

Role of advertising appeals in influencing customers: An Empirical Study

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Abstract

To raise awareness, spark interest, and affect the behavior of potential customers, advertising is a crucial part of every marketing strategy. The use of advertising appeals, which are meant to forge an emotional or rational connection between a good or service and its target audience, is one of the fundamental aspects of advertising. The purpose of advertising appeals is to persuade consumers to carry out a desired action, such as purchasing a product, using a service, or altering their behavior. Yet, the effectiveness of advertising appeals depends on several variables, including the capacity to relate to the target audience and the environment in which the campaign is placed. Marketers are more likely to be successful in influencing consumers' behavior if they are aware of their target market and utilize appeals that speak to them. Advertising is more effective in changing consumer behavior when it is in line with the media in which it appears. It provides a thorough grasp of the function of advertising appeals in contemporary marketing by exploring the essential components of advertising appeals and their effect on consumer behavior.

Keywords: Advertising appeals, Consumer behavior, Emotional appeal, Target audience, Marketing strategy.

Introduction

Customer purchasing decisions are significantly influenced by advertising pitches. service quality expectations and source legitimacy are affected by the visual component of marketing. According to the study, a visually appealing advertisement can boost the credibility of the source and positively affect consumers' opinions of service quality. This emphasises how

crucial it is to use captivating images to promote the service and establish the credibility of the brand. To maximize impact, advertisers need also make sure that the advertisement's visual components match the broader marketing plan (Clow et al. 2006).

Perceptions of service advertising because of the contingent impacts of spokesperson type and service type. According to the study, the type of service being advertised affects how effective spokespersons are. Celebrity spokespeople were found to be more successful in selling hedonistic services, whilst professional spokespeople were more successful in selling utilitarian services. This implies that to have the greatest impact, advertisers should take the type of service and spokesperson into account when planning advertising campaigns. Advertisers can improve the efficacy of their marketing initiatives by choosing a spokesperson who connects with the target market and reflects the characteristics of the product or service (Stafford et al. 2002).

Understanding consumer behaviour and the significance of coordinating advertising with the overall marketing plan. The study made clear that marketers need to craft messages that persuade while being pertinent to and meaningful to the target demographic. The writers also emphasised the necessity for marketers to combine several promotional techniques, such as advertising, sales promotion, and personal selling, to develop an all-encompassing marketing communication plan. This implies that marketers should put their efforts into creating a unified plan for marketing communications that makes use of a variety of advertising mediums to successfully reach their target audience. For their advertisements to have the greatest impact, advertisers should take the type of service and spokesperson into consideration. To effectively reach the target audience, advertisers should create a thorough marketing communication plan that is in line with the entire marketing strategy. This plan should make use of a variety of promotional media (Belch and Belch 2004).

Literature Review

Appealing to consumers through advertising is a crucial strategy for companies aiming to change consumer behaviour. Mensah and Ausamah (2013) investigated how marketing students in Ghana felt about several aspects of advertising. Consumers are observed to pay attention to a variety of components in advertisements, such as the employment of celebrity

endorsers, humour, and visual cues. To promote a favourable attitude towards the good or service, the writers recommended that advertisers take these variables into account while producing commercials. The writers also stressed the significance of cultural elements in influencing consumers' perceptions of advertising appeals. Advertising professionals may produce messages that connect with their target audience and increase the impact of their campaigns by understanding the cultural background.

Datta and Banerjee's (2014) study was to ascertain how advertising appeals affect consumer purchasing decisions in the Indian fast-moving consumer goods (FMCG) industry. centred on the effects of the four appeals employed in advertising—emotional, rational, terror, and humor—on customer purchasing patterns. It was discovered that, in the Indian FMCG industry, emotional appeal was the most successful advertising strategy, followed by rational appeal, fear appeal, and humor appeal. It was also discovered that advertising appeal significantly affects customer purchasing decisions, with emotional appeal having the biggest influence. The study found that emotional appeal is the most successful form of advertising appeal in the Indian FMCG market, and that advertising appeal plays a critical role in influencing customer behaviour. What they mean for marketers. It proposes that since emotional appeals have a higher chance of influencing customer behaviour, they should be the main emphasis of advertising campaigns in the Indian FMCG sector. The study emphasises the value of comprehending the target market and catering to their tastes when creating advertising appeals. In general, this study adds to the body of knowledge on consumer behaviour in India and advertising appeals.

The way that buyers react to advertising pitches is also influenced by gender disparities. Cramphorn (2011) investigated how gender affected the effectiveness of advertising. According to the study, men and women react differently to certain advertising pitches, such as the use of comedy or sex appeal. It was discovered that commercials that highlighted relationships and social interactions were more effective with women than those that emphasised power and control were with men. This shows that marketers should take gender differences into account when creating their ads and customize their messaging to appeal to all genders.

Bhatia (2002) sought to investigate how different advertising appeals affected customer behavior in the Indian market. Among product categories, advertising appeals were more or less effective. For personal care and lifestyle products, emotional appeals were shown to be more successful, but rational appeals were found to be more successful for domestic and electronic products. The impact of the appeal varied across different age groups and genders, which was another point the study made about how crucial it is to choose the right advertising appeal based on the target demographic. It offers insightful information about how advertising appeals affect customer choices in the Indian market. Marketers can use it to create more successful ad campaigns that appeal to the target market.

Gayatri (2008) on magazine advertising appeals looked at how appeals are framed and how that affects consumers. According to the study, how advertisements are framed is crucial in determining how consumers feel about a given good or service. Several dimensions, such as emotional, intellectual, and sensory appeals, can be used to frame marketing pitches. In order to effectively market high-involvement products like vehicles and cell phones, emotional appeals like humor, fear, and sex have been found to be more effective. But when it came to advertising low-effort products like home goods, rational appeals—such as quality and performance—were more successful. The promotion of food and beverage goods has also been demonstrated to be successful when using sensory appeals like taste and smell. The study also discovered that consumers' perceptions of the promoted goods were influenced by the framing of advertising appeals, and they assessed the product based on the details provided in the appeal. Thus, one of the most important factors in influencing clients' buying decisions is the framing of advertising appeals.

Customer behaviour towards a product or service is significantly influenced by advertising appeals. The effect of various advertising appeals on consumers' attitudes and behaviour has been examined in several research. Akbari (2015) examined the various effects of advertising appeals on items with high and low engagement. According to the study, emotional appeals like humour and sex are more successful at selling high-engagement products than rational appeals like information and quality are at selling low-engagement goods. This implies that identifying

which advertising appeal will have the greatest impact on influencing a customer's behaviour requires an understanding of the degree of involvement that consumer has with a product.

Green consumption practises have increased in recent years because of greater environmental awareness. Yang and Y. L. (2015) investigated how various ad appeals affected consumers' decisions to buy environmentally friendly products. According to the study, emotional appeals—like those based on charity and environmental concern—were more successful at encouraging environmentally friendly behaviour than rational ones. The results imply that advertising appeals that speak to consumers' emotions and values are more successful at encouraging sustainable consumption habits.

The influence of advertising appeals on consumers' purchasing decisions was investigated by Baheti and Das (2012). According to the study, emotional appeals—like those based on fear, laughter, or sex—were more successful than those based on reason in changing consumer behavior. Nonetheless, depending on the product category, the advertising appeal's effectiveness changed. For instance, comedy appeals were more successful at advertising food and beverage items than fear appeals were at promoting health and safety products. The study emphasises how crucial it is to comprehend the target market and product category in order to create compelling advertising appeals.

Bulbul and Menon (2010) additionally researched the effectiveness of emotional appeals in advertising (The study investigated how customers' decision-making processes are influenced by concrete versus abstract emotions. It discovered that when it comes to swaying consumer behavior, emotional arguments outperform rational ones. The study also discovered that specific emotions—like fear or happiness—are more powerful than abstract ones—like contentment or pride. This emphasizes how crucial it is to use emotional appeals in advertising to establish a favorable association with the commodity or service. To favorably affect consumer behavior, advertisers should concentrate on developing emotional connections with their target audience.

Objective of the Study

- To ascertain the role of advertising appeals in influencing customers

Methodology

This study is a descriptive study based on the survey data. In the analysis, there were 200 consumers from the Business to Customer products category who took part and responded to the statements. To analyze the results, frequency distribution with checklist questions were used. The data has been presented with the help of the bar diagramme. The research employed a judgement sampling method, in which participants were selected based on the criteria that they remember at least five recent advertisements.

Table 1 Role of Advertising Appeals in Influencing Customers

SL No.	Statements	Yes	% Yes	No	% No	Total
1	Advertising appeals attract towards products	176	88.00	24	12.00	200
2	Advertising appeals connect towards message	172	86.00	28	14.00	200
3	Advertising appeals motivate to buy more	152	76.00	48	24.00	200
4	Advertising appeals persuade positive word of mouth	145	72.50	55	27.50	200
5	Advertising appeals makes the ad easy to remember	179	89.50	21	10.50	200
6	Advertising appeals improves the recall	184	92.00	16	8.00	200
7	Advertising appeals contributes to affective of customer with brand	140	70.00	60	30.00	200
8	Advertising appeals persuades to positive post purchase behaviour	151	75.50	49	24.50	200

Table and Figure 1 presents the role of advertising appeal in influencing customers. It was found that maximum customers agreed upon Advertising appeals improves the recall (184), followed by Advertising appeals makes the ad easy to remember (179), Advertising appeals attract towards products (176), Advertising appeals connect towards message (172),

Advertising appeals motivate to buy more (152), Advertising appeals persuades to positive post purchase behaviour (151), Advertising appeals persuade positive word of mouth (145) and Advertising appeals contributes to affective of customer with brand (140).

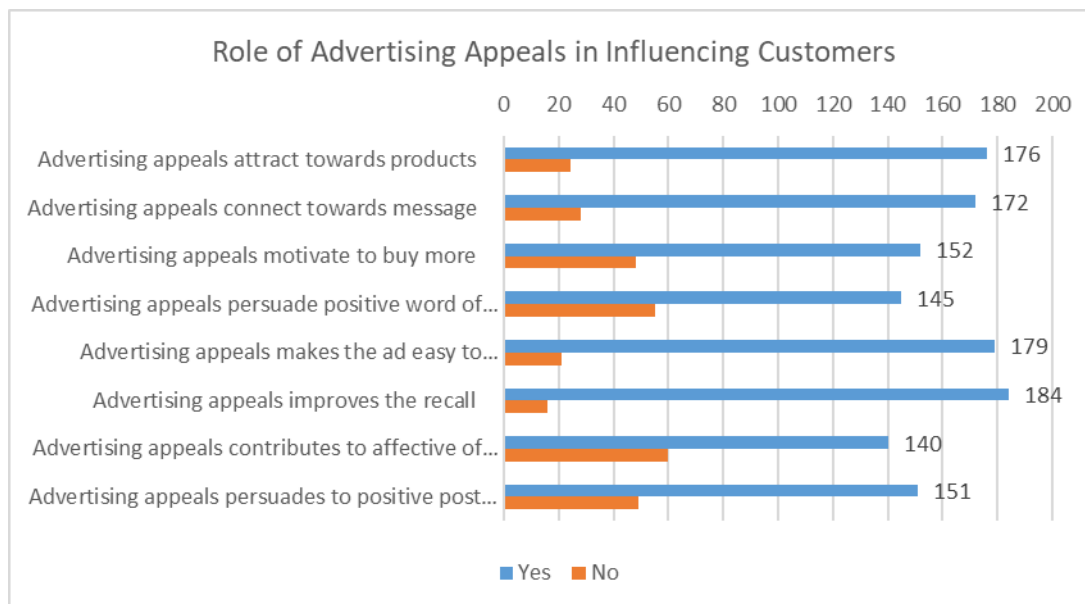


Figure 1 Role of Advertising Appeals in Influencing Customers

Conclusion

Raising brand awareness, fostering favorable opinions of a product, and eventually boosting sales, advertising appeals are critical in influencing consumer behavior. Customers' perceptions of a product or service can be influenced by advertising appeals based on various dimensions, including emotional, intellectual, and sensory appeals. Humor, fear, and sexual appeals are more effective at promoting high-involvement products than logical appeals like quality and performance are at promoting low-involvement products. The promotion of food and beverage goods is successful when sensory appeals like taste and smell are used. By instilling a sense of urgency, outlining the characteristics and advantages of the product, and developing a distinctive selling proposition that distinguishes it from the competition, advertising appeals can also have an impact on consumers' purchasing decisions. However, a variety of elements, like the target market, the nature of the product, and the audience's cultural background, might affect how effective advertising appeals are. It may be more acceptable in some societies than others to utilise humour or sex appeal in commercials, for instance. Businesses may raise brand

awareness, foster favourable opinions towards their products, and eventually increase sales by developing persuasive advertising appeals. To make sure that advertising appeals are effective and encourage desired action, it is crucial to take into account a number of variables, including the target population and cultural background.

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