product, Two wheeler, Television media, Advertising appeals and consumer buying behavior.

I. INTRODUCTION

Indian advertising industry is renowned across the world for its innovation, for achieving creative output which ensures high quality of advertisements. The advertising industry is projected to be the second fastest growing advertising market in Asia after China. Advertising growth in India was 10.0% in 2013, 12.7% in 2014, 14.4% in 2015, 11.9% in 2016 and 9.9% in 2017. An advertising appeal is the basic idea behind an advertisement or the basic reason why audience should act (Manarai et al., 1992). It is the central message in the advertisement. It arouses the desire and addresses the human need that can be satisfied by the product, which is advertised. Advertising appeal is something which attracts the consumers and develops interest in them (Mishra, 2009). Belch and Belch (1998) verifies that advertising appeals should be used to draw consumer's attention and influence their attitudes and

affections towards a product or service. An advertising appeal can be classified as Rational Advertising and Emotional Advertising. The Rational appeals focus on the individual's functional, utilitarian or practical needs for particular products and services. Emotional Appeal is an individual's social needs and psychological needs for purchasing certain products and services. Advertisers focus on the emotional appeals as many consumers are emotionally motivated or driven to make certain purchases.

OBJECTIVES: The following are the objectives of the study:

- To study the impact of advertising appeals in recalling the durable product (Two wheeler) product advertisements.
- To study the impact of advertising appeals on consumer behavior towards the purchase of durable product (Two wheeler).

II. RESEARCH METHODOLOGY

The study is descriptive. Secondary data was collected from the national and international journals, Thesis, Conference proceedings and websites. The primary data was collected through questionnaire and ranking technique was used. Researcher has emphasized two variables of advertising appeals i.e. rational appeals and emotional appeals. In rational appeals, the parameters were feature appeal, favorable price appeal and celebrity appeal. In emotional appeals the parameters were safety appeal, security appeal and love appeal. The sample size was 500 respondents from the Mysore city. The sample method was Convenience sampling and the statistical tools used to analyze the data and to test the Hypotheses are Descriptive statistics and Chi-Square Test. The limitations of the study are: the study was confined to rational and emotional appeal variables, sample size was limited to 500 respondents in Mysore city and the study was limited to Two wheeler vehicle motor product.

III. REVIEW OF LITERATURE

Researcher reviewed various reviews of Advertising Appeals to gain more insight on the research topic. The related brief reviews are given below:

Melby Karina Zuniga Huertas, Marcos Cortez Campomar (2009) emphasizes on rational and emotional appeals in advertising of prescription medicines: study of a slimming drug in Brazil. The objective was to evaluate the components of attitude towards medicines, attitude and behavioral intentions towards DTC ads (rational and emotional). The study measured five constructs: i) cognitive component of attitude towards slimming drugs; ii) affective component of attitude towards slimming drugs; iii) general attitude towards slimming drugs; iv) consumer attitude towards slimming drug ads (one with predominantly rational appeal and another with predominantly emotional appeal); and v) behavioral intention as a consequence of exposure to ads. A prescription weight-loss medicine was chosen. Results revealed an attitude predominantly cognitive toward the product and attitude and a behavioral intention more favorable towards the rational advertising. Negative cognition about the product was identified, restricting the persuasive power of emotional appeals.

Mitesh Jayswal and Ms. Shah Kruti (2012) conducted a study on the effect of negative emotional appeals on cognitive message processing style of Indian housewives with specific focus on FMCG product television advertisements. The study finds to measure the effect of some selected FMCG products television advertisements with commonly used negative emotional appeals on cognitive message processing style of Indian house wives and to understand its effect on their purchase intention. In this study, the post test only quasi experimental (X O1)

research design was used. The data were collected from housewives through personal interview after showing the television advertisements. The findings from the descriptive statistics revealed the different effects of different advertisements with negative emotional appeals. The study derived that advertising creative aspect has to be considered most important. 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.

IV. DATA ANALYSIS AND INTERPRETATION

Demographic Profile:

Demographic Profile	No of Respondents	Percentage
Gender		
Male	233	46.6
Female	267	53.4
Age		
< 25	239	47.8
26-35	137	27.4
36-40	63	12.6
41-45	20	4.0
>46	41	8.2
Education		
<Graduate	82	16.4
Graduate	142	28.4
Post Graduate	276	55.2
Occupation		
Student	227	45.4
Housewife	14	2.8
Professional	107	21.4
Office	35	7.0
Teaching	117	23.4
Income		
<15,000	145	29.0
15,001-25,000	102	20.4
25,001-35,000	166	33.2
35,001-45,000	38	7.6
>45001	49	9.8

It was observed from the above table that among 500 respondents, 233 (46.6%) were male respondents and 267 (53.4%) were female respondents.

The above Table depicts that among 500 respondents, 239 (47.8%) were aged less than 25 years, 137 (27.4%) were age group 26 – 35 years , 63 (12.6%) were age group 36 – 40 years , 20 (4.0%) were age group to 41 – 45 years and 41 (8.2%) were aged more than 46 years.

It was observed from the above table that among 500 respondents, 82 (16.4%) were less than graduates, 142 (28.4%) were graduates and 276 (55.2) were post-graduates.

The above Table depicts that among 500 respondents, 227 (45.4%) were students, 14 (2.8%) were housewives, 107 (21.4%) were professionals, 35 (7.0%) were office employees, and 117 (23.4%) were in teaching profession.

It was observed from the above Table that among 500 respondents, 145 respondents (29%) were having income less than Rs. 15000, 102 (20.4%) were having income between Rs. 15001 – 25000, 166 (33.2%) were having income between Rs. 25001 – 35000, 38 (7.6%) were having income between Rs. 35001 – 45000 and 49 (9.8%) were having income more than Rs. 45001.

V. TESTING OF HYPOTHESES

H1: There is an association between the recall of an advertising appeal and demographic variables of the consumers towards the Two Wheeler Motor Vehicle product advertisement.

H2: There is an association between an advertising appeal and demographic variables of the consumers towards the purchase of the durable product.

The following is the summarized ranking table of the advertising appeals preferred by the respondents towards two wheeler motor vehicle product advertisement.

Two wheeler motor vehicle product advertisement			
Types of Advertising appeals	Advertising Appeals	Recall	Purchase the product
Rational	Feature	1	1
	Favourable Price	2	2
	Celebrity	3	3

Demographic Classification:

Gender:

It is found that, while recalling two wheeler motor vehicle product advertisements, 64% of the female respondent's preferred rational appeal (feature appeal) and ranked one. Since $P = 0.445 > 0.05$, and it was statistically not significant at 5% level. Hence H1 is rejected.

It is found that while purchasing two wheeler motor vehicle products, 51.7% of the female respondents preferred rational appeal (feature Appeal) and ranked it one. Since $P = 0.45 > 0.05$, the test was statistically not significant at 5% level. Hence H2 is rejected.

Age:

The result revealed that while recalling two wheeler motor vehicle product advertisements, 66.1% of the respondents

aged less than 25 years preferred rational appeal (feature appeal) and ranked it one. Since $P = 0.672 > 0.05$, the test was statistically not significant at 5% level. Hence H1 is rejected.

The result revealed that while purchasing two wheeler motor vehicle products, 56.1% of the respondents aged more than 46 years preferred rational appeal (feature Appeal) and ranked it one. Since $P = 0.00 < 0.05$, the test was statistically significant at 5% level. Hence H2 is accepted.

Education

It is found that while recalling two wheeler motor vehicle product advertisement, 64.5% of the post-graduates respondents preferred rational appeal (feature appeal) and ranked it one. Since $P = 0.461 > 0.05$, the test was statistically not significant at 5% level. Hence H1 is rejected.

It is found that while purchasing two wheeler motor vehicle product, 56.2% of the post-graduates respondents preferred rational appeal (feature appeal) and ranked it one. Since $P = 0.075 > 0.05$, the test was statistically not significant at 5% level. Hence H2 is rejected.

Occupation:

It is found that while recalling two wheeler motor vehicle product advertisement, 67.4% of the student respondents preferred rational appeal (feature appeal) and ranked it one. Since $P = 0.157 > 0.05$, the test was statistically not significant at 5% level. Hence H1 is rejected.

It is found that while purchasing two wheeler motor vehicle product, 59.8% of respondents were of teaching faculties preferred rational appeal (feature appeal) and ranked it one. Since $P = 0.100 > 0.05$, the test was statistically not significant at 5% level. Hence H2 is rejected.

Income:

It is found that while recalling two wheeler motor vehicle product advertisements, 69.4% of respondents whose income was above Rs 45001, preferred rational appeal (feature appeal) and ranked it one. Since $P = 0.029 < 0.05$, the test was statistically significant at 5% level. Hence H1 is accepted.

It is found that while purchasing two wheeler motor vehicle products, 71.4% of respondent's whose income was above Rs 45001, preferred rational appeal (feature appeal) and ranked it one. Since $P = 0.00 < 0.05$, the test was statistically significant at 5% level. Hence H2 is accepted.

VI. FINDINGS

Durable Good/ product: Two Wheeler Motor Vehicle

It is found that for two wheeler motor vehicle advertisements, 64% of the female respondents, 66.1% were aged less than 25 years respondents, 64.5% were of

post-graduation respondents, 67.4% were of student's respondents and 69.4% of respondents were income was above Rs 45001 and these respondents recalled feature appeal. The result revealed that while recalling for two wheeler motor vehicle advertisements, among 500 respondents, 319 (63.8%) respondents of all demographic classification preferred Rational Appeal (Feature appeal).

It is found that while purchasing the two wheeler motor vehicle product, 51.7% of the female respondents, 56.1% of respondents were aged more than 46 years, 56.2% were of post-graduation respondents, 59.8% were of teaching faculties respondents and 71.4% of respondent's income was above Rs 45001 and these respondents preferred feature appeal. The result revealed that while purchasing the two wheeler motor vehicle product among 500 respondents, 258 (51.6 %) respondents of all demographic classification preferred Rational appeal (Feature Appeal).

VII. CONCLUSION

An advertising appeal is the basic idea behind an advertisement or the basic reason why audience should act. It is the main central message in the advertisement. It arouses the desire and addresses the human need that can be satisfied by the product, which is advertised. The research study concludes that when consumers recalled the durable product (Two wheeler motor vehicle) preferred rational appeal. In rational appeal, consumers preferred feature appeal when they recalled durable product (Two wheeler motor vehicle). The Research study concludes that consumers prefer rational appeal when they purchase the durable product (Two wheeler motor vehicle). In rational appeal, Consumers preferred Feature appeal when they purchase durable product (Two wheeler motor vehicle). This study potentially helps in bridging a gap in literature and benefits to the Indian Advertisers to promote Two Wheeler Motor vehicle products to the targeted consumers and to develop the exact advertising appeals in advertisements for Indian consumers.

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