

A Study on the impact of nondurable product Advertising Appeals on Consumer buying Behavior (With reference to Mysore city)

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ABSTRACT

Advertising is a form of communication intended to persuade an audience (viewers, readers or listeners) to take some action. 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.

The objectives of the study is to study the impact of advertising appeals in recalling the nondurable product (Soft Drink) advertisements and to study the impact of advertising appeals on consumer behavior towards purchase of selected nondurable product (Soft Drink). 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 nondurable product (Soft Drink product advertisement) preferred rational appeal. In rational appeal, consumers preferred feature appeal when they recalled nondurable product (Soft Drink product advertisement). The Research study concludes that consumers prefer rational appeal when they purchase the nondurable product (Soft Drink product advertisement). In rational appeal, Consumers preferred Feature appeal when they purchase nondurable product (Soft Drink product advertisement).

Keywords: *Nondurable product, Soft Drink, Television media, Advertising appeals and consumer buying behavior.*

INTRODUCTION

Advertising plays an imperative role in today's competitive world. Advertising is a form of communication intended to persuade an audience (viewers, readers or listeners) to take some action. It includes the name of a product or service and how that product or service could benefit the consumer, to persuade potential customers to purchase or to consume that particular brand. 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.

Advertising appeal gives a reason to buy a product. An advertising campaign may have one or more advertising appeal. One appeal can be used and it can have sub themes in an advertising campaign. Appeal needs to be unique and needs to give positive impression about the product to the target audience. Every appeal that is used by the companies in the advertising is as per their competitors. Another important aspect of appeal is that it needs to be believable by the audience (Kumar, 1998). Appeals need to be unique and need to give positive impression about the product to the target audience. Every appeal that is used by companies in advertising is as per their competitors. Another important aspect of appeal is that it needs to be believable by the audience (Melby et al., 2009). 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.

OBJECTIVES: The following are the objectives of the study:

- To study the impact of advertising appeals in recalling the nondurable product (Soft Drink) product advertisements.
- To study the impact of advertising appeals on consumer behavior towards the purchase of nondurable product (Soft Drink).

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 Soft Drink product.

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:

Zhang, Hongxia, Sun, Jin, Liu, Fang (2014) conducted studies on Be rational or Be emotional: advertising appeals, service types and consumer responses. This research examined the use of emotional and rational advertising appeal regarding service options that differ in terms of their experience and credence properties. It also explored the moderating role of individual difference in affect intensity on the consumers varying reliance on rational vs emotional appeals. 84 MBA students were randomly assigned to each of the experimental conditions. The sample size was 170 undergraduates. The results suggest a strong need to tailor ads to fit different service categories. An emotional appeal would be more effective for experience services, and a rational appeal would be more effective for credence services.

SatheeshVarma M. and M.Y. Manjula (2012) conducted a study on Hatchback Cars: Advertisement Appeals .The purpose of the study is to analyze, identify and classify specific advertisement appeals used by major Indian hatchback entry level car companies by using the methodology of content analysis. Appeal was differentiated into rational appeal and emotional appeal. Rational appeal was conceptualized as those advertisement messages offering different product benefits and emotional appeal was conceptualized as the attempt of advertisements to stir up either negative or positive emotions in customers to motivate purchase. A systematic analysis of selected advertisements using Delphi technique identified the major product benefits and presentation styles adopted by the advertisements and developed a theoretical classificatory model. The study also analyzed the emotional strategies adopted by these advertisements and concluded that Indian hatchback advertisements significantly differ across media in the usage of various emotions.

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.

TESTING OF HYPOTHESES

H1: There is an association between the recall of an advertising appeal and demographic variables of the consumers towards the Soft Drink product advertisements.

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

The following is the table showing the advertising appeals rank preferred by the respondents towards Soft Drink product advertisements

Soft Drink product advertisements			
Types of Advertising appeal	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 soft drink product advertisement, 53.9% of female respondents preferred rational appeal (feature appeal) and ranked it one. Since $P = 0.092 > 0.05$, the test was not statistically significant at 5% level. Hence H1 is rejected.

It is found that while purchasing soft drink product, 55.4% of female respondents preferred rational appeal (feature appeal) and ranked it one. Since $P = 0.068 > 0.05$, the test was not statistically significant at 5% level. H2 is rejected.

Age group:

It is found that while recalling soft drink product advertisement, 54.7% of respondents aged between 26-35 years preferred rational appeal (feature appeal) and ranked it one. Since $P = 0.063 > 0.05$, the test was not statistically significant at 5% level. Hence H1 is rejected.

It is found that while purchasing soft drink product, 58.7% of respondents aged between 36-40 years preferred rational appeal (feature appeal) and ranked it one. Since $P = 0.016 < 0.05$, the test was statistically significant at 5% level. Hence H2 is accepted.

Education:

It is found that while recalling soft drink product advertisement, 53.6% of respondents were post graduates and they preferred rational appeal (feature appeal) and ranked it one. Since $P = 0.111 > 0.05$, the test was not statistically significant at 5% level. Hence H1 is accepted.

It is found that while purchasing soft drink product, 57.3% of respondents whose qualification less than graduation preferred rational appeal (feature appeal) and ranked it one. Since $P = 0.07 > 0.05$, the test was not statistically significant at 5% level. Hence H2 rejected.

Occupation:

It is found that while recalling soft drink product advertisement, 78.6% of respondents who were housewives preferred rational appeal (feature appeal) and ranked it one. Since $P = 0.112 > 0.05$, the test was not statistically significant at 5% level. Hence H1 is rejected.

It is found that while purchasing soft drink product, 62.4% of respondents were teaching faculties 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.

Income:

It is found that while recalling soft drink product advertisement, 59.2% of respondents whose income was above Rs 45001, preferred rational appeal (feature appeal) and ranked it one. Since $P = 0.047 < 0.05$, the test was statistically significant at 5% level. Hence H1 is accepted.

It is found that while purchasing soft drink product, 69.4% of respondents whose income was above Rs 45001, preferred rational appeal (feature appeal) and ranked it one. Since $P = 0.041 < 0.05$, the test was statistically significant at 5% level. Hence H2 is accepted.

FINDINGS:**Non-Durable Good/ Product: Soft Drink**

It is found that for soft drink product advertisement, 53.9 % of female respondents, 54.7% of respondents were aged between 26-35 years , 53.6% of respondents were post-graduation respondents, 78.6% of respondents were housewives, 59.2% of respondents were income was above Rs 45001 and these respondents recalled feature appeal. The result reveled that while recalling for soft drink product advertisement, among 500 respondents, 245 (49.0%) of respondents of all demographic classification preferred Rational Appeal (Feature Appeal).

It is found that while purchasing the soft Drink product, 55.4% of female respondents, 58.7% of respondents were aged between 36-40 years, 57.3% of respondents were educated less than graduation, 62.4% of respondents were teaching faculties and 69.4% of respondent's income were above Rs 45001 and these respondents preferred feature appeal. The result revealed that while purchasing the soft drink product, among 500 respondents, 252 (50.4 %) of respondents of all demographic classification preferred Rational Appeal (Feature Appeal).

CONCLUSION:

Advertising appeal gives a reason to buy a product. An advertising campaign may have one or more advertising appeal. One appeal can be used and it can have sub themes in an advertising campaign. Appeal needs to be unique and needs to give positive impression about the product to the target audience. Every appeal that is used by the companies in the advertising is as per their competitors. The research study concludes that when consumers recalled the nondurable product (Soft Drink product advertisement) preferred rational appeal. In rational appeal, consumers preferred feature appeal when they recalled nondurable product (Soft Drink product advertisement). The Research study concludes that consumers prefer rational appeal when they purchase the nondurable product (Soft Drink product advertisement). In rational appeal, Consumers preferred Feature appeal when they purchase nondurable product (Soft Drink product advertisement). This study potentially helps in bridging a gap in literature and benefits to the Indian Advertisers to promote Soft Drink product advertisement products to the targeted consumers and to develop the exact advertising appeals in advertisements for Indian consumers.

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