



## RESEARCH ARTICLE

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## The Impacts of Materialistic Value and Advertisements of Different Product Category on the Advertising Appeals Effectiveness among Consumers in Kolkata

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### ABSTRACT

An advertising appeal is the basic ideas behind an advertisement or the basic reason why audience should act. The present study aimed at finding out the strength and influence of advertising appeals which are mediated and moderated by the situational (product category advertisements) or person related variable (materialistic value) of a metropolitan city- Kolkata. Accordingly, data have been collected from 600 consumers randomly selected from different wards of Kolkata. Four tools- General Information Schedule, Advertising Appeals Effectiveness Trait Scale, Advertising Appeals Effectiveness State Scale, and Materialistic Value Scale were used for data collection purpose. Findings revealed that, the level of advertising appeals effectiveness was significantly influenced by both the situational (product category advertisement) and person related variable (materialistic value) for consumers.

**Key words:** Advertising appeal, Consumers, Materialistic value, Product category, Trait and State Scales

Conflict of Interest: None Declared !

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## 1. INTRODUCTION

Advertising appeal is the approach used to attract attention to the consumers as well as device to influence consumer's feelings toward the product, service and idea or cause. The market researchers classified the advertising appeals in various ways, but in the present research, the researcher categorized advertising appeals into two broad classifications - emotional appeals and rational appeals (Mishra, 2009). Thus, an advertising appeal refers to the approach used to attract the attention of consumers and/or to influence their feelings toward the product, or service. It arouses the desires and addresses the human need that can be satisfied by the product, which is advertised. Advertising appeal is something, which attracts the consumers, develops interest in them and creates an atmosphere where the target audience desires, is evoked towards the product.

According to Kotler and Armstrong (1991), rational appeals are "relate to the audience's self-interest, show that the product will produce the desired benefits showing a product's quality, economy, value, or performance." Rational appeals come from the traditional information processing models of decision making which presume that consumers make logical and rational decisions. Rational appeals rely on their persuasiveness, the power of arguments or reasons for brand attributes and they defined emotional appeal as "attempt to stir up either negative or positive emotions that can motivate purchase." Emotional appeals are often strategically employed to influence consumers indirectly and make the consumer feel good about the product and make a brand liked or friendly relying on feelings for effectiveness.

Earlier researchers had attempted to uncover the relationship between advertising appeals and person related variables. Among the wide variety of personality attributes, the linkage between materialistic value and consumer's behavior were observed by different researchers (Chia, 2008; Chan and Zhang, 2007). The research findings about the relation and attitudes to impact of materialism somewhat contradictory and as well as open up a new avenue of research, despite of various causes of materialism, it is quite clear that consumption pattern of the consumers looking for good lifestyle increasingly become the focal point. It is well accepted that there are significant positive relationship for the purchase behavior of the consumers.

Earlier many researchers have attempted to uncover the relationship between situational attributes of consumers and their nature of advertising appeals effectiveness. In this context, certain situations such as - product categories are significantly assessed with the level of advertising appeals. The issue of standardization of advertising appeals across different product categories leads to the question of whether

consumers' needs that these products satisfy can be addressed with a uniform appeal or advertising appeals should be matched with product types. The different researchers classified product category in different ways. Um (2008) divided products as three types - Fast Movable Consumer Goods, Durable Goods and Service providing industries. Advertising appeals effectiveness has been studying in several contexts over recent decades where a number of components and factors associated with advertising appeals effectiveness have been found. There are large number of studies have indicated that, the impact of situations and person related variables on advertising appeals effectiveness separately, but very limited study focused on eclectic and interactive effect which is both important theoretically and for those interested in promotion of advertising appeals effectiveness among the consumers for different products and services. Advertising appeals effectiveness has considered as important fertile areas for market research and consequences of advertising appeals effectiveness may be important issue from the standpoint of social, economical and psychological point of view.

## 2. METHOD

### 2.1 Hypotheses:

1. The nature of advertising appeals (rational and emotional) effectiveness state of the consumers varies in terms of the advertisements of different types of product categories (Fast Movable Consumer Goods, Durable goods and Service providing industries).
2. The nature of materialistic value of the consumers varies in terms of their level of advertising appeals effectiveness (high and low).

### 2.2 Sample:

Considering the matching criteria (age, gender, socioeconomic status, and buying pattern) 600 consumers of different wards of Kolkata were selected, taking equally from the consumers with three different age groups (Pre-middle, Middle, and Post-middle) and gender (Male and Female).

### 2.3 Tools:

General Information Schedule on demographics, consumer patterns etc., Advertising Appeals Effectiveness Trait Scale (specially developed by the investigators), Advertising Appeals Effectiveness State Scale (specially developed by the investigators) and Materialistic Value Scale (MVS) (Richins, 2004) were administered to each individual of the selected sample by the researcher. All the questionnaires have high reliability (varying from 0.72-0.92) and validity (0.72-0.83).

### 2.4 Procedure:

After maintaining the above criteria for sample selection, responses were taken from each of the individual in natural settings that is during their mall

visit. Every individual was administered all the above mentioned questionnaires and requested to response all the above mentioned questionnaires and follow the instructions.

**3. RESULTS AND DISCUSSIONS**

**2.5 Data Analysis:**

Scoring was done following the respective scoring keys. Mean, SD, One way ANOVA, t statistics was used to verify the hypotheses.

Component areas of AAETS	Male (N= 300)				Female (N=300)			
	Pre-middle age group (N=100)	Middle age group (N=100)	Post middle age group (N=100)	Com.	Pre-middle age group (N=100)	Middle age group (N=100)	Post middle age group (N=100)	Com.
<b>Overall Rational Appeals</b>	M=74.72 SD=18.44	M=65.46 SD=16.89	M=59.83 SD=17.55	M=66.07 SD=16.49	M=69.42 SD=18.44	M=62.89 SD=17.63	M=55.82 SD=14.93	M=62.71 SD=20.47
<b>Overall Emotional Appeals</b>	M=49.70 SD=15.67	M=64.65 SD=18.33	M=72.36 SD=19.44	M=62.24 SD=21.11	M=61.02 SD=19.22	M=73.48 SD=19.04	M=79.86 SD=19.72	M=71.45 SD=22.38

[Com. =Combined]

**Table 1 - Distribution of Mean (M), Standard deviation (SD) of AAETS Scores of six groups of consumers**

It has been observed from the Table-1 that the level and characteristic features of the component enquiry areas of Advertising Appeals Effectiveness Trait Scale (AAETS) scores had reflected dissimilarities in terms of their unit mean among the six groups of consumers. Considering the enquiry areas for their effectiveness of advertising appeals, the results indicated that, among the six groups of consumers, three groups that is, two groups (male and female) pre-middle age group and male-middle age group of consumers were more influenced by the rational components than the emotional components. On the other hand, remaining three groups that are two groups (male and female) of post-middle group and female-middle age group of consumers were more affected by the influence of emotional contents than the contents of rational appeals.

In terms of gender of consumers, the major portion of male consumers (66%) was influenced by the rational appeals and the major portion of female consumers (66%) was influenced by the emotional appeals. On the other hand, in terms of age level of consumers, pre-middle (33%) age group of consumers (irrespective of their gender) showed similar trends of effectiveness that is, influenced by rational appeals, whereas post-middle (33%) age group of consumers (irrespective of their gender) also showed similar trends of advertising appeals effectiveness that is, influenced by emotional appeals. The remaining group of middle (male and female) age group of consumers showed dissimilar patterns of effectiveness of advertising appeals that is, male-middle group of consumers was more influenced by the rational appeals and female-middle group of consumers was more affected by the emotional appeals.

Component Areas	SITUATION 1		SITUATION 2		SITUATION 3		'F' Ratio	't' values		
	M <sub>1</sub>	SD <sub>1</sub>	M <sub>2</sub>	SD <sub>2</sub>	M <sub>3</sub>	SD <sub>3</sub>		Situation 1 and 2 (t <sub>1</sub> )	Situation 1and 3 (t <sub>2</sub> )	Situation 2 and 3 (t <sub>3</sub> )
<b>Rational Appeals</b>	21.20	5.67	25.20	9.16	26.50	7.71	30.13*	4.84*	5.58*	2.39**
<b>Emotional Appeals</b>	28.00	6.44	29.25	10.13	27.00	9.08	33.89*	3.49*	2.19**	3.63*
<b>Overall Total</b>	AAESS 49.20	10.68	54.45	10.89	53.50	12.71	35.73*	5.29*	5.01*	3.49*

\*\* indicates significant at 0.05 level, \* indicates significant at 0.01 level

(Situation 1- Presentation of Advertisement of Fast Movable Consumers Goods, Situation 2- Presentation of Advertisement of Durable goods and Situation 3-Presentation of Advertisement of Service providing Industries)

**Table 2 - Mean (M), Standard Deviation (SD), 'F' ratio and 't' values of Advertising Appeals Effectiveness State Scale (AAESS) Scores of consumers under different product category situations- (Situation 1, Situation 2 and Situation 3)**

The strength of influence of overall effectiveness of advertising appeals (state) scores was high under the Situation 2- presentation of advertisement of Durable goods (M= 54.45) than the overall scores of Situation 1- presentation of advertisement of Fast Movable Consumer Goods (M=49.20) and Situation 3-

presentation of advertisement of Service providing Industry (M=53.50). The significant F ratio and t values ((F=35.73; and t1=5.29, t2=5.01 and t3= 3.49) indicated that, the nature of perceived overall advertising appeals effectiveness including its two components by the consumers group revealed dissimilarities with the

respect of product category situations. Hence the proposed hypothesis-1 that is, the nature of advertising appeals (rational and emotional) effectiveness state of the consumers varies in terms of the advertisements of different types of product categories (Fast Movable Consumer Goods, Durable goods and Service providing industries) was accepted.

The reasons of such types of differences of effectiveness of advertising appeals in terms of advertisements of different product categories situations might be that, all the different types of products had an unequal level of involvement (Um, 2008), dissimilar level of capacity of message believability (Steve, 2007), unequal level of capacity to influence perception of sophistication and excitement through advertisement. Accordingly, researchers opined that the level of importance of different product attributes for products had assigned different values and consumers and accordingly different perceptions about a product played an important role. The way of representation of product information, style and product attributes also play a pivotal role in an advertisement, which varies according to the product categories.

In order to compare the differences between the groups of consumers with their level of advertising appeals effectiveness (high and low) consumer group, the responses of the consumers in terms of overall Advertising Appeals Effectiveness Trait Scale (AAETS) scores were initially divided into two categories. This categorization was based on median values of advertising appeals effectiveness trait scale scores of informant consumers (high advertising appeals effectiveness and low advertising appeals effectiveness group).

namely- Happiness (M=15.27; t=3.16), Central Life Goal (M=15.89; t=5.89), Success and Status (M=13.11; t=2.16) was higher among the high advertising appeals effectiveness group of consumers than that of consumers with low advertising appeals effectiveness group. This means that the level of materialistic value of the consumers displayed uniqueness with respect to their level of advertising appeals effectiveness (High and Low). Hence the proposed hypothesis-2, the nature of materialistic value of the consumers varies in terms of their level of advertising appeals effectiveness (high and low) was accepted.

The reason behind such trends may be that, the level of materialistic value (that is the importance of values towards materials of consumers) among the consumers may be due to their perceptions and feelings associated with interacting forces and emerging from exposure of advertising, image of advertising and the social pressures. Dissimilarity in the level of materialistic value may be due to the unrealistic expectations about the psychological and social benefits of consumers towards the material goods. Value possessions, which serve symbolic needs in terms of status, success, personal history, happiness, life goal, self-expressions were showing strong materialism. Endorsement of materialistic value may be related to systematically to a person's psychological variables as well as demography variables of consumers reflecting their differential concerns with material and psychological security. Researchers opined that materialistic value has a direct relationship with advertising viewing. Advertising images and advertising appeals are pervasive sources of materialistic value. Advertisements often encourage consumption by using images and appeals represented as in an attractive way and associating the products with healthiness and happiness. Materialism, thus, is a strong driver of acquiring and consuming specific type of products and the appropriate application of advertising may create the materialistic values of consumers. In this context, different researchers had concluded that advertisement has a capability to increase the level of the materialistic value of individuals (Chan and Zhang, 2007). Therefore, the level of materialistic value was the strong positive association with advertising appeals effectiveness among consumers.

**4. CONCLUSION**

The findings from this empirical study that the nature of mean values on advertising appeals effectiveness state indicated that the strength and influences of emotional appeals was more effective than the strength and influence of rational appeals under all the three situations of different product category advertisement and also the level of materialistic value was significantly higher among the consumers with perception of high level of advertising appeals effectiveness group than

Component Areas	Mean and SD for total group of consumers	High advertising appeals effectiveness group (N=100)		Low advertising appeals effectiveness group (N=100)		't' value
		M	SD	M	SD	
		<b>Happiness</b>	M=14.64 SD=6.61	15.27	8.21	
<b>Central Life Goal</b>	M=14.93 SD=5.49	15.89	7.12	13.98	6.18	5.89*
<b>Success and Status</b>	M=12.40 SD=6.39	13.11	6.18	11.69	7.31	2.16*
<b>Materialistic Value Scale (Over all)</b>	M=41.97 SD=17.21	44.27	18.02	39.69	17.39	7.29*

\* indicates significant at 0.01 level

**Table 3 - Mean (M), Standard Deviation (SD), and t values for Materialistic Value and its three components - (Happiness, Central life goal and Success and Status) scores of High advertising appeals effectiveness and Low advertising appeals effectiveness Groups of consumers.**

The mean and 't' value (Table 5.2.9) indicated that the strength and influence of overall materialistic value (M=44.27; t=7.29) including its three components

that of the consumers with perception of low advertising appeals effectiveness group.

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