

ADVERTISING EFFECTIVENESS OF TELEVISED MESSAGES USING APPEALS: A CASE-STUDY IN THE CHINESE CONTEXT

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ABSTRACT

Brand managers seeking for a loyal customer base need to build an emotional connection between the brand and consumers (Brady et al., 2004) particularly in a marketplace defined by heightened competition and commoditization. To the extent that advertising plays a key role in forging these bonds, there is a growing recognition that advertisers have an incomplete understanding of what it means when an emotional component is incorporated into their persuasive communication message. The present study tries to find out the preference of Chinese consumers for an emotional or rational appeal used in Television advertisements. The findings of the study emphatically proved that emotional appeals used in Television advertisements were preferred more and had a positive impact for respondent with different demographic and psychographics profiles. This was more profound among female respondents from lower age group and among respondents having achievement as their highest priority need. However, a mixed response was found for Television advertisements dominated with emotional appeals when a cross comparison was made across demographic and psychographics profile along with product life stage. In some case emotional appeal was preferred over rational appeal while rational appeal was preferred by respondents under some specific situation proving the fact that impact of appeal is situation specific. The present study hopes to provide direction to the advertising agencies in the matter of developing an appropriate ad message. This study in the Chinese context also aims to provide a cue for a proper mix of appeals in designing effective advertising messages.

INTRODUCTION

Globalization created more scope for researchers to explore influence of advertising on consumers (Kanso & Nelson, 2007). Advertising is a paid non-personal form of communication, usually structured and persuasive about products, services or ideas by an identified sponsor through an assortment of media (Bovee & Arens, 1992). Ha, John, Janda, and Muthaly (2011) viewed advertising spending as imperative for firms to retain customers. Hence, the purpose of advertising is to assist the consumer to make informed purchase decision by creating awareness about the product. Television's share of the global ad market rose from 37% in 2005 to 39.9% in 2010. Television advertisements expenditure

is expected to rise to \$193.7 billion in 2012 to represent 40.4% of the market. However, a slight decline is forecasted to 40.3% in 2013 and 40.2% in 2014. Even so Zenith predicts Television advertisements spend to contribute 41.1% of new ad dollars between 2011 and 2014. Chinese Ad spend will grow by \$ 1,571 million by 2014 vs. 2011.

Unfortunately, most of the corporations do not conduct in-depth research on advertising effectiveness which creates barriers for corporations in developing effective advertising strategies (Tai, 2007). Consequently, it becomes critical for advertisers to ensure customers are attracted and persuaded by ad message. For instance, Obermiller, Spangenberg, and MacLachlan (2005) commented that consumers get irritated by over-

dramatized advertisements. Advertisement plays a vital role in providing products information apart from creating meanings to consumer values, goals and expectations (Freidmann & Zimmer, 1988; Kwan & Eze, 2012). Advertisements need to be interesting and enjoyable to attract consumer's attention. To have an understanding about how advertisement works, one needs to focus on the consumers than on the brand. Consumers watch or receive thousands of advertisements messages everyday through different media. Some may be very attractive, relevant or interesting to the consumer and may influence their purchasing behaviour. Although it is possible for an advertisement to be a combination of both informational and transformational execution, in practice either the transformational or the informational tends to dominate each other when the two are combined in a single ad. There is a slowdown in advertising, and worse still, the relevance of mass media advertising is coming under scrutiny like never before due to other non-conventional media. Though memorability has long been considered an appropriate index of ad effectiveness, consumer response to ad is an important parameter to measure effectiveness (Young, 2000). What advertisement does to people is only half question answered. The remainder is how people respond to advertisement. Advertisers and marketers need to be aware of the possible impact of their communication on brand image and consumer response. Through effective communication, marketers attempt to build product categories need, create brand awareness and facilitate purchase. The prerequisite of a successful ad message is interpretation of ad message in the way an advertiser wants. The message's impact depends not only upon what is said but also on how it is said. Every successful ad works because it makes an effective appeal to some need or desire of people who encounters it.

LITERATURE REVIEW

Advertising professionals use a number of rational and emotional appeals (or both) combined with different advertising formats. Advertisers can choose between a primarily information-dominant or image-dominant ad. Research indicates that, over time, ads have become more emotional and less rational with 'objective' product arguments (De Pelsmacker & Geuens, 1997). When advertising professional chooses to use an information-oriented appeal, he or she can use various arguments or a combination of arguments based on price, availability, ingredients, performance, quality and so on to persuade consumer (Abernathy & Eranke, 1996). The extent to which these arguments are used though might be partly a deliberate choice of advertising strategy, but is also influenced by the product type (Pickett et al., 2001).

Research suggests that information-rich ads lead to more positive affective and cognitive responses to the ad and towards the brand (Aaker & Bruzzone, 1985; Pasadeos, 1990; Leather et al., 1994; Chandy et al., 2001). Most empirical research shows that ads with a lot of emotionality and warmth lead to positive responses both to the ad and to the brand (Aaker et al., 1986; Stayman et al., 1989; De Pelsmacker & Geuens, 1996; De Pelsmacker & Van den Bergh, 1998; De Pelsmacker et al., 1998). This is even more so among people with lot of emotional and cognitive empathy (De Pelsmacker & Geuens, 1999). Emotional executions like music is considered very powerful peripheral cue that is capable of drawing attention, evoking positive mood and setting an emotional tone. The fact that musical ads lead to more positive evoked feelings and attitudes towards the ad is supported by the empirical studies (Gorn, 1982; Leather et al., 1994; De Pelsmacker & Van den Bergh, 1998; Roehm, 2001).

Humor again is often used as an emotional execution strategy (McCullough, 1992). Studies have concluded that humor draws attention to the ad (Weinberger & Gulas, 1992) specifically (Spotts et al., 1997) for low-involvement transformational products. Weinberger and Gulas (1992) found that humor works best for existing as opposed to new products. The effectiveness of humor seems to also depend upon the type of humor used (Speck, 1991), prior product usage and knowledge (De Pelsmacker & Geuens, 1999) and individual differences such as the 'Need for Cognition' (Geuens & De Pelsmacker, 2002). This result confirms earlier conclusions on the importance of the amount of information on one hand (Stewart & Koslow, 1989; Leather et al., 1994), and the effectiveness of emotions on the other (Aaker et al., 1986; Stayman et al., 1989; Geuens & De Pelsmacker, 1998). Neither does creativity and emotionality lead to most positive affective responses, nor do information-rich commercials without any emotional or creative execution. Relevant information and creative presentation of message with effective combination of appeals evokes positive affective responses to the commercials. This result supports earlier conclusions (Decock & De Pelsmacker, 2001) that information overload in commercials generally leads to more negative reactions and less effectiveness. Overall, this confirms the positive effect of emotions and moderate levels of information of television commercials (Decock & De Pelsmacker, 2001). Creativity is very important for good advertising, but it is only effective if it is linked to relevant product information else it will result in ambiguity (Kover et al., 1995; De Pelsmacker et al., 1998). This confirms the importance of affective component in the formation of brand attitudes (Demetrios & Ambler, 1999; Decock & De Pelsmacker, 2001).

Some researchers have attempted to distinguish rational, factual, and informational advertising from imaginative, emotional and transformational advertising (Laskey, Day, & Crask, 1989; Puto & Wells, 1984). The goal of informational appeals is to focus directly on the features or benefits of the product. In contrast, transformational appeals emphasize the experiences that consumer will have on consumption of a good or service. The practitioners of creating ads on soft-sell that appealed to the images associated with the use of the product, hardly made any explicit mention of the quality of the product in their ad message (Homer, 2008). Several studies have employed Mueller's (1987) definitions of hard and soft sell appeals, or some variation of it (Bradley, Hitchon, & Thorson, 1994; Johansson, 1994; Lin, 2001; Mueller, 1992; Nevett, 1992; Wang et al., 1997). Alden, Steenkamp, and Batra (1999) explored positioning strategies, by labeling two contrasting approaches: the soft-sell/image approach and the hard-sell/ direct approach. It is of interest to note their research suggestion that the features of the soft-sell approach are more suitable than the hard-sell approach for a positioning strategy.

According to Leiss, Klein, and Jhally (1997), there are two basic advertising formats: product-information format which is consistent with a hard-sell approach, the product is the center of attention, and the focus of the ad is on explaining the product and its function while product-image format is consistent with the soft-sell approach where brand name and package play an important part. Here the product is given a symbolic meaning and relationship than mere utility (Leiss, Klein, & Jhally, 1997).

Mueller (1987) emphasized mood and atmosphere conveyed through a beautiful scene or an emotional story in soft-sell appeal where human emotions and sentiments are emphasized over clear-cut product-related appeals. Meanwhile, she defined a hard-sell appeal as follows: "Sales orientation is emphasized here, specifying brand name and product recommendations. Explicit mention may be made of competitive products, sometimes by name, and the product advantage depends on performance." Alden, Steenkamp, Jan-Benedict, and Batra (1999) operationalized two contrasting approaches the soft-sell/image approach (content that does not emphasize reasons to buy but, conveys general associations with the brand), and the hard-sell/ direct approach (sales-oriented, verbal, strong message arguments, comparative content).

In soft-sell appeal human emotions are emphasized to induce an affective feeling from the viewer via some indirect mechanism. While in a hard-sell appeal the objective is to induce rational thinking on the part of the receiver through direct emphasis on a sales

orientation, often specifying the brand name and product recommendations. Foote, Cone, and Belding (FCB) Planning Matrix for product classification, classifies products according to whether the purchase decision is high or low involvement and involves cognitive (thinking) or affective (feeling) information processing. There is a recognition that some ads attempt to convey information to consumers to help them develop a preference, while others appeal to emotions. Hard-sell appeals rely more on the 'thinking' aspect while soft-sell appeals rely more heavily on the 'feeling' aspect.

Leiss, Klein, and Jhally (1997) discussed product-information and product-image format. In the former, the product and its function is consistent with a hard-sell approach. In contrast, in the product image format, "brand name and package play an important part, but the product is given special qualities by means of a symbolic relationship that it has to some more abstract and less pragmatic domain of significance than mere utility" (Leiss, Klein, and Jhally 1997, p. 244).

Mood and atmosphere are conveyed through a beautiful scene or the development of an emotional story or verse. Verbal and visual metaphors not directly related to the product are employed. Human emotional sentiments are emphasized over clear-cut, product-related selling recommendations. Product-focused messages are not considered soft sell. Sales-oriented advertising messages making explicit or implicit mention of competitive products. Product advantage depends on performance that is superior on some particular criterion. The category also includes such statements as 'number one' and 'leader', known as hard sell message.

It is now widely accepted that emotion is an essential component for successful execution of advertising message. Yet, due to the complex and elusive nature of emotions, much remains to be discovered about the exact mechanisms by which emotion operates and the extent to which it has an influence on information processing, attitude formation, and purchase decision. It is not surprising, therefore, that there is currently a renewed focus on the issue of emotion among both advertising practitioners and academicians. Marketers of nation's top companies feel the need of emotion as a key research priority, particularly in regards to the creation of emotional connections with consumers and understanding the emotional element of branding. Top organizations like Advertising Research Foundation and American Association of Advertising Agencies are initiating to utilize findings on emotion, to use it as an effective tool for capturing emotional responses to advertising.

Poels and Dewitte (2006) have made extensive review

and analysis of the methods employed in the last 20 years to measure emotion. Moreover, there are insightful findings emerging from the field of neuroscience using brain imaging technology to pinpoint the functional mechanisms of emotion. Researchers have made strides to examine the impact of emotion and the interactive relationship of emotion and cognition (Buck et al., 2002; Meyers-Levy & Malaviya, 1999; MacInnis & Jaworski, 1989). There is a need to further develop both the theoretical explanations and the means of assessing how emotion in advertising works. Some advertising researchers are applying this knowledge to generate new understandings of consumers' emotional responses.

METHODOLOGY

Based on the literature review the present study was aimed to make an attempt to understand the impact of Television advertisements using emotional and rational appeal on Chinese consumers. The scope of the study was limited to north eastern part of China. The method for sample selection was simple random sampling of TV viewers. The samples were drawn from three capital cities from three states of eastern China. In the present study the concept emotion was not treated as negative or positive. An attempt was made to understand the impact of Television advertisements using emotional and rational appeal for both FMCG and consumer durable product categories. Tooth Paste, Bathing Soap, Detergent, Chocolates and Soft Drink representing FMCG category and Television, Washing Machine, Refrigerator, Two Wheeler and Four Wheeler representing consumer durable were chosen for the present study. The rationale for choosing the above mentioned product was due to

the two factors. The first consideration was to select the products from FMCG and consumer durables category whose advertisement consumer recalled the most in the pilot test. The second consideration was to select that product having both emotional and rational appeals aired in Television during the year 2012. The present study basically depended on the questionnaire survey method to collect the primary data. A total of 600 copies of the questionnaire were distributed out of which 528 was retrieved for final analysis. Questionnaire was designed to capture both demographic and psychographics profile of the respondents. For capturing psychographics questionnaire on Maslow's hierarchy of need and personality Type was administered. An appeal used in ads was treated as effective if it has successfully created the desired effect, leading the viewer to action in terms of inquiry or purchase. Action in this study referred to inquiry, trial or purchase. Part B of the questionnaire was designed to capture action prompting characteristics of the Television advertisements using predominate emotional or rational appeals.

RESULTS

The first objective of the study was to understand the impact of emotional appeal used in Television advertisements across respondents with different demographic and psychographics profile. This objective was studied by capturing consumer response to ad message dominated by emotional appeal in terms of "inquiry" or "trial/purchase". Table 1 and 2 represents impact of emotional appeal across different demographic and psychographics profile for FMCG and Durable product category respectively.

TABLE 1
Influence of Emotional Appeal

FMCG Product Category	Tooth Paste		Bathing Soap		Detergent		Chocolates		Soft Drink	
	Inquiry	Trial/ Purchase	Inquiry	Trial/ Purchase	Inquiry	Trial/ Purchase	Inquiry	Trial/ Purchase	Inquiry	Trial/ Purchase
Below Graduation	40.37	59.63	38.53	61.47	40.37	59.63	60.55	39.45	43.12	56.88
&Above Graduation	29.58	70.42	34.96	65.04	37.16	62.84	57.46	42.54	42.79	57.21
Female	31.98	68.02	31.98	68.02	30.81	69.19	54.65	45.35	42.44	57.56
Male	31.79	68.21	37.57	62.43	41.33	58.67	59.83	40.17	43.06	56.94
LIG*	42.11	57.89	42.11	57.89	37.89	62.11	54.74	45.26	50.53	49.47
HIG*	27.86	72.14	29.85	70.15	34.83	65.17	56.72	43.28	42.29	57.71
HMIG*	30.00	70.00	38.13	61.87	40.00	60.00	58.75	41.25	40.00	60.00
LMIG*	33.87	66.13	38.71	61.29	41.94	58.06	66.13	33.87	40.32	59.68
Physiological	27.78	72.22	25.93	74.07	40.74	59.26	51.85	48.15	33.33	66.67
Esteem	34.26	65.74	33.33	66.67	37.04	62.96	50.93	49.07	37.96	62.04

Belongingness	32.06	67.94	41.98	58.02	37.40	62.60	61.83	38.17	45.80	54.20
Safety	27.78	72.22	38.89	61.11	38.89	61.11	50.00	50.00	38.89	61.11
Self-actualization	33.73	66.27	37.87	62.13	37.87	62.13	65.09	34.91	46.75	53.25
Type A	34.05	65.95	32.43	67.57	34.05	65.95	58.38	41.62	38.38	61.62
Type B	38.89	61.11	44.44	55.56	41.67	58.33	75.00	25.00	58.33	41.67
*LIG	Lower Income group (<RMB 1250/per month)									
*LMIG	Lower Middle Income group (RMB 1200/ to Rs 3800/per month)									
*HIG	Higher Income group (>RMB 5000/per month)									

TABLE 2
Influence of Emotional Appeal

FMCG Product Category	Television		Washing Machine		Refrigerator		Two Wheeler		Four Wheeler	
	Inquiry Purchase	Trial/ Purchase	Inquiry Purchase	Trial/ Purchase	Inquiry Purchase	Trial/ Purchase	Inquiry Purchase	Trial/ Purchase	Inquiry Purchase	Trial/ Purchase
Below Graduation	75.23	24.77	56.88	43.12	66.06	33.94	65.14	34.86	37.61	62.39
Graduation & Above	77.51	22.49	64.06	35.94	69.93	30.07	70.42	29.58	48.17	51.83
Female	75.58	24.42	64.53	35.47	72.09	27.91	61.05	38.95	41.28	58.72
Male	77.75	22.25	61.56	38.44	67.63	32.37	73.41	26.59	48.27	51.73
LIG*	69.47	30.53	48.42	51.58	61.05	38.95	64.21	35.79	69.47	30.53
HIG*	80.10	19.90	62.69	37.31	72.14	27.86	70.15	29.85	80.10	19.90
HMIG*	75.63	24.37	65.00	35.00	68.13	31.87	70.63	29.37	75.63	24.37
LMIG*	82.26	17.74	77.42	22.58	74.19	25.81	70.97	29.03	82.26	17.74
Physiological Esteem	81.48	18.52	57.41	42.59	70.37	29.63	77.78	22.22	48.15	51.85
Belongingness	78.70	21.30	65.74	34.26	69.44	30.56	71.30	28.70	44.44	55.56
Safety	79.39	20.61	67.18	32.82	70.99	29.01	68.70	31.30	48.09	51.91
Self-actualization	83.33	16.67	66.67	33.33	83.33	16.67	72.22	27.78	50.00	50.00
Type A	72.19	27.81	60.95	39.05	66.27	33.73	65.09	34.91	43.79	56.21
Type B	80.54	19.46	62.70	37.30	69.73	30.27	78.38	21.62	55.68	44.32
Type B	61.11	38.89	58.33	41.67	66.67	33.33	50.00	50.00	41.67	58.33
*LIG	Lower Income group (<RMB 1250/per month)									
*LMIG	Lower Middle Income group (RMB 1200/ to Rs 3800/per month)									
*HIG	Higher Income group (>RMB 5000/per month)									
*HMIG	Higher Middle Income group (RMB 3800/ to RMB6500/per month)									

From above table it was evident that respondents has been exposed to Television ads predominated by emotional appeals inquired about the product. However for FMGC category greater percentage of respondent tried/purchases the products while for durable product category remarkable percentage of respondents inquired about the product on being exposed to Television ad dominated by emotional appeal.

The second objective of the study was to understand the impact of emotional appeal on respondents with various demographic and psychographics profile. Chi square test was used. The Z value (0.135) at $P > 0.05$ indicated that there was no significant difference in

preference for emotional appeals among respondents from different educational background as respondents from different educational groups had equally strong preference for emotional appeals. The Z value (2.316) at $P < 0.05$ indicated that there was significant difference in preference for emotional appeals among respondents belonging to different age groups.

Lower age group had stronger preference for emotional appeals compared to higher age group. The Z value (2.133) at $P < 0.05$ indicated that there was significant difference in preference for emotional appeals among respondents belonging to different gender group. Female respondents had stronger preference for emotional appeals. The Z value (1.123) at $P > 0.05$ indicated that there was no significant

difference in preference for emotional appeals among respondents from different income group. The Z value (1.998) at $P < 0.05$ indicated significant difference in preference for emotional appeals across respondents with different need priority in life. Respondents having achievement as their priority of need had stronger preference for emotional appeals. The Z value (1.759) at $P > 0.05$ indicated that there exists no significant difference in preference for emotional appeals across respondents with different personality trait. Respondents with Type A and B personality had equally strong preference for emotional appeals.

The third objective of the study was to know preference of respondents with different demographic and psychographic profile for Television advertisements using emotional or rational appeal for product of various categories and life stages. For the present study Maslow's hierarchy of need categories was used the biological needs were leveled as lower and the psychological needs were leveled as higher. For the current study product life stage was captured on two parameters price and number of year of existence of product in the market. Based on these parameter 4 category emerged as: new and expensive product, new

and less expensive product, established and expensive product and established and less expensive product. Factorial experiment design was used to find the significance of each factor (treatment) separately.

Factorial experiment design gives significant information of higher order interactions. Factorial experiment makes a better study of the different interaction effects than the main effects. The effects were taken as combination of appeal (rational and emotional), product life stages divided on product price (expensive and less expensive) and product stages (established and new products). In the present study the effects were taken as education, age, sex, income, need priority, personality types each being combined with appeal (rational and emotional), product price (expensive and less expensive) and product stages (established and new products). All of these were administered at two levels: lower level and higher level. So in total there are 16 treatments for sample segmented (by education, age, sex, income, need priority, personality types) and 15 orthogonal effects:- four main effects (A,B,C,D), six first level interaction effects (AB,AC,AD,BC,BD,CD) and one second order interaction effects (ABCD).

TABLE 3
Segmentation by Education

Segmentation by Education	Education	Appeal	Price	Product Stage	F value
A ₁ B ₀ C ₁ D ₁	Higher	Rational	Expensive	New Product	13.97*
A ₁ B ₁ C ₀ D ₁	Higher	Emotional	Less Expensive	New Product	121.38*
A ₁ B ₁ C ₁ D ₀	Higher	Emotional	Expensive	Established Product	20.37*
A ₁ B ₁ C ₀ D ₀	Higher	Emotional	Less Expensive	Established Product	48.17*
A ₀ B ₁ C ₁ D ₀	Lower	Emotional	Expensive	Established Product	36.81*

* $P < 0.01$, df (1,30)

As evident from table 3, higher educational group preferred Television ads using dominantly rational appeal for new and expensive product. However, for new and less expensive product or for established and expensive

product they preferred Television advertisements using dominantly emotional appeal. Lower education group preferred Television advertisements using dominantly emotional appeal for expensive and established product.

TABLE 4
Segmentation by Age

Segmentation by Age	Age	Appeal	Price	Product Stage	F value
A ₁ B ₀ C ₁ D ₁	Higher	Rational	Expensive	New Product	50.94*
A ₁ B ₁ C ₀ D ₁	Higher	Emotional	Less Expensive	New Product	18.56*
A ₁ B ₁ C ₁ D ₀	Higher	Emotional	Expensive	Established Product	15.38*
A ₁ B ₁ C ₀ D ₀	Lower	Emotional	Less Expensive	New Product	132.47*
A ₀ B ₁ C ₁ D ₀	Lower	Emotional	Expensive	Established Product	290.34*

* $P < 0.01$, df (1,30)

As evident from table 4, respondents belonging to higher age group preferred Television advertisements using dominantly rational appeal for new and expensive product. However, for new and less expensive product or for established and expensive product they preferred

Television ad using dominantly emotional appeal. Respondents belonging to lower age group preferred Television advertisements using dominantly emotional appeal for less expensive and new product and for expensive and established product.

TABLE 5
Segmentation by Gender

Segmentation by Gender	Age	Appeal	Price	Product Stage	F value
A ₀ B ₁ C ₁ D ₀	Female	Emotional	Expensive	Established	61.02*
A ₀ B ₁ C ₀ D ₁	Female	Emotional	Less Expensive	New Product	27.84*
A ₁ B ₁ C ₀ D ₁	Male	Emotional	Less Expensive	New Product	8.18*

*P<0.01, df (1,30)

As evident from table 5, female respondents preferred Television advertisements using dominantly emotional appeal for expensive and established product. They also prefer Television advertisements using dominantly emotional appeal for new and less expensive product and for new and less expensive product.

TABLE 6
Segmentation by Income

Segmentation by Income	Income	Appeal	Price	Product Stage	F value
A ₀ B ₁ C ₁ D ₀	Lower	Emotional	Expensive	Established	104.09*
A ₀ B ₁ C ₀ D ₁	Lower	Emotional	Less Expensive	New Product	47.49*
A ₁ B ₀ C ₀ D ₁	Higher	Rational	Less Expensive	New Product	97.90*

*P<0.01, df (1,30)

As evident from table 6, respondents belonging to lower income group preferred Television advertisements using dominantly emotional appeal for expensive and established product. They also prefer Television advertisements using dominantly emotional appeal for new and less expensive product and for new and less expensive product.

TABLE 7
Segmentation by Need Priority

Segmentation by Need Priority	Need Priority	Appeal	Price	Product Stage	F value
A ₀ B ₁ C ₁ D ₀	Lower	Emotional	expensive	Established	36.81*
A ₀ B ₁ C ₀ D ₁	Lower	Emotional	Less Expensive	New Product	239.70*
A ₁ B ₁ C ₀ D ₀	Higher	Emotional	Less Expensive	Established	48.17*
A ₁ B ₁ C ₁ D ₀	Higher	Emotional	Expensive	Established	20.37*
A ₁ B ₁ C ₀ D ₁	Higher	Emotional	Less Expensive	New Product	121.38*

*P<0.01, df (1,30)

As evident from table 7, respondents with lower need preferred Television advertisements using dominantly emotional appeal for expensive and established product. They also prefer Television advertisements using dominantly emotional appeal for new and less expensive product. Respondents' with higher need preferred Television advertisements using dominantly emotional appeal for established and both expensive and less expensive product. Respondents with higher need also preferred Television advertisements using dominantly emotional appeal for new and less expensive product.

TABLE 8
Segmentation by Personality Type

Segmentation by Personality Type	Personality Type	Appeal	Price	Product Stage	F value
A ₀ B ₁ C ₁ D ₀	Type A	Emotional	Expensive	Established	58.13*
A ₀ B ₁ C ₀ D ₁	Type A	Emotional	Less Expensive	New Product	26.52*
A ₁ B ₁ C ₀ D ₁	Type B	Emotional	Less Expensive	New Product	54.68*

*P<0.01, df (1,30)

CONCLUSION AND MANAGERIAL IMPLICATIONS

This study was designed to provide an understanding of the impact of emotional versus rational appeals

used in ad message on respondents with various demographic and psychographics profile and across various product category and product life stage. The impact of emotional and rational appeals in advertising was studied from the perspective of preference for the

ad resulting in action. From this study it was evident that different advertisement appeals led to different response and that both emotional and rational appeal were not equally preferred across all product category and product life stage.

To effectively perform the communication activity that directs the flow of goods and services from producer to the ultimate consumer or user, consumer psychology has to be well understood. While one end of the continuum of consumer information processing perspective deals with hedonic experimental model that views consumers driven purely by emotion in pursuit of fun, fantasies and feelings the other end of consumer processing model is based on pure reason cold, logical and rational. In between these extremes rests the bulk of consumer behavior most of which is not based on pure reason nor pure passion.

The most obvious reason why people buy things is that they want them. Since the whole advertising is evolved around consumer, it therefore becomes necessary to understand how consumers think about advertisement and advertised product. Consumers have a tendency to be in attentive to most ads and exercise a high degree of selective perception. Therefore advertisement should act as a source of information, serve as a time saver and as a source of engagement that would help to develop a positive attitude towards the ad and the product or brand.

Advertising has to function first at communication level before it can influence sale, in terms of getting attention, arousing interest, transmitting information, building an image, being understood, inspiring confidence, engendering favorable attitude, registering selling points, portraying benefits, making lasting impressions.

The present study of impact of Television advertisements using emotional versus rational appeals emphatically proved that the emotional appeals used in Television advertisements had positive impact on the consumers in terms of action across various product category. Television advertisements predominated with emotional appeal were highly preferred and effective for the respondents across different product life stages. Possibly from the finding it also has become evident that ad message dominated by emotional appeal seems to be more appropriate for established product even if they are expensive, also for new and less expensive product category. Though for new expensive product category emotional appeal does have dominating impact as found from response across from various demographic and psychographics segment. This may be due to the fact that consumer search for functional utility in ad message for new and expensive product category.

Television advertisements still continue to be the corner stone of modern advertising along with other emerging medium. Advertising, in turn, is the greatest fillip behind all the marketing efforts. The investment in advertising nationally is of a very large magnitude. Out of this investment the apportionment for Television advertisements is of gigantic proportion. Such mammoth investments must be justified, and such justification can only come from the findings of a study such as the present one. The present study hopes to provide direction to the advertising agencies in the matter of designing and developing effective ad message and effective resource allocation. The finding from the present study hopes to provide a cue to agency people as well as creative departments in the agencies for a proper mix of appeals in their advertisement message.

LIMITATIONS

The sample size chosen for the study appears to be quite sizeable considering that the study is only an academic one. But considering the importance of the findings and their bearings on the subsequent practical applications, the size of the sample should have been much larger.

Another limitation of the study might have been the use of only five cities of north eastern part of China. The above limitation of the study paves the way for further extension of it by undertaking at a national scale for a particular category of product class. This will enable a stronger and a more balanced perspective on the views of the participants on the research issues.

FUTURE EXTENSION OF THE STUDY

The present study was conducted at product level, future researchers study can craft soft-sell or hard-sell versions of advertisements at brands level to study the impact of emotional versus rational appeals used in ad for specific brands. Future research can be carried for a broader variety of products for example for service industry to study the impact of emotional versus rational appeals used in Television advertisements. Advertisers must understand cultural differences in emotion in order to create ads that evoke desired emotional responses and thus proper associations with brands. The present study can be carried in cross-cultural context to capture consumer responses to the usage of such appeals in a culture-specific context. Advertisers and researchers need to become more aware of the relationship between culture, emotion, and advertising in an effort to create more effective communications and connections with consumers.

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