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CONTENTS

Sr. No.	TITLE & NAME OF THE AUTHOR (S)	Page No.
1.	ECONOMIC ANALYSIS OF SAFFRON PRODUCTION IN IRAN <i>DR. MASSOUD KHEIRANDISH, M. V. SRINIVASA GOWDA & DR. SAJAD ABDULLAH SARAF</i>	1
2.	WHY CONSISTENCY OF ACCOUNTING STANDARDS MATTERS: A CONTRIBUTION TO THE PRINCIPLES –VERSUS - RULES DEBATE IN FINANCIAL REPORTING <i>DR. FISSEHA GIRMAY TESSEMA</i>	5
3.	EVALUATING THE FINANCIAL SOUNDNESS OF SELECTED COMMERCIAL BANKS IN SRI LANKA: AN APPLICATION OF BANKOMETER MODEL <i>NIMALATHASAN, B., BALAPUTHIRAN, S & PRIYA, K</i>	12
4.	A STUDY ON FDI IN SULTANATE OF OMAN <i>DR. R. DHANUSKODI</i>	15
5.	BOARD SIZE, CHIEF COMPLIANCE OFFICER AND FINANCIAL PERFORMANCE OF BANKS IN NIGERIA <i>AHMAD BAWA ABDUL-QADIR & MANSUR LUBABAH KWANBO</i>	19
6.	A STUDY ON EMPLOYEE JOB SATISFACTION IN CONSTRUCTION COMPANIES IN VIETNAM <i>NGUYEN PHI TAN</i>	23
7.	FACTORS INFLUENCE FINANCIAL DECISIONS UNDER THE PYRAMID OF NATURAL CONSTRAINTS <i>MEHTAB ARSHAD BUTT & ROZEENA SADDAR</i>	28
8.	A STUDY ON UNPRINCIPLED SELLING PRACTICES TOWARDS THE PHARMACEUTICAL INDUSTRY IN INDIA <i>DHANUNJAY GONUGUNTALA, M. MURUGAN & DR. K. P. V. RAMANA KUMAR</i>	31
9.	JOB STRESS & EMPLOYEE BURNOUT: AN OVERVIEW <i>DEEPIKA SHARMA & DR. M. L. GUPTA</i>	35
10.	THE CONSUMER BEHAVIOR TOWARDS PACKAGE OF COSMETICS <i>HEMAPATIL & DR. B BAKKAPA</i>	38
11.	NPA MANAGEMENT IN PUBLIC SECTOR BANKS: A STUDY OF CANARA BANK AND STATE BANK OF INDIA <i>K. V. RAMESH & A. SUDHAKAR</i>	42
12.	A STUDY ON CONSUMERS PERCEPTION TOWARDS GREEN PACKAGING INITIATIVES WITH REFERENCE TO CONSUMERS IN PUDUKKOTTAI DISTRICT <i>DR. S. SOLAIAPPAN & S. PALANIAPPAN</i>	50
13.	THE EMPIRICAL EVIDENCES OF SLOWDOWN OF FDI INFLOW IN INDIA SINCE 2009 <i>PEARLY JERRY</i>	55
14.	CORPORATE REPORTING - ITS IMPACT ON INDIVIDUAL INVESTORS <i>DR. P. SAIRANI & ANNIE KAVITA</i>	62
15.	KNOWLEDGE MANAGEMENT STRATEGY AND ACTION PLAN FOR SUCCESSFUL IMPLEMENTATION <i>C. RAMANIGOPAL</i>	67
16.	HUMAN RESOURCE ACCOUNTING IN INDIA – QUANTIFICATION OF QUALITATIVE FACTORS OF EMPLOYEES <i>DR. A. CHANDRA MOHAN, S C RAJAN DANIEL & DR. N. KISHOREBABU</i>	70
17.	THE IMPACT OF ADVERTISING APPEALS ON CUSTOMER BUYING BEHAVIOR <i>GUNJAN BAHETI, DR. RAJENDRA KUMAR JAIN & NIDHI JAIN</i>	75
18.	ASSESSMENT OF LIQUIDITY IN INDIAN PHARMACEUTICAL INDUSTRY – A STUDY <i>K. PADMINI & C. SIVARAMI REDDY</i>	79
19.	LIQUIDITY MANAGEMENT: AN EMPIRICAL STUDY OF CUDDAPAH SPINNING MILLS LIMITED, KADAPA (AP) <i>N.VENKATA RAMANA</i>	83
20.	INTRAPRENEURSHIP AND ORGANIZATIONAL KNOWLEDGE IN THE CORPORATE ENVIRONMENT: A THEORETICAL FRAMEWORK <i>DR. LEENA JAMES</i>	89
21.	SUGAR INDUSTRY IN INDIA – AN OVERVIEW <i>V. RAMESH BABU & DR. M. MADHUSUDHANA VARMA</i>	93
22.	PEPPER PRODUCTION TREND IN INDIA: AN OVERVIEW <i>DR. P. CHENNAKRISHNAN</i>	101
23.	FINANCING STRATEGIES FOR SMEs IN INDIA – A WAY OUT <i>AMITESH KAPOOR</i>	104
24.	BRAND LOYALTY- A MEASURE <i>DR. Y. JAHANGIR</i>	112
25.	ANALYSIS OF LIQUIDITY, PROFITABILITY AND WORKING CAPITAL MANAGEMENT - AN EMPIRICAL STUDY ON BSE LISTED COMPANIES <i>HUMA KHAN</i>	116
26.	COMPLAINTS MANAGEMENT IN BANKS: AN AID TO CUSTOMER SATISFACTION <i>DR. HARPREET KAUR KOHLI</i>	120
27.	PERFORMANCE MANAGEMENT: A HOLISTIC REQUIREMENT FOR ORGANIZATIONS <i>DR. RAJINI SINGH</i>	124
28.	WORK EFFICIENCY ACQUISITION: AN IMPERATIVE NEED FOR HUMAN RESOURCE PROFESSIONAL <i>DR. L. N. ARYA & SATYAM PINCHA</i>	128
29.	RETENTION AND SATISFACTION OF CONSUMERS: A STUDY OF UNIVERSITY OF JAMMU <i>ANJU THAPA</i>	132
30.	CUSTOMER SATISFACTION TOWARDS VARIOUS FACILITIES PROVIDED BY PUBLIC BANKS (A COMPARATIVE STUDY OF PNB AND SBP IN JIND DISTRICT, HARYANA) <i>ANJU BALA</i>	136
	REQUEST FOR FEEDBACK	142

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STATEMENT OF THE PROBLEM

OBJECTIVES

HYPOTHESES

RESEARCH METHODOLOGY

RESULTS & DISCUSSION

FINDINGS

RECOMMENDATIONS/SUGGESTIONS

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- Sharma T., Kwatra, G. (2008) Effectiveness of Social Advertising: A Study of Selected Campaigns, Corporate Social Responsibility, Edited by David Crowther & Nicholas Capaldi, Ashgate Research Companion to Corporate Social Responsibility, Chapter 15, pp 287-303.

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THE IMPACT OF ADVERTISING APPEALS ON CUSTOMER BUYING BEHAVIOR

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ABSTRACT

*The purpose of this research was to investigate the impact of advertising appeals on Customer Buying Behavior. The second purpose was to compare the effectiveness of the different types of advertising appeals on customer buying behavior. 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.*

KEYWORDS

Advertising appeals, Emotional appeal, Rational appeal, Customer buying behavior, Purchase intention.

INTRODUCTION

Advertising has become one of the most important commercial activities in the modern competitive environment. Companies spend a large part of their budget to produce and run advertisements for promotions to communicate information about their company and products. Companies hope that consumers will purchase their products due to the advertisements, which deliver messages about its products through various types of appeals. The best way to motivate the customer for purchase is advertising. Technologies progress rapidly day by day, contributing to the constant renewal of and changes in broadcasting forms. Among those forms, advertising media is widely used. Advertisements are useful for the representation of a commodity's image. They also act in building the corporate image and product positioning. Advertisements are a kind of persuasive communication that offers product information to every consumer via institutions in charge of production or supply. In a complete study of marketing and promotional activities, advertising usually plays the most important role. Therefore, the advertising effect has become a key issue.

Kotler (1997) pointed out in his study that advertising appeal is the theme of an advertisement. To make the audience receive a necessary message and create there interest in Ads advertisers have to put some driving power into the message. This driving power is appeal. Every advertising appeal represents an attraction, which provoked consumers' desires. What kind of advertising appeal design can attract consumers more easily and effectively? Expert spokespersons help present product differences more effectively by combining their rich professional knowledge with reasonably persuasive appeals. The right choice of advertising appeal is a critical element in successful advertising. Does an advertising appeal influence consumers buying behavior or enhance its purchase intentions? This is what this paper will explore. Advertising appeals reflect persuasive psychological effects and act as important indices for measuring advertising effects. Thus, advertising attitudes create a certain influential power on purchase intentions, which is yet another management issue we want to explore in this paper.

Kotler (2003) divided advertising appeal into rational and emotional appeals. Most studies have focused on the impacts of advertising appeal on attitudes or purchase intentions. Few of them have compared rational appeal and emotional appeal and have determined which one creates significant effects on advertising attitude more effectively. This induces the prime motivation for this study. Most studies have focused on the direct relationship between advertising appeal and purchase intentions, while few of them have examined the relationship among advertising appeal, advert, purchase intentions, and attitude simultaneously..

LITERATURE REVIEW

- Advertising appeal refers to packaging products, services, organizations, or individuals in a variety of ways that clearly deliver a certain benefit, stimulation, identification or reason to explain what consumers are thinking about and why they buy products (Kotler, 1991).
- Berkman and Gilson (1987) defined advertising appeal as an attempt at creativity that inspires consumers' motives for purchase and affects consumers' attitude towards a specific product or service.
- 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
- .To meet the varying demands of their target consumers, advertisers commonly use rational appeal and emotional appeal in their advertising in an attempt to influence consumer behavior (Chu, 1996). By rational advertising appeal, the product can be emphasized by its benefits, in which the consumers' self-benefit is the key proposition, and the function or benefit requested by consumers of the product or service is articulately presented in advertising.
- On the other hand, emotional advertising appeal places stress on meeting consumers' psychological, social, or symbolic requirements, where many purchase motives come from. Kotler (1991) defined rational appeal as rationally oriented purchase stimulated by directly giving explanations of a product's advantages. Rational appeal focuses on the benefits consumers may enjoy. In an advertisement, it emphasize that a product or service could achieve the function and benefits consumers desire. He defined emotional appeal as the stimulation of consumers' purchase intentions by arousing their positive or negative emotions. Positive emotional appeal covers humor, love, happiness, etc, while negative emotional appeal involves fear, a sense of guilt, and so on.

- **Schiffman and Kanuk (2007)** stated that attitudes are a psychological tendency accrued from learning and a continual evaluation towards a subject.
- **Lin (2008)** defined advertising attitude as a continuously reactive orientation learned from a certain object. Such an orientation represents an individual's personal standards such as like and dislike, and right and wrong.
- The attitude held by consumers caused by advertising can be classified into two components: cognition and affection. Cognition and affection stand for thinking and feeling, respectively (**Vakratsas and Ambler, 1999**).
- **Allport (1935)** pointed out that the difference between the two components lies in that cognition stands for an individual evaluation towards external stimulation, while affection reflects an individual's internal feelings.
- According to **Belch and Belch (1998)**, advertising appeal is applied to attract consumers' attention. Advertising appeal aims at influencing consumers' attitude and emotions about a related product or service.

OBJECTIVE OF THE STUDY

This study has two purposes:

- To examine the impact of advertising appeal on enhancing purchase intentions of customer.
- To explore and compare the influence of different advertising appeals on customer buying behavior

HYPOTHESIS DEVELOPMENT

Based on the above literature review, the first hypothesis for this study is developed as follows:

H1: Advertising appeal has a significantly positive effect on Advertising Attitude

H2: Advertising appeal has a significantly positive effect on Purchase Intention

H3: Emotional appeal has a more significantly positive effect on Customer buying behavior than rational appeal.

METHODOLOGY

CONCEPTUAL STRUCTURE

This study aims to discuss the effects of different types of advertising appeal adopted by advertisers to increase advertising attitudes and purchase intentions.

VARIABLE DEFINITION AND MEASUREMENT

ADVERTISING APPEAL

This paper defines advertising appeal as the degree of drawing consumers' attention and enhancing their desire to increase their product purchase intention. Advertising appeal is categorized into rational appeal and emotional appeal. In this paper, rational appeal is defined as the degree of rational appeal focusing on rational purchase. The appeal delivers consumers' interests by giving reasons. It emphasizes that a product or service is able to achieve a function or interest which a consumer desires. In this paper, emotional appeal is defined as the degree of stimulating consumers' purchase intention by arousing their positive or negative emotions. Four questions are used to measure if the objects are clearly aware of the rational and emotional appeals being manipulated in empirical advertisements. A Five point Likert scales is adapted to measure advertising appeal.

CONSUMER BEHAVIOR

Consumer behaviour can be defined as the decision-making process and physical activity involved in acquiring, evaluating, using and disposing of goods and services. This definition clearly brings out that it is not just the buying of goods/services that receives attention in consumer behaviour but, the process starts much before the goods have been acquired or bought. A process of buying starts in the minds of the consumer, which leads to the finding of alternatives between products that can be acquired with their relative advantages and disadvantages. This leads to internal and external research. Then follows a process of decision-making for purchase and using the goods, and then the post purchase behaviour which is also very important, because it gives a clue to the marketers whether his product has been a success or not.

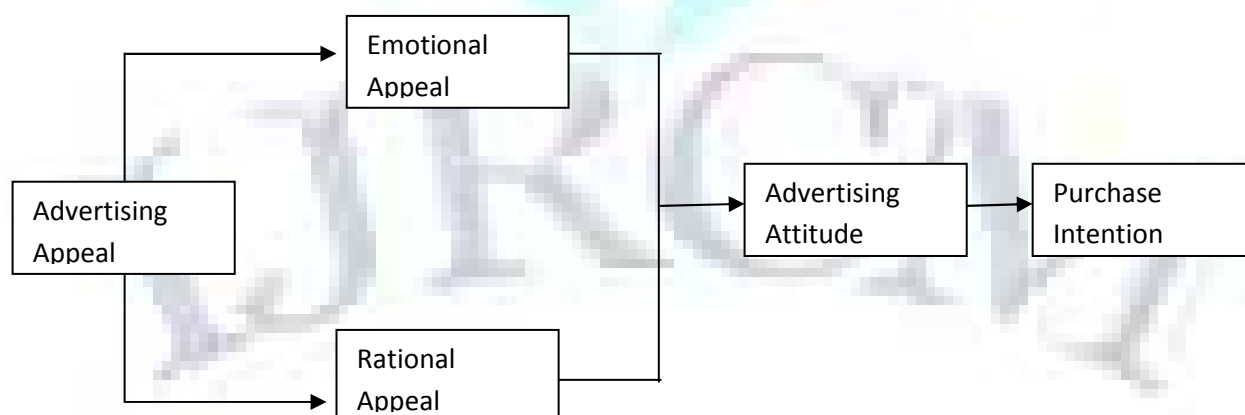
ADVERTISING ATTITUDE

Advertising attitude is defined in this study as the degree of a consumer's preference formed by subjective perception towards a commercial. As to the measurement of advertising attitude, this paper refers to Buchholz and Smith (1991) and Schlosser et al.(1999) in classifying cognitive attitude and affective attitude. A total of 14 questions were used to measure advertising attitudes and a five-point Likert scale was adopted. These questions were formed by referring to Lutz (1989), Buchholz and Smith (1991) and Mehta and Sivadas (1995).

PURCHASE INTENTION

In this study, purchase intention is defined as the degree of future behavioral orientation reflected by a consumer in purchasing a product presented in an advertisement. A total of 5 questions were proposed and a Five-point Likert scale was adopted.

FIG 1: CONCEPTUAL STRUCTURE OF STUDY



EXPERIMENTAL DESIGN

This study applies an experimental design and three experimental variables for research. Only one determinant is considered. The determinant is advertising appeal, which is classified into rational and emotional appeal. Students from five colleges were chosen as research subjects for the experiment. An innovative and virtual brand presented in an advertisement was selected as the variable in the advertising message. The FMCG brand was determined as "Surf Excel" and . Before conducting a formal survey, 50 questionnaires were distributed as a pre-test. The pre-test was conducted to ensure that the brand selected for this study had the attributes of an effective utility and the social identification suitable to all types of appeals. After confirming that the experimental product had multiple attributes, the relative importance of the product attributes was explored to serve as the content for rational and emotional appeal.

DATA COLLECTION AND ANALYSIS METHOD

This study took male and Female having age more than 30 years leaving in Indore as subjects. The convenience sampling method was adopted for conducting the questionnaire survey. Instructors were present for the distribution and collection of questionnaires. A total of 120 questionnaires were distributed. The collected data was analyzed and compared with SPSS17.0. Descriptive statistical analysis was performed to find out basic information from the sample population. Reliability and validity analyses of the samples were also performed. Correlation analysis was used to explore the correlations between variables. Two way analysis of variance (ANOVA) and regression analysis were adopted to test the hypotheses.

RESULTS**SAMPLE DESCRIPTION**

A total of 120 questionnaires were distributed in this study, 96 effective questionnaires were collected, and the effective return rate was 80%. Among the collected questionnaires, female subjects (42%) accounted for most of the sample population than males (38%). Freshmen accounted for most of the sample population, totaling 31.39%. The average amount of income managed by the respondents fell between two ranges: from Rs 15,001-30,000 and below Rs 15,000 accounting for 68% and 32% of the income received by the sample population, respectively. Most respondents (55%) lived at home with their family, and about 98.78% of them used premium detergent powder. About 76% of the respondents received information about brand from TV commercials, and 39% of the respondents used the detergent brand Surf Excel.

RELIABILITY AND VALIDITY ANALYSIS

The results of the reliability analyses determined that the Cronbach's α values for advertising attitudes were 0.908 and 0.930 for the pre-test and formal test, respectively. Cronbach's α values for purchase intention were also determined at 0.889 and 0.923 (pre-test and formal test, respectively). These figures are all higher than 0.7, meeting the requirement suggested by Uielord (1965). Thus, we conclude that the questionnaire used in this study has high reliability. The variables used in this study have been referred to in relevant theory and literature reviews. The questions asked in this study met the research purpose and were revised many times. Before conducting the formal survey, we ran a pre-test to ensure that the respondents truly understood the questions. Thus, we believe that the questionnaire used in this study meets the research requirement of content validity. The results of construct validity analysis are shown in Table 1. According to the data obtained, the factor loading values were all higher than 0.5 for all the questions, the Eigen values were all higher than 1, and the variances were all above 50%. Therefore, the questionnaire used in this study meets the requirement of construct validity.

TABLE 1: RESULTS OF VALIDITY ANALYSIS OF THE QUESTIONNAIRE

Variable	Question	Factor loading	Eigenvalue	Variance explained (%)
Advertising attitude	1	0.60	7.2661	51.900
	2	0.65		
	3	0.65		
	4	0.72		
	5	0.80		
	6	0.76		
	7	0.72		
	8	0.74		
	9	0.83		
	10	0.81		
	11	0.81		
	12	0.60		
	13	0.66		
	14	0.68		
Purchase intention	1	0.87	3.838	76.768
	2	0.89		
	3	0.85		
	4	0.90		
	5	0.87		

Hypotheses testing**H1: Advertising appeal has a significantly positive effect on Advertising Attitude.**

The ANOVA results of the effect of advertising appeal on advertising attitude & purchase intention are shown in Table 2. Advertising appeal was found to be $F=4.798$, $P=0.029<0.05$, indicating statistical significance. The results show that advertising appeal has a significantly positive effect on advertising attitude. Therefore, H1 is supported. This result shows that advertising appeal has a significantly positive effect on advertising attitude.

TABLE 2: ANOVA OF THE EFFECTS OF ADVERTISING APPEAL ON ADVERTISING ATTITUDE

Source of variance	Freedom	F value	P value
Advertising Appeal (A)	1	4.798	0.029*

* $p<0.05$; ** $p<0.01$; *** $p<0.001$.

H2: Advertising appeal has a significantly positive effect on Purchase Intention.

The ANOVA results of the effects of advertising appeal on purchase intentions are shown in Table 3. The results obtained with regard to advertising appeal were $F=0.100$, $P=0.752>0.05$, showing no statistical significance. In effect, advertising appeal does not have any significantly positive effect on purchase intentions. Consequently, H2 is not supported. Advertising appeal has no positive effects on purchase intentions.

TABLE 3: ANOVA OF THE EFFECTS OF ADVERTISING APPEAL ON PURCHASE INTENTION

Source of variance	Freedom	F value	P value
Advertising Appeal (A)	1	0.100	0.752

* $p<0.05$; ** $p<0.01$; *** $p<0.001$.

H3: Emotional appeal has a more significantly positive effect on advertising Attitude than rational appeal

Next, t-tests were conducted on independent samples, the results of which are shown in Table 3. The average presented by emotional appeal was 69.114, which is greater than that by rational appeal (46.235). This means that emotional appeal resulted in better advertising attitudes in this study. As $P=0.029<0.05$, this result has statistical significance. Consequently, H3 is supported.

TABLE 3: COMPARISON OF THE AVERAGES OF THE EFFECTS OF ADVERTISING APPEALS ON ADVERTISING ATTITUDES

Source of Variance	Type	Average	Standard Deviation	Sample	P Value
Advertising Appeal	Rational	46.235	12.252	109	0.029*
	Emotional	69.114	14.525	96	

CONCLUSIONS

The important findings in this study were as follows:

- (1) Advertising appeal has a significantly positive influence on advertising attitudes.
- (2) Advertising appeal does not have significantly positive influence on purchase intention.
- (3) Emotional advertising appeal is more significant than Rational appeal

MANAGEMENT IMPLICATIONS

Comparison of the effects of different advertising appeals on advertising attitudes

Different advertising appeals affect consumer thoughts on product and purchase decisions (Belch and Belch, 1998). According to the literature review, consumers have certain impressions of different advertising appeals. Some research revealed that rational appeal has a more significant effect on advertising attitudes (Lin and Tseng, 2008), while some found that emotional appeal creates more significant effects on advertising attitudes (Ting, 1999). The results of this study show that emotional appeal works better on consumers' advertising attitudes than rational appeal in a FMCG advertisement does. Such a result clarifies the question on which type of appeal creates better effects on advertising attitudes.

PRACTICAL IMPLICATIONS

• Adopting different advertising appeal strategies

This study verifies that emotional appeal creates a more significant effect on consumers advertising attitudes than an rational appeal, further revealing that emotional appeal is an important factor in the decision-making process for purchase. Companies may refer to the results obtained in this study for their future considerations in developing an advertising appeal strategy.

• Extension of the research results to high involvement products

This study selected FMCG (Surf Excel) as the experimental product covered by an advertisement. Generally, FMCG products are high involvement products. Thus, the conceptual structure proposed in this study can also be extended to other high involvement products. The same theory can be applied to customers who substantially buy products and used to analyze consumers' views on the combination of advertising appeals with regard to products introduced to the market. The complete information covered in this study can also be used as a reference for advertising companies or marketing managers as they develop their marketing strategies.

LIMITATIONS

The design of this study was made as impartially and carefully as possible. Explicit conclusions for the study were also obtained. However, some limitations became evident while conducting the investigation. These limitations include the following:

- **Sampling coverage** - The sampling source only came from the respondents of Indore and surroundings. The samples might not be generalized and not have fully display the general Characteristics of the consumers.
- **Limited time for advertising presentation** - The respondents only read the advertisements for a short period of time. The respondents should watch the same advertisement repeatedly on TV during the same period of time before any advertising effect could be produced.
- **Limitation on the responses to an advertisement after reading** - This study focused on the respondents' immediate response to the experimental advertisements. The respondents' responses might have been different if they had repeatedly watched the same advertisement for a longer period of time.

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