

IMPACT OF ADVERTISING APPEAL ON BRANDING OF CONSUMER GOODS IN THE CONTEMPORARY WORLD

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ABSTRACT

Advertising have always been a key to the success of any business. Advertising is not an individual act. It is a set of activity that creates a synergy in the form of advertising impact. Similarly, the impact area is not limited to only one domain. Sales figures, brand recall, image improvement and many other activities.

Present study is based upon a survey that has been conducted post lockdown months in 2020-2021. Researcher has conducted survey in Ghaziabad. Respondent of middle-income groups have been considered. The survey was conducted with the help of self-developed questionnaire. Reliability of tool has been tested with the help of Cronbach's alpha. Further the relations among variables have been tested with the help of statistical tools. Researcher has used SPSS 22 for analysis purpose. The research establishes the significance of Rational, Emotional and Moral advertising appeal in advertising. It has been also found that these appeals are significantly associated with advertised brand image.

JEL Classification: M370

Keywords: Advertising Appeal, Branding, Consumer Goods

I. INTRODUCTION

No advertisement campaign can be planned for a longer period. Market sentiments, influencers and even customer believes changes very quickly. A good aadvertising campaign last for only 60 days. Changing creative every 45-60 days is ideal. 45 days is about how long it takes a consumer to retain and recall information. Marketing efforts involving simpler products or services, or from recognized brands, may call for shorter campaigns. In such condition the advertisers must keep themselves updated towards the ongoing sentiments.

Much more in happening all around us. Celebrity endorsement pattern have changed, advertising media moved to internet and conceptual fame work of print advertising become vital again as social media is now used for advertising. It is not possible to incorporate all the ideas and impact areas in on single study. So, the researcher has selected the key research variables as Advertising Appeal, Branding, Consumer Goods,

Contemporary world and the research objectives can be defined as, “To study the impact of Advertising Appeal on Branding of Consumer Goods in the contemporary world”

ADVERTISING APPEAL

Advertising appeal is the motive to which an advertising is directed, it is designed to stir a person towards the goal advertiser has set. Advertising appeal is used to attract the attention of the consumers, effectively influence their feelings and change their attitude in favor of the advertised product/service. It is the connect that consumers feel with the ad. The three major appeals are rational ethical and moral, that have been used in advertisements. Although these further can be develop in other 15 types of appeals:

1. Brand appeal
2. Sex appeal
3. Adventure Appeal
4. Bandwagon Appeal.
5. Fear Appeal
6. Humorous Appeal
7. Rational Appeal
8. Less than perfect appeal
9. Gender Appeal
10. Music Appeal
11. Emotional Appeal
12. Plain Appeal
13. Social Appeal
14. Snob Appeal
15. Scarcity Appeal

BRANDING

Branding is the act of connecting a product (or business) with a particular name, symbol, or features and ideas to make it recognizable.

Consumer Goods

Consumer goods are goods sold to consumers for use in the home or school or for recreational or personal use. ~~There are three main types of consumer goods: durable goods, nondurable goods, and services.~~

Contemporary world

All the researchers are relevant in a specific time frame. All the findings are applicable in a definite frame of study. It will be very important to define the word “Contemporary world”. Researcher considered blue ocean market for Consumer goods, economic slowdown has limited buying habits to essentials than luxury and hygiene and safety in delivery is highly anticipated by the customers as a value they seek in the goods they buy. Research findings will not be generalized to the environment other than these situations.

II. LITERATURE REVIEW

Sadaf Latifa, Cemal Calicioglu (2020) worked upon social media advertisement and buying intentions with brand attitude, Ronaldo Diego Irviantra, Okki Trinanda (2020) has worked upon Competitor Advertisement and Brand Switching. Un-Kon Lee (2021) has worked upon Confirmation of Nation Brand Image in International Tourism Advertisement for Chinese Tourists. The notable contributions of related to present topic and the relevant circumstances concludes following research gap:

- Need of a study on consumers attitude towards effect of advertisement appeal on branding attributes
- Need of a study on the consumers attitude towards advertisement appeal in consumers’ goods segment
- Need of a study on the consumers attitude towards advertisement appeal in COVID 19 born circumstances

III. RESEARCH METHODOLOGY

- Total number of items: 20, Sample size of 160 respondents
- Tested for Sampling Adequacy by KMO and Bartlett's Test
- PCA and EFA resulted that the tool is measuring 4 factors (eigen value above 01)
- Reliability tested with the help of the Cronbach’s alpha value for the questionnaire, which is 0.825. Generally, value above 0.70 is considered acceptable. So, the present questionnaire can be considered reliable.

Dependent Variable: Advertised brand image

Independent Variable: Rationale Advertising appeal, Emotional advertising appeal, Moral advertising appeal

RESEARCH HYPOTHESIS:

- Ho1- There is no significant relationship between advertised brand image and rationale advertising appeal

- Ho2- There is no significant relationship between advertised brand image and emotional advertising appeal
- Ho3- There is no significant relationship between advertised brand image and moral advertising appeal

IV. Hypothesis Testing and Findings

1. Study related to Advertised brand image and Rationale Advertising appeal shows following correlations:

Table 01- Advertised brand image and Rationale Advertising appeal

Correlations			
		Advertised brand image	Rationale Advertising appeal
Advertised brand image	Pearson Correlation	1	.440**
	Sig. (2-tailed)		.000
	N	1200	1200
Rationale Advertising appeal	Pearson Correlation	.440**	1
	Sig. (2-tailed)	.000	
	N	1200	1200
**. Correlation is significant at the 0.01 level (2-tailed).			

Correlation between Advertised brand image and Rationale Advertising appeal is 0.440. It shows that there is significant relation between advertised brand image and rationale advertising appeal. Thus, we can reject the null hypothesis. The conclusion can be derived as There is significant relationship between advertised brand image and rationale advertising appeal

2. Study related to Advertised brand image and Emotional Advertising appeal shows following correlations:

Table 02- Advertised brand image and Emotional Advertising appeal

Correlations			
		Advertised brand image	Emotional Advertising appeal
Advertised brand image	Pearson Correlation	1	.278**
	Sig. (2-tailed)		.000
	N	1200	1200
Emotional Advertising appeal	Pearson Correlation	.278**	1

	Sig. (2-tailed)	.000	
	N	1200	1200
**. Correlation is significant at the 0.01 level (2-tailed).			

Correlation between Advertised brand image and Emotional Advertising appeal is 0.278. It shows that there is significant relation between advertised brand image and emotional advertising appeal. The impact of correlation is below 0.400, this can be understood that as if, the advertiser uses an emotional appeal in the time of COVID19 or such similar environment he may get a low impact in comparison to rational advertisement. Yet with the help of positive correlation value among variables it can be said that, “There is significant relationship between advertised brand image and emotional advertising appeal”

3. Study related to Advertised brand image and Moral Advertising appeal shows following correlations:

Table 03- Advertised brand image and Moral Advertising appeal

Correlations			
		Advertised brand image	Moral Advertising appeal
Advertised brand image	Pearson Correlation	1	.316**
	Sig. (2-tailed)		.000
	N	1200	1200
Moral Advertising appeal	Pearson Correlation	.316*	1
	Sig. (2-tailed)	.000	
	N	1200	1200
**. Correlation is significant at the 0.01 level (2-tailed).			

Correlation between Advertised brand image and Moral Advertising appeal is 0.316. It shows that there is significant relation between advertised brand image and Moral advertising appeal. It can be understood that the impact of using Moral advertising appeal is higher than Emotional appeals, but the best suitable seems the rational appeal in this context. The null hypothesis can be rejected and it can be concluded that, “There is significant relationship between advertised brand image and moral advertising appeal.”

4. Coefficient of multiple correlations (R):

Model Summary table shows following values when consumer buying is predicted by rest of three variables:

Table 04- Model Summary Table

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.657 ^a	.432	.430	3.12384
a. Predictors: (Constant), Rational Advertising appeal, Emotional Advertising appeal, Moral Advertising appeal				

The above table shows the R value is 0.657 which shows strong correlation among all three considered variables in the model. R square value shows that the predicted model is moderately fit. There is significant relation between Rational Advertising appeal, Emotional Advertising appeal and Moral Advertising appeal on Advertised brand image.

5. The coefficients table shows following details:

Table 05- Coefficient Table

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.880	.566		6.860	.000
	Moral advertising appeal (X ₁)	.280	.020	.340	13.803	.000
	Emotional advertising appeal (X ₂)	.254	.023	.254	10.915	.000
	Rationale Advertising appeal (X ₃)	.289	.026	.277	11.112	.000
a. Dependent Variable: Advertised brand image (y)						

The proposed model considers Advertised brand image as Dependent variable and that Rationale Advertising appeal, Emotional advertising appeal, Moral advertising appeal as independent variables. The linear relation between the variables can be predicted as following:

Predicted variable (Dependent variable) = slope * independent variable + intercept

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 \dots \dots \dots (i)$$

Dependent Variable = Advertised brand image = (y)

Moral advertising appeal = (x₁)

$$\beta_1 = 0.280$$

Emotional advertising appeal = (x_2)

$$\beta_2 = 0.254$$

Rationale Advertising appeal = (X_3)

$$\beta_3 = 0.289$$

$$\text{Constant } (\beta_0) = 3.880$$

Putting the values in equation (i) we get our prediction equation as follow:

$$Y = 3.880 + 0.280X_1 + 0.254X_2 + 0.289X_3$$

6. t-value in coefficients table

t-value column in the coefficients table shows all the values are above 1.96. This supports the hypothesis testing in finding 1,2and3. t-values are above 1.96 shows that the variables have explainable correlation.

7. Sig value in coefficients table

Sig value column in the coefficients table shows all the values are below 0.05. This supports the hypothesis testing in finding 1,2and3. Sig values are below 0.05 shows that the variables have explainable correlation.

V. CONCLUSION

In recent years a trend in advertising has been observed. It has been seen that most of the advertisements were using patriotism and nationalism as prime appeal. But the contemporary world has changed the things. The findings of the research suggest:

- The core concept of three major advertising appeal Rational, Emotional and Moral is still significant;
- Rational appeals containing Features of products, Comparative advantages, price appeal information and popularity appeals became relevant is the buying of consumer goods in the “Contemporary world”
- Excessive nationalism in economy have been diluted as the consumer is looking forward for value, still Moral appeal like environmentalist appeal, nationalist appeal and sustainable world appeal are creating impact on brand image of product
- Emotional appeals like pride, joy or brand loyalty appeals are less relevant in case of consumer goods at large; some cases of durable goods can be considered as exception.

Economy is improving K shape, the professionals/techs/salaried are regaining the earlier financial freedom where as a segment of society will still take time. This create two-fold of society, where buying behaviours will change differently, in such condition new definition of “Contemporary world” could be taken to predict

acceptable appeal of advertising. Advertisers can explore other aspects of advertising like advertising copy, media etc. in new normal

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