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## Effects on attitudes for high and low involvement products: A study of afraid and emotional appeal in advertisements

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### Abstract

In India, the advertising industry first emerged during the British era and has since experienced an exponential growth. The fascinating history of its beginnings and growth supports the Indian marketing industry. In fact, given the current circumstances, it is turning out to be the tertiary sector of the Indian economy that is developing the fastest. The Indian economy has been impacted by changes in monetary policies, technical improvements, and globalization, which has boosted the advertising industry. Every firm now considers public relations to be essential, and sponsors are continuously searching for fresh approaches to develop appealing advertising in order to stand out in the crowded market of today. According to the investigators, the economy will continue to rise, leading to significant financial gains and higher requirements for professionalism and inventiveness. The industry also faces a number of difficulties, including the impact on Indian subcultures and customs, the aging of the workforce, the influence and development of regional India, and commitment to financial turn of events. Whatever the case, the company is geared up and working to get over these challenges. The messaging element is essential to every promotion since it creates effect among the targeted interest groups. Oftentimes, the messaging component is referred to as the "advertising appeal." Because there is now a range of publicizing appeals thanks to the development of advertising systems, it is crucial for advertisers to choose their appeals carefully. In the field of public relations, "social appeal of promotion" is a fresh and developing idea. By influencing the behavior of the target interest group toward the cause, this promotional appeal is the overall idea that builds a brand within the context of a social purpose. The definition of social appeal in advertising is "an integrated advertising method that combines the benefits of brand advertising with those of social advertising."

**Keywords:** Industry, social advertising, social purpose, advertising appeal

### 1. Introduction

Normally, marketers bombard customers with a variety of campaigns, although they do occasionally want things besides the things they see in commercials. Therefore, it becomes necessary to reconnoiter above and beyond anything that might draw notice. The tendency is shifting away from straightforward advertising and toward appeals in advertising. Companies hope that people would buy their items after seeing the advertising that promotes a certain brand and its goods. Businesses spend a significant amount of money developing and monitoring requests for technological innovations to connect information about their market presence. As a result, creating commercials to sell goods through creative appeals becomes crucial. This would result in strong allusions and leave a lasting impression on potential customers. These variations affect consumer behavior with regard to the product.

The best approach to appeal to consumers has always been a major task for advertising administrators, and the challenge is only getting more difficult as technology develops, the business environment becomes more competitive, and the world becomes more interconnected. Additionally, modern advertising adopts a variety of structures, from traditional paper advertising to targeted online media advertising, which emphasizes and mandates the need for effective advertising correspondence. This is due to the ongoing advancements and expansion of broad communications. An important part of promotion is correspondence marketing. Promoting is, in fact, the most fundamental type of correspondence.

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By using advancing trades, businesses try to inform, persuade, and remind customers in a plain or verifiable way about the goods and brands they sell. It is regarded as the brand's voice and a strategy for creating and outlining relationships with customers. Companies may connect their brands to people, places, events, interactions, and emotions by using correspondence marketing. By creating a brand image and imprinting the brand in the buyer's memory, it can also raise brand value.

### 1.1 Appeals of advertising

Appeals can be categorized as rational or emotive. Johnson predicted that appealing consumers and generating increased acquisition intentions will be used in order to safeguard more production material and real-life materials.

According to Coulson, in relation to emotional appeal, rational appeal awakens and encourages people to make better informed purchase decisions. The consciousness of enjoyment, attachment, pleasure, fear, etc. is linked to emotional appeals. There are affected dreams and convictions that are there in the person that work to purposefully and create a nice impression in the unique essence. Emotions can also be used to distress and control a particular customer's behavior.

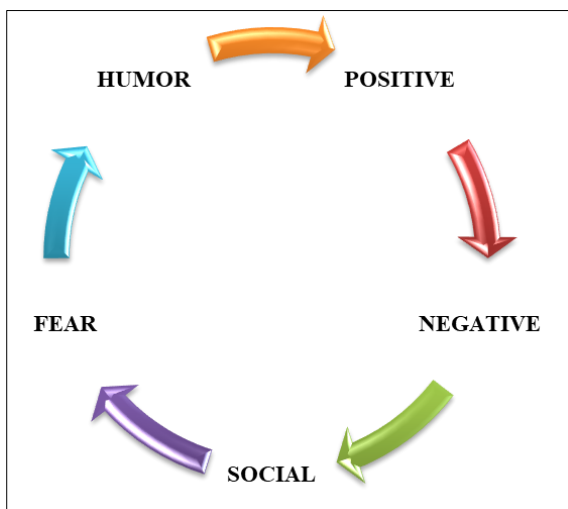


Fig 1: Emotional appeal in advertising

### 1.2 Increased advertiser's attention towards this form of advertising

In India, brand promotion that incorporates a social message or a cause is growing in popularity. As was already mentioned, companies are expanding their CSR initiatives, which is precisely why the trend of different marketing contact approaches, including social appeal marketing, is emerging. Another factor contributing to the top management's increased interest in this sort of marketing is that they see it as a crucial theoretical tool that helps them achieve cultural benefits while also enhancing their corporate image both internally and publicly. There is a lot of ambiguity and uncertainty surrounding the many choice language for cause-related marketing, cause brand alliance, and cause checking, for example, even if social cause publicizing is still in its infancy in India. Various corporate social responsibility programs undertaken by various American associations as "showcasing and corporate social obligation" and have categorized them into two distinct classes: those focused on publicizing and those that express

corporate qualities and targets. Additionally, they classified "advertising-driven corporate social endeavors" under the headings "cause progression, cause-related advancement, and corporate social advancement."

### 1.3 Emotional Appeals (EA)

Sponsors commonly use dramatic emotional ads, which are meant to "stun the emotions and make the cerebrum throb," to boost the specificity and potency of their public relations appeals. Feelings are mental impressions that, when combined with viewpoints and mindsets, can form the "impact" of behavior. The definition of a "feeling" is a "psychological state of being that emerges from intellectual evaluations of events or contemplations, has a phenomenological tone, is regularly communicated authentically, is connected by physiological cycles, and may result in explicit activities to confirm or adapt to the feelings" Emotional appeals should come from the user's experienced, emotional side. According to & Armstrong, emotional appeal refers to "an attempt to elicit one or more negative or positive sensations conducive to purchase." These include arguments based on fear, guilt, and shame that influence people to act in a certain way or refrain from acting in a certain way.

Customers' decisions to purchase things are influenced by emotional appeal. These are people who feel emotionally motivated to buy a certain goods. Two different kinds of emotional attraction are individual appeal and community appeal. Individual emotions drive people to buy products out of fear, security, comfort, excitement, delight, fulfillment, and joy, whereas friendly appeal drives people to buy things out of alliance, status, acknowledgment, and recognition. The concept of "emotional appeal" describes a person's social and mental conditions for acquiring particular goods and services. Many customers are either about to make certain purchases or are emotionally stimulated. Sponsors plan to use emotional appeal to their advantage, which is quite effective when there is little difference between different product names and their services. Emotional appeals are often used to convince people to buy anything from a cleanser to a high-end car. Examples of these appeals include fear, blame, humor, and promises of self-improvement or an enhanced life.

### 1.4 Rational Appeals

These are the systems that were created to satisfy the logical or practical demands of the mass. These are typically linked to sane consumer behavior. Advertisements with justifiable appeals are very educational. The various objective appeals are as follows:

This is done using a method that involves looking at at least two different brands. Typically, a brand will contrast its product with a similar offering from a rival brand in order to show that his product has at least one advantage over the rival's product.

Value appeal: In this case, the item's price or value is given first priority. These tactics are more frequently used during the busy seasons, when businesses take into account certain discounts, so enhancing the availability of their goods. Additionally, this is how retailing businesses publicize their promotions and deals. Bharati Axa Life Insurance, which provides affordable term protection, is the model to be used. The process of drawing consumers' attention to specific claims or news about a product is known as news appeal.

This is also used to highlight new products on the market and let customers know about specific changes made to the product's present highlights. The name change of Hutch to Vodafone is the most commonly used illustration.

Prevalence appeal: Promotion offices employ this appeal when a message or piece of information needs to be coordinated with a sizable number of people. Here, they give customers information on the product's popularity, such as the number of people who have moved from their more well-known item to this one, the number of national experts who endorse it, or the ranking the product has on the lookout.

**2. Objective of the study**

1. To consider the effect of social appeal versus emotional appeal public relations on brand image.
2. To dissect the appropriateness of social appeal marketing in an Indian context.

**3. Research Methodology**

We use a scenario-based quasi-experimental strategy to investigate the complex nature of this problem. One study is conducted with limited involvement (sunscreen) and the other with heavy involvement (laptop). Experiment investigated the impact of various advertising appeals (two rational and two emotional appeals) on consumer purchase behavior and advertising attitude for sunscreen, and experiment clarified the impact of various advertising appeals (two rational and two emotional appeals) on the aforementioned variables for laptops.

**4. Results and Data Interpretation**

**Table 1:** One-Sample Test

Advertising Attitude	Mean	Test Value = 3.5	T	DF	Sig. (2-tailed)
		Standard Deviation			
Emotional Appeals	5.1275	.90526	16.080	79	.000
Rational Appeals	4.1113	1.37932	3.964	79	.000
a < 0.05					

**Table 2:** Rational and emotional appeals on advertising attitude: t-test for equality of means levene's test for equality of variances

	F	Sig.	t	df
Advertising attitude a < 0.05	12.905	.000	5.509	136.406

In order to compare the impact of rational and emotional arguments on advertising attitude, a T-test was initially performed (see Table 1). There is statistical significance (P = 0.000, 0.05) for both emotional and intellectual appeals. According to the findings, intellectual and emotional factors strongly influence how consumers feel about advertisements for minimal participation items.

For H2, a T-test was done to compare how advertising attitudes were affected by emotional versus intellectual arguments. Levene's test for equality of variances is significant, as shown in Table 2, indicating that there are substantial differences between rational and emotional appeals on advertising attitude (F = 12.905, p = 0.000). According to Table 1, the emotional appeal's mean was (5.1275), which is higher than the rational appeal's (4.1113). This indicates that stronger advertising attitudes for this product were a result of emotional appeal. As a result, H2a

endorsements and emotive appeals have a greater beneficial impact on attitudes toward advertising than do rational ones. ANOVA post-hoc comparison was used to compare the impact of various advertising pitches. Table 3 demonstrates that there is a significant difference between the appeal to fear and the appeal to quality (0.000 0.05). As a result of the positive upper and lower bound. Quality appeal has less of an impact than fear appeal. Additionally, there is a significant distinction between quality appeal and informational appeal as well as pleasure appeal (0.000, 0.13 0.05). Informational and quality appeal have less of an impact than pleasure appeal. Therefore, H2b is in favor of and there is a notable difference in the appeals to fear, pleasure, knowledge, and quality in advertising.

**Table 3:** Anova result and multiple comparisons between appeals with advertising attitude

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	49.673	3	16.558	12.498	.000
Within Groups	206.677	156	1.325		
Total	256.350	159			

Together, Study findings showed that both rational and emotional appeals significantly affect advertising attitudes and purchase intentions. Emotional appeals have a greater impact on advertising attitudes toward low involvement products than rational arguments do, even if both have an impact on forming advertising attitudes. In addition, compared to other emotional appeals, pleasurable and frightening emotional appeals have the greatest influence on advertising attitudes. In the end, all hypotheses are confirmed.

**Table 4:** One-Sample Test

Advertising Attitude	Mean	Test Value = 3.5	T	df	Sig. (2-tailed)
		Standard Deviation			
Emotional Appeals	3.8407	1.45308	4.588	79	.000
Rational Appeals	4.6850	1.57248	9.584	79	.000

Together, study findings showed that while rational appeals have a more dramatic impact on the advertising attitudes of high involvement products, emotional appeals have a more significant impact on creating those attitudes. Additionally, compared to other emotional appeals, the pride appeal has fewer significant effects on the advertising attitude. In the end, all hypotheses are confirmed, with the exception of hypothesis, which is partially confirmed because there were no substantial disparities between the other appeals.

**5. Conclusion**

Television advertising has changed the communication landscape, making it easier than ever to have a significant impact on a large number of people. Television commercials play a crucial role in influencing consumers' purchasing habits. Advertising is common because the consumer is connected to the media and plans to binge it. Advertising has evolved into a powerful tool that brands may use to influence consumers and enhance their perception of the company. This study aims to understand and analyze how social appeal marketing affects consumers' perceptions of

brand persona and buy intent. The increased interest of publicists in social appeal marketing, a budding and inventive trend in the advertising communication sector, points to the need for more research in this area. The results of momentum study have considerably improved the way social appeal promotion is currently set up. In order to show how consumers distinguish between social and emotional appeal in advertising, the analysis created a mathematical model. In conclusion, social appeal advertising offers intriguing shared benefits to the parties engaged, indicating that this public relations technique has a wide and effective reach in India. Appropriate cause-and-effect correlations and efficient application of this strategy may boost profits to the point where behavior is altered in order to promote cultural inclusiveness and brand esteem. Additionally, considering today's fierce competition and businesses' desire to give back to society, advertising's social appeal ends up being a more effective strategy of publicizing than any other. The current evaluation research has added to the body of information already available in this field and shown areas that need further investigation in order to lay a solid foundation for the application of this technique.

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