

UNIT 2

Integrated Advertising Program

CHAPTER 5: Understanding Message Strategy

Lesson 20: Ad. APPEALS

Learning Objectives

- You will understand via this lesson the importance appeals in the formulation of advertisements.
- You will also understand the different buying motives of the consumer.



Advertising has become expensive, time-consuming and an important marketing activity. Firms have a great stake in the success of their advertising campaigns, for their growth and, at times, even their survival, depend on it. A vast amount of time, money and energy go into the creative work of developing advertising appeals to influence the buying behavior of consumers. Through various appeals, advertising influence, rationally or emotionally, the prospects' purchase decisions. For this purpose, they take the help of varying product features or attributes in their ad appeals, or seek to influence consumer perception of, and changes in consumer attitude to, the advertised product or brand. Ad appeals may be product-oriented or consumer-oriented. Since there are a large number of such ad appeals, it would be difficult to discuss them all. It would, therefore, be helpful to

devise a framework for classifying advertising appeals.

Human Needs as Basis for Appeals

The basic concepts in marketing tell us that PI: is all about satisfying consumer wants and needs. Product and services are offered by the marketer to satisfy one need or the other. Most of the time needs are well known; but sometimes it is the marketer who creates consumer demand. This is what we call creative marketing. Ultimately, all advertising appeals are created for the purpose of activating human needs and wants, and showing how the advertised brand can satisfy those needs and wants. The advertiser has to determine the needs at which the advertising message should be directed. Though it looks simple, it is, in fact, very difficult to arrive at the right human needs or wants, which would be the basis for ad appeals. Psychologists themselves do not seem to agree upon what constitutes a set of basic human needs. However, there are some generally accepted standard list of need structure, which provide some guidelines to the marketer for developing advertising appeals The most popular and widely accepted need scheme is the one given by A.H. Maslow. Maslow's basic human need structure states five levels hierarchically. They are:

- (i) ***Physiological Needs or Creature Comforts (Hunger, Thirst, Sex, etc.):*** These are biological need such as food, water, sleep, and so on, and are the most potent of all human needs. These are therefore placed at the first level of the hierarchy.
- (ii) ***Safety Needs (Security, Protection, etc.):*** These are based on the needs for physical safety and security, and stress such things as preference of the familiar to the unfamiliar and for the known to the unknown.
- (iii) ***Love Needs (Affection, Belongingness, etc.):*** These needs are at least partially fulfilled by marriage parenthood and belonging to organizations, such as the Rotary, Lions and others.
- (iv) ***Esteem Needs (Self-Respect, Prestige, Social Approval, Achievement, etc.):*** As love needs become' least partially satisfied, the need for such things as prestige, self-respect, esteem and status emerge. The desire for achievement,

independence and self-confidence are also part of these needs.

(v) *Self Actualization Needs (Self-Fulfillment, Self-Experience, etc.):* The desire for self-fulfillment, or becoming everything one is capable of becoming is the essence of these needs. Included in them are aesthetic satisfaction, acquiring knowledge, and so on.

Maslow states that each "higher" need dominates the organism as the lower ones become satisfied or nearly (sufficiently) satisfied. A person who has basically satisfied his physiological and safety needs will become concerned about the satisfaction of progressively higher level needs (love, esteem, self-actualization). One of these five stages is always prepotent, even though the needs at other stages are still influential; that is, some needs from all the five stages may operate on an individual at the time that one stage is dominant. An important point to remember is that a consumer does have to satisfy one class of needs completely before progressing to other classes.

Taking a closer look at the human needs, we find that **physiological needs** are the most basic of the five basic needs structure of Maslow. The need for food and water is so essential that, without its satisfaction, life would cease to exist. An individual is first concerned about the satisfaction of his food, water, sleep, and other biological needs. In a society where basic physiological needs are not fulfilled, advertisers of food and related products have to depict them as a better way of satisfying the hunger needs. In contrast to this, where most people in a society have this need satisfied, the advertiser should depict the food item as one, which can help to satisfy a higher-level need, i.e., love or esteem, for example. Once the physiological needs have been largely satisfied, every human being is concerned with the next level of his needs, i.e., **safety needs**. When these two basic needs have been largely satisfied, he is free from constant fear for his safety, health and security. Advertising of food products for the satisfaction of the needs of hunger is hardly necessary. However, advertising: for economical housing societies, life insurance policies, cheaper but nutritious food, healthy drinking water and promotion of sanitary living conditions -

these would still be relevant to our society.

Next to the safety needs come **love needs**. Every individual, whose first two levels of needs, have been fairly satisfied, will seek to love and would like to be loved by others. Love, here, is not to be construed as synonymous with the physiological sense. Sex involves both physiological and psychological gratification. Sex is often used in advertising, as a means of satisfying both physiological and love needs. Advertisers have made an extensive use of sex appeals in their advertising. However, these appeals are aimed at the satisfaction of the love need (affection).

Esteem needs are of two types: **one**, those which are related to how a person sees himself reflected in his personal achievement and self-confidence; and, **second**, those which are related to how, he believes, others see him. How others see him is reflected in the attention and recognition he receives from others as well as his reputation and prestige among other people. Suiting ads of Vimal, Dinesh and Digjam aim at increasing the self-confidence of the user. The jewellery ads of Tribhovandas in Mumbai stress the prestige you can enjoy by using such expensive jewellery. Advertising of any product, which can increase the self-confidence, and self-worth of those who use it makes this appeal - the satisfaction of the self-esteem need. Many ads use the prestige appeal, which the user of such advertised products will enjoy.

Maslow's hierarchy of the need structure is the most widely accepted list of basic needs, a detailed knowledge of which is necessary for any advertiser. However, others have also given their own classification. Combs and Snygg are of the opinion that there is only one basic need - the need for maintaining or enhancing one's self-concept. Berelson and Stenier have given a list of primary and secondary human needs. The primary needs are physiological ones based on the biological functioning of every human being. The secondary needs, according to them, are those which are acquired or learnt, and are not necessary for the basic biological functioning of an individual.

The primary needs include:

(i) Supply Motives: Hunger and thirst.

(ii) Avoidance Motives: Avoidance of pain, fear, harm and other negative consequences. (iii) Species-maintaining Motives: Reproduction, mating and nutritive motives.

The secondary needs include:

(i) Acquired or Learned: It is believed that secondary needs are learned because of the satisfaction of primary needs. One learns that one can better satisfy one's hunger-and-thirst need by acquiring property and other possessions;

(ii) Recognition needs;

(iii) Affiliation needs.

The following conclusions may now be drawn:

(i) Unsatisfied needs are motivators of behavior and satisfied needs are not.

(ii) Much of human behavior is motivated by subconscious and unconscious needs.

These are needs we do not or cannot consciously admit to ourselves. For example, in one of the ads of "Sir Shirts," it was said: "This is the MAN SIR is made for." A handsome man, together with his lovely girl, is shown in the picture. Man has an unsatisfied (and unconscious) need for exhibiting himself as a "he" man to his sweetheart. Wearing a Sir Shirt is presumably a symbolic way of satisfying this unconscious need.

(iii) Generally, several needs operate simultaneously to cause a given behavior response; but only some needs are more important in behavior than others. These "key" needs should be identified and appealed to, directly and indirectly in the advertising message.

Buying Motives

We have already seen that needs motivate us. The various buying motives are given here by way of illustration. Essentially, the advertisers appeal to some of these motives or needs in their ad message.

Different kinds of motives encourage people to certain goals. All of man's actions are guided by his cognition, i.e., his apprehension, his awareness and his anticipation. When

we ask a question: Why do people buy? We are in reality asking the question of motivation of buying. Motivation is thus concerned with the why of human behavior. Motives arouse and maintain activity and determine the general direction of behavior of an individual. In essence motives or needs are the mainsprings of action. Need or motive is something in an individual that prompts him to action. The following are the important buying motives:

Unconscious Motivation: Freud invited our attention to the unconscious motivation. People are not really aware of everything they want, that they will often have tastes, 'biases or attitudes which strongly influence their buying behavior. But they really cannot account for it.

Power Motive: Power is a very strong motivator. We buy many things so that we can exercise power over others.

Competence Motives: We have a desire to have job mastery and professional advancement.

So a doctor buys many types of equipment according to competence motive.

Affiliation Motive: Man is a sociable creature. We seek the company of others to gain some impersonal reward. The desire to be with other people for its own pleasure is also known. In many life-style advertising of products like cigarettes and soft drinks, we make use of affiliation motive.

Security Needs: Investments decisions, medicines, insurance policies etc. are sold on die basis of this need. Hosieries, woolens, umbrellas, rainwear etc. also get purchased against this need. This need is operative both at the conscious and unconscious levels. Fear is used as negative appeal to emphasize this motive. '

Social Needs or Motives: Needs for belongingness is one powerful motive. We' want to be a. part of national mainstream. So we wish to buy packaged tours to Singapore, Europe, Nepal, Kashmir and other destinations. We want to be members of Diner's Card or BOB Card or Cancard. We want membership of Dynasty Cultural Club or Rotary Club or Lions Club.

Esteem Needs or Motives: These are the motives of distinction, achievement, status and independence. Pride and vanity motives also fall in this category. These are important buying motives. Automobiles are sometimes bought because they' give us

social status. All premium products are sold against these motives.

Physiological Needs or Motives: Some of our motives are to survive - we buy food products because of this. We buy houses and flats also to survive. We buy textiles for protection and survival. These are all primary motives ~f buying.

Comfort and Convenience: Different kinds of furniture, interior decor, footwear, woollens etc., we buy for our comfort. Similarly, calculators and computers make it convenient for us to do our accounts, billings and all such other functions. Kitchen gadgets like grinder-mixers, fridges, cooking ranges etc. are bought against these motives.

Envy: As Shakespeare has put it: 'Envy, thy name is woman.' Women envy the gorgeous dress others wear, the cosmetics others use, the complexion the next-door-neighbor has, and the ornaments the cousins have bought. Men also do not lag behind. Onida Color T.V. is 'the neighbor's envy, but the owner's pride.' Wardrobes, cosmetics, fashion wear, designer dresses are all sold against this motivation.

Fashion: Fashion over a period of time changes - in dress, in eating, in design, in make-up, in appearance etc. Certain things are considered to be in fashion and in style. Readymade garments, salwar kurta, trendy tops and tee shirts are all sold on fashion grounds.

Novelty: Newness itself is a strong buying motive. We now have adopted Odopik washing powder in place of earth or clay, Sanifresh toilet cleaner, Odonil air-fresheners - all on the basis of newness. After a time, newness wears off and we search for something else. We formerly applied Odomos as mosquito repellent on the body, but now we say goodnight to the mosquitoes by using "Goodknight Heater."

Sex and Romance: As it is, sex is a primary need, like the hunger and thirst. Most of the personal care products, toiletries, textiles, cigarettes etc. are sold on this basis. Romance is a matter of feeling, a very exotic feeling. Romance could be in imagination also. Tourist destinations, honeymoon packages, jewellery etc. are sold on this basis. Of course, sex and romance are inter-related.

Greed: This motive makes us save and economize. We also like to avail of discount sales, free

gifts, price offs, premiums, coupons etc. because of this motive.

Curiosity: This is also a good buying motive. We are interested to know about the known and the unknown things. Books, games, quizzes, new tourists destinations, dictionaries, encyclopedias, self-learning packages. etc. are sold on this basis.

The above list is only illustrative, and not exhaustive.

A motive is a state of tension. It activates action towards a goal and sustains it till the goal is reached. Motivation can be conscious or unconscious. Motives make the behavior of the individual goal directed. Of course, the means to achieve the goal may be different, e.g., you may achieve distinction by being a Star athlete like Shiny Wilson or an ace gynecologist like Dr. Shirodkar.

Motives are inside the individual - a mental state. Buying motives indicate our buying intentions. Maslow has classified human needs (the manifestation of motives) into five categories, as we have already seen.

Appeals and Buying Motives: Both these are closely related concepts. **Appeals are cues or provide stimulus. Appeals are made because there are buying motives leading to action. Appeals are developed thus on the basis of buying motives.** "Lower-priced Nirma has the price appeal, but it incorporates economy motive. Tonics give us energy but they incorporate health appeal. Tribhovandas Bhimji Zaveri gives exquisite jewellery. This beauty appeals to the buying motive of pride or possession.

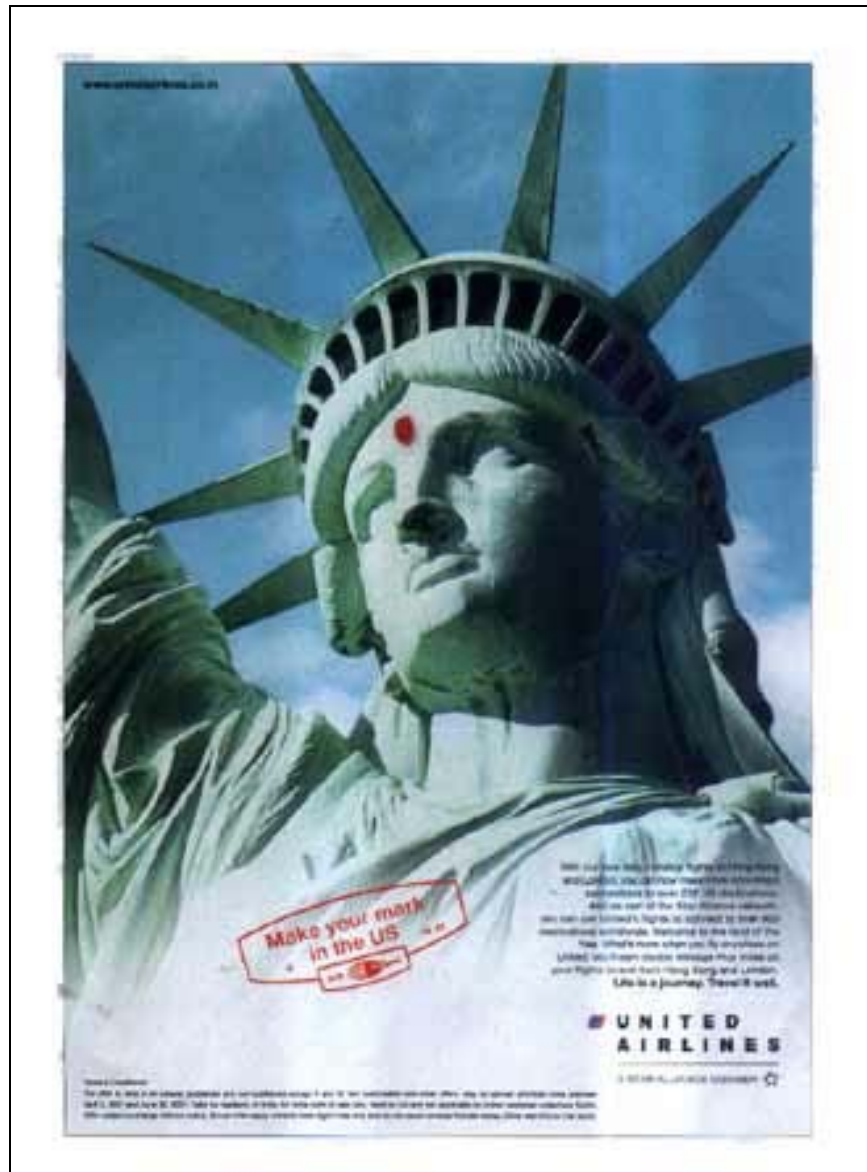
Appeals and Advertising Message

We have mentioned that the advertising message should appeal, directly or indirectly, to those key needs, which influence behavior response. Without going into communication theories and models, we shall deal with the message content, its structure and the format to be employed for the formulation of an appropriate message.

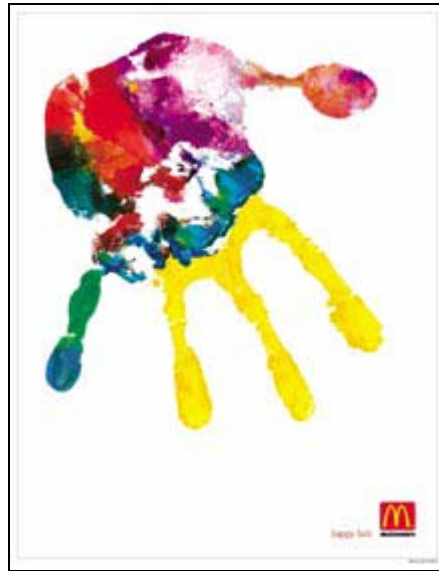
The message content refers to what the advertiser has to say to the target audience that will produce the desired response. It may be an appeal, a time, an idea or a unique selling

proposition. In fact, the message content ultimately formulates some kind of benefit, motive or reason why the audience should respond to, or do, something.

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Types of Appeals



Appeals are broadly classified as rational, emotional and moral appeals. *Rational appeals* are those directed at the thinking process of the audience. They involve some sort of a deliberate reasoning process, which a person believes would be acceptable to other members of his social group. They attempt to show that the product would yield the expected functional benefit. Rationality has come to be equated with substance. A rational ad becomes believable and effective. Although there may be some disagreement regarding which motives are rational and which are emotional, the following are some buying motives, which are normally, considered rational under ordinary circumstances:

- (i) **High Quality:** People buy television, stereophonic music systems, furniture, refrigerators, electric gadgets; kitchenware and a host of consumer durables for their high quality. Many consumer goods, too, are bought for their quality, such as clothing, beverages, food items, etc., and not merely because of their taste or fashion, or style.
- (ii) **Low Price:** Many people buy low-priced locally made air conditioners for their homes because they believe that these products will show a product performance similar to, or slightly inferior to, that of nationally reputed brands at higher price. Whether this is true or not, a person, as long he believes this to be true, thinks his reason will be accepted as a "good" one by his social group. In this case, he is exhibiting a rational motive.

(iii) **Long Life**, as of a car tyre that will give 30,000 kms, before its utility has been exhausted.

(iv) **Performance**, as of a ballpoint pen that won't release excessive ink or skip under any circumstances.

(v) **Ease of use**, as of a screwdriver with a magnetized tip which clings to the metal head of the screw, or a timer in the kitchen mixer which switches off automatically after a pre-determined time period.

(vi) **Re-sale Value**, as of a two-wheeler scooter. "Bajaj" has a better re-sale value than any other make.

(vii) **Economy**, in the operating expenses of some brands of refrigerator is greater because they consume less electricity. Many two-wheeler vehicles claim a better mileage per litre consumption of fuel than similar other vehicles.

We should, however, point out that some of the best ads are totally irrational. *Porsche* car ads listed such irrational benefits. *Volkswagen* built itself on the proposition *it's ugly but it works*. Nine per cent of the human psyche is irrational. But, what is irrational can be made to seem rational. Gary Goldsmith is not content with just a rational benefit but expects the benefit offered to be such, which a rational person can understand.

Industrial buyers are most responsive to rational appeals. They make purchase decisions in line with the technical specification of the product, product quality, etc. Most industrial buyers are knowledgeable about the product class, trained to recognize value and are responsible to others about their choice. Often, industrial buying decisions are made after a thorough comparison of various offers and after evaluating the various benefits of different makes. Consumer durables of high value 'are also often bought on the basis of rational appeals. People are ready and willing to give rational motives if asked why they have made a particular [purchase. Those who buy *Playboy* or *Debonair* are likely to say they buy them for the articles. Even when decisions are made on emotional grounds, people like to rationalize their decision~ to show that they are based on sound rational grounds. Strong emotional propositions need rational underpinnings. Most of us want others to regard us as rational human beings. That is why we like to give socially

acceptable reasons for our buying decisions. We feel that rational motives will raise our status in the eyes of our associates and colleagues.

Emotional appeals are those appeals, which are not preceded by careful analysis of the pros and cons of making a buying. Emotions are those mental agitations or excited states of feeling which prompt us to make a purchase. Emotional motives may be below the level of consciousness, and may not be recognized by a person; or even if he is fully aware that such a motive is operating, he is unwilling to admit it to others because he feels that it would be unacceptable as a "proper" reason for buying among his associates and colleagues.

Emotional appeals are designed to stir up some **negative or positive** emotions that will motivate product interest or purchase. Different emotional appeals, which are particularly important from the advertising point of view, are listed below. Following several motivation research studies, it has been found that **negative emotional appeals are more effective than positive ones**. We shall also, therefore, name the negative appeals first.

All brands have rational and emotional credentials. Levi's is youthful, rebellious and sexy. But it offers rational benefits like strength too. **One has to balance between rational and emotional arguments.** Singapore Airlines presents the Singapore girl, an emotional icon. But it also emphasizes *in-flight service that other airlines talk about*, which is a rational proposition.

Negative Emotional Appeals: An advertiser may try to induce a particular behavioral change by emphasizing either positive or negative appeals, or a combination of both. For example, an advertising campaign to get the target audience to buy fire insurance may stress the positive aspect -low cost relative to other investment, the services the insurance company provides, early settlement of claims, and so on; or it may stress the negative aspect of not getting insurance - the danger of losing one's possessions or the ravages of fire. Positive appeals use the strategy of "reducing" a person's anxiety about "buying and using" a product, while negative appeals use the strategy of "increasing" a person's anxiety about "not using" a product or service. In general, a positive appeal stresses the positive gains to a person from complying with the

persuasive message; the negative appeal stresses his loss if he fails to comply.

We give here the different dimensions of emotional appeals.

Emotional Appeals: Response Categories

Dimension of response to emotional appeal	Illustration
Feelings of an up-beat mood evoked by music, Humor and other such ad elements	'Celebrate with Asian Paints Home Coming' Campaign!
Feelings of quiet and relaxed pleasantness used in cosmetic commercials bringing out sensuousness	'Lakme - she's a woman to me' campaign.
Feelings of heart-warming and tenderness	Cadbury's 'Mother-son' commercial.
Feelings of motivational, appetite desire to buy or consume the advertised brand/category	Food ads.

Apart from the above four categories, the emotional roles the products play in Indian context also affect the response

Role category of the product	Details	Example
Background	<p>Normal part of the scene</p> <p>Necessary to set the stage on which important things in life</p> <p>occur associated with emotion- laden events like marriage</p>	<p>Room furnishings, accessories, most appliances storwel cupboard of Godrej.</p>

Mediator to interactions	Product necessary for interaction to occur	Cameras Souvenirs of events which enable reconstruction of these events (VII luggage campaign Kal bhi, Aaj bh\ Kal bhi).
		Restaurant scene of Titan watch ad. Husband gifts the watch to his wife. The symbol of warmth is the watch. The interactive has heightened. Background music plays an important part
Expression of Self	-	Clothes, apparel and accessory categories. Reminders of self-esteem. Raymond's 'complete man' campaign. Sharmila Tagore and Pataudi in Gwalior suitings campaign.
Products themselves become objects of emotion	High product involvement object becomes a substitute for human relations.	'Hamara Bajaj' campaign.

Precautions while using the Emotional Route:

1. The advertising should have relevance. If the product needs attribute-based rational advertising, emotional appeals should be avoided.
2. There should be a natural flow *of* feelings.

3. Execution should not be exaggerated. The level *of* emotionality should not exceed that experienced by the consumer.
4. There is a difference between a consumer's emotions associated with the product / brand and a consumer's emotional reaction to the ad copy itself. Preferably, these two should be compatible.

Fear Appeals: The *fear appeal* is most important among emotional appeals, and also the most effective. It is said that the message's effectiveness increases with the level *of* fear it generates. The use of fear appeal in getting people to start doing things they should is very common. Many ad messages of toothpaste employ this appeal. They present the fear *of* tooth decay *or* unhealthy gums *or* bad breath, and then suggest the use *of* a specific brand *of* toothpaste to get rid *of* such fears. A recent ad of "Promise" shows a boy weeping because of severe toothache, and then suggests the use of "Promise" to avoid a recurrence *of* toothache.

A fear appeal *of* this kind is used in a wide variety *of* product categories. When products are designed to protect an individual *from* some loss *of* health (medical or life insurance), the fear appeal *of* the type illustrated above can be effectively employed. Then there are products designed to protect an individual *from* loss *of* property (automobile *or* home), which successfully employ fear appeals to induce a particular buying behavior.

Fear appeals are at times used in ad messages in connection with getting people to stop doing the things they shouldn't do. The advertisements relating to prohibition, prevention *of* losses and conservation of energy fall in this category. The warning on the cigarette packet that smoking is injurious to health is a typical example, even though this is a statutory warning and advertisers themselves would not like to include it is the ad on their own.

Then there are many products that are, directly *or* indirectly, involved in the avoidance *of* a fearful situation. A large number of advertisements employ the fear appeal in their ad messages *of* products, which relate to more subtle social and psychological motivations,

such as **loss of status, friendship, job, position, and so forth.** Personal-care products (**soaps, cosmetics, deodorants, shave lotions, mouthwash, etc.**) **fall in this category.** Fear is the higher level of tension; but anxiety has been used to promote the sale of a large number of instant foods, other food products and home appliances. Think of ads wherein the housewife's anxieties are fully exploited to get the message across to the target audience.

The more carefully fear is built, the greater is the tension resulting in a greater drive from within to reduce the tension. Research studies have proved that extremely great fear appeals are less effective than moderate ones in motivating people to adopt the product and eliminate fear. However, very weak fear appeals are not effective either in evoking the desired response. Therefore, a selection of the appropriate fear level is important; it should be strong enough to heighten the drive of the people to buy a particular product. **But if an excessively strong fear is pictured, it is possible that people would exhibit a defensive behavior, and tries to avoid the ad, and may not be prepared to accept the threat. They may even take the view that the solution recommended in the ad may be inadequate to deal with so great a fear.** However, some researchers have found cases where strong fear appeals have worked beautifully. They feel that buyers have different tolerances for fear and that therefore, different levels of the fear message should be set for the various segments of the audience. However, the underlying concept that every message should promise to relieve, in a believable way, the fear it arouses should be the ultimate guide in the selection of the levels of fear appeals. A general principle of "not too much and not too little" is most relevant in the selection of appropriate fear appeals.

CARE (an American conducted a methodical study in rural north India (mainly UP) ad agency) to discover which of the two appeals - positive or negative-would work better in getting a nutritive food accepted. The positive appeal was love of children and the negative one was fear of the consequences of malnutrition. The "love" campaign featured a proud mother rearing her thriving child on the prescribed food. The "fear" approach created a frightening devil (*rakshas*), symbolizing the disease and misfortune arising

from wrong food habits. These campaigns were run for a full year in two different areas. The evaluation of these campaigns clearly showed that the fear appeal created a great deal more awareness of the value of the nutritive food. The negative proposition aroused immediate reaction because of the fact that an unpleasant bang is more likely to make one sit up than the melodious strains of soothing music. Some authors and experts in the field of advertising, however, may disagree with this view. But fear appeals are seldom composed entirely of negatives. The warnings generally pave the way for positive advice and exhortation, and in this form the negative appeals appear to be just as effective on the average as positive appeals.

Take, for example, the recent advertisement of Khaitan Kitchen fans employing a negative appeal. The headline states: "Are you cooking or being cooked?" It goes on: "Every housewife knows how miserable she feels when she cooks. It makes her irritable and saps her energy. Khaitan presents a simple, efficient and inexpensive answer. 'The Khaitan Fresh Air Fan.' It drives out smoke, smells and heat, and brings in fresh air. Not only that; thanks to the continuous inflow of fresh air, the chances of dampness are eliminated. And this prevents cockroaches and other insects from breeding in your kitchen."

The headline and the initial part of the body of the copy effectively create fear; but the latter part of the copy presents the solution and the positive appeal of the product. Such is the most common form of the advertising message - first building up fear and then offering a solution with other positive appeals of the product advertised. On the level of fear, Aaker and Myer, in their book, *Advertising Management*, rightly state that fear or anxiety has two kinds of possible effects on message reception and yielding. As a *stimulus*, its effect tends to be negative; and as a *drive*, it tends to be positive. Furthermore, too little anxiety tends to provide an insufficient drive, and too much anxiety tends to make the stimulus aspect predominant. The net result of these two factors is to make the relationship between anxiety level and message effectiveness non-monotonic, with maximum effectiveness occurring at the intermediate levels of anxiety.

And, lastly, so far as appeals to fear are concerned, this approach is useful for products that are of little interest to consumers when rational appeals are employed. Even in cases where the product fulfils a generally recognized need, fear appeals are effective. Take the case of life insurance. Fear appeals are still required to sell policies. However, fear appeals fail in the case of the cancer hazard of cigarette smoking, which is often rejected by most smokers.

Fear Appeal and Market Segmentation: We have just now stated that, in some cases, big doses of fear are recommended, whereas, in others, the use of low levels of fear is the logical strategy. We have also given examples of an ad about dental health, where the degree of associated fear is high, and an ad about smoking and cancer, where the level of fear is low. Furthermore, apart from the differences in product categories, the age and personality differences in the target audience vary the effectiveness of each level of fear appeal. That is why it has been recommended that both the market segment and product category groupings should be taken into consideration before designing appropriate fear appeals.

Let us take an in-depth look at the use of **fear appeals and their relationship with the market segment**, for this will provide a valuable insight to advertisers. It is important to note that although people generally prefer positive arguments, a fear appeal can make an advertisement stand out from others. For individuals whose aroused fear or anxiety about the product is low, and those who would not normally search for information about the product, the fear appeal can be particularly effective if these individuals have been previously exposed to positive arguments.

It has been found that it is better to put fear first in the order of presentation, to threaten someone close to the prospect rather than the prospect himself. While advertising a helmet for scooter-riders, the fear of injury to the head is the most appealing to the wife and to someone close to the rider. The rider himself may not accept the idea promptly because of self-esteem and of ego consciousness. The appeal of intense fear might be best for people who tend to be of low-anxiety and high self-esteem people, who exhibit a copying behavior, and who find the product to be of low relevance. There are many who have a low vulnerability to fear and

anxiety. For example, life insurance companies find that fear appeals work beautifully with those who feel that they do not need coverage for their lives. Fear appeals are appropriate for breaking into new market segments. In fact, the susceptibility to fear appeals is one more approach to the market segmentation process. A careful analysis of those potential fear appeals, designed to arouse emotion in a group or audience, should be made a part of advertising strategy, wherein all ads addressed to this audience will incorporate such fear appeals. Thus, if appropriate fear appeals are defined, they become a useful tool in market segmentation.

Positive Emotional Appeals: Positive appeals highlight product benefits and attributes capable of influencing consumer behavior. They are love, humor, pride, prestige and joy. Most baby food products have a mother's love appeal. Love for family is perfectly employed in an ad of **Dettol soap** that has been called "**The Love & Care Soap.**" In the closing sentence, the ad appeals by saying: "Give your family the Loving Care of Dettol Soap." **Mother's love for the baby has been appealed** to in ad of Johnson's baby soap. It says: "Gentle as a kiss on your baby's tender skin." It further, goes on to say: "**Johnson's Baby Soap. Because Johnson & Johnson care for your baby almost as I much as you do.**" Is this positive appeal not effective, when the advertiser shows as much care for a child as its mother does?

Advertisers have also successfully used messages communicating the joy and thrill (all, those soft drink, ads) associated with using the product. A humorous message attracts more attention and creates more liking and belief in the source, though it reduces comprehension. **David Ogilvy**, a well-known personality in the advertising profession, believes that humour has been over-used: "**People are amused by clowns - they don't buy from them...So many people in advertising are compulsive entertainers who seek applause rather than sales.**"

Other positive emotional appeals involving price, prestige or exclusiveness are often used in ads of suitings. Advertisements of suitings by Raymonds, Digjam, Dinesh etc., employ

emotional motives, "Suitings for the Connoisseur," a Digjam ad campaign, is an example of appealing to those individuals who are experts in matters of taste and choice of clothing. Other emotional motives are illustrated in the following list:

(i) ***Desire to be different***, as illustrated by people who build an ultra modern home in an area of traditional homes.

(ii) ***Desire to confirm***, as in the case of teenage boy and girls who want to be "in jeans" because all their friends wear jeans.

(iii) ***Desire to attract the opposite sex***, as shown by a teenage girl who buys a new cosmetic in order to make her skin more beautiful.

(iv) ***Desire for prestige***, as shown by a person who buys the most expensive automobile (Mercedes, Toyota, etc.) he can afford in order to impress his friends.

In making purchases, many combine both rational and emotional motives. In fact, a blend of buying motives usually is the basis of a purchase: An engineer may take up a management course at any of the prestigious schools because he feels it will make him look important in the eyes of his associates and help him in securing a better job in the industry and business. A woman may want to buy a new home in posh locality because it will improve her family's social status and because it is within walking distance of a good school for her children.

Moral appeals are those appeals to the audience that appeal to their sense of right and wrong. These are often used in messages to arouse a favorable response to social causes, such as prohibition, adult literacy, social forestry, anti-smuggling and hoarding, consumer protection, equal rights for women, social responsibility projects of corporations, rural development, siding weaker sections of society, employment generation, and so on. There are messages that appeal for generous donations for flood victims and for famine relief operations - these are often based on moral appeal. Many commercial advertisements are criticized on moral grounds. The most controversial ad campaigns are by multinational companies marketing baby food products. Many WHO experts are critical of these corporations that promote bottle-feeding against breast-

feeding.

Sex Appeals in Advertising: Sex appeal is being increasingly used in Indian advertising to overcome the culture in the print as well as broadcast media and to grab attention. Sex appeals in contraceptive ads have become explicit, and are more visual than verbal. Does sex really sell? Or

is it a negative influence on consumer? The answer is not either affirmative or negative for these questions, and depends upon a number of factors.

Effectiveness of ads is measured in terms of the objectives - creating awareness may be the objective, and then brand recall is a measure of effectiveness. The advertising objective may be to make the consumer buy - here buying intention is a measure of effectiveness. The following summarizes the research studies in this context.

Research shows that non-sexual illustrations are more effective than sexual ones while undergoing brand recall. Men remember the sexy illustration and neglect the brand. Favorably disposed people to the use of sex had a higher brand recall of brand names that used sex appeals in their ads.

Negatively inclined people to sex had a lower brand recall. .

Research also shows that nude illustrations of female are least appealing, are associated with lowest quality product and least reputable company. Recently Seven's research shows that explicit sex appeals do not interfere with the ability to recall brand names.

It has also been observed that visual which is highly sexual interferes with the cognitive processing of the message since readers tend to spend more time on the ad as a whole. Information transmission is definitely adversely affected by sex appeal.

Functional sex appeals have highest recall and so also symbolism.

Inappropriate sex appeals have lowest recall. Fantasies are also used as sex appeals. Appeal that are consistent with the product, lead to a higher recall.

There might be gender-related responses to sex appeal. Females may find the sexual ad offensive and so its use for a female-targeted product runs a risk. A lipstick ad showing a female model that is seductive may grab the attention of the male-audience rather than the targeted female audience.

Connotative sexual appeals like symbolism are more acceptable than explicit appeals.

The sexual appeals are justified in case of products like personal products, panties, bras, undergarments, and swimsuits. They may not go well with industrial products. The relevance of the appeal to the product is very important.

The manner of sex portrayal, the sex of the models and the target segment also affect the effectiveness of the ad. Blatant references to sex are suddenly the in-thing in American advertising. Marketers promoting perfumes, jeans, alcohols, gloves, watches and cars are resorting to this route. Media clutter may be one reason that leads to the explosion of sexual imagery in advertising. Ads of perfumes have traditionally focused on the sensuous. For Calvin Klein, sex has always been a favorite selling point.

The late Justice Hidayatullah had ruled "where obscenity and art are mixed, art must be so prepondering as to throw the obscenity into the shadow." We tend to agree with him. There is a thin line between nudity and crudity. Even an act of kissing has both sexual and non-sexual content. "Of no use to one, yet it is absolute bliss to two. The small boy gets it for nothing, the young man has to steal it and the old man has to buy it. The baby's right, the lover's privilege, the hypocrite's mask. To a young girl, faith; to a married woman, hope and to an old maid; charity."

Sex appeals are interpreted differently from time to time, region to region, person to person, country to country, and society to society. Even the same person reacts to them differently at different stages of his life cycle.

Direct and Indirect Appeals

Another way of classifying ad appeals, comes about whether we they are linked directly or indirectly with consumer needs. Sometimes advertisers are explicit about the need to which they are appealing, whereas, at other times, appeals are veiled or purposely kept ambiguous, and the consumer has to determine the relevance of the appeal to him.

Direct Appeals

Direct appeals are those that clearly communicate with the consumers about a given need, followed by a message that extols the advertised brand as a product that satisfies that need. In Industrial advertising, some ads may have a direct appeal, satisfying the customer's technical need; but, in consumer advertising, the direct appeal plays a very limited role. Examples of direct appeal ads for consumer products are rare. In America, the hamburger was once advertised with the hunger appeal. The ad said: "When you get a man-size hunger, eat a whopper hamburger."

Indirect Appeals

Indirect appeals are those that do not emphasize a human need, but allude to a need. Because advertisers understand the influence of needs upon selective perception, they leave some ambiguity in the message so that the consumers may be free to interpret it and the need to which the advertiser is appealing. Since this interpretation of the consumer is not difficult, there is no risk involved in keeping the ambiguity in the message.

Indirect appeals are either product-oriented or consumer-oriented, or may be a combination of the two. We shall now discuss each one of these indirect appeals in details.

Product-Oriented Indirect Appeals: They are grouped into three classifications:

(i) ***Feature-oriented Appeals:*** The basic message is about product features, characteristics and attributes. Examples: Instant Shine, Cherry shoe polish, "Promise," the unique toothpaste with the time-tested clove oil.

(ii) ***Use-oriented Appeals:*** The basic message emphasizes specific in-operation and/or

post-operation advantages of the brand advertised. Examples: Anne French hair remover ad: "How much cruelty can a woman's skin bear?" The headline is a searching question. The ad message discards other methods of hair removing - they are shaving, waxing, and threading. Then it goes on to inform you how gently hair is removed with Anne French. Another example is of Stayfree belt less napkins by Johnson & Johnson. It highlights the fact that there is no need of belts or strings or pins. How convenient it is, taking away all the botherations of women!

(iii) Product Comparison Appeals: "The basic message emphasizes the differences between the advertised brand and the competing brands. The advertised brand, of course, has a net advantage over those with which it is compared; otherwise the whole exercise becomes futile. Think of those ads of electric fans, when the product features of various brands are compared in the ad in a tabulated form - such features as the number of poles of the motor, the number of bearings, the price, warranty period offered, etc. A refrigerator advertisement compares the types of compressors used, whether high speed or low speed, electricity consumption, noise level, the quality of the white enameled body, extra tray, etc.

Consumer-Oriented Indirect Appeals: They are further divided as follows:

(i) Attitude-oriented Appeals: The basic message is one that is in line with the consumer's attitude - his value - belief structure. Example: The ad series by Shriram group, namely: "Indian Corporate Evolution. The Shriram Experience." In one of the ads, it says: "we are Indians. We must remember our roots." Then it goes on to state the group's belief in Indian traditions and the advantages it shares with the country. This message refers indirectly to Maslow's esteem need.

(ii) Significant Group-oriented Appeals: The basic message emphasizes the kind of group that uses or approves of the advertised brand. The group may be a reference group, a social group, or a peer group, or any other group that is significant for the consumer target. The ad says: "Some possessions define a character. Some distinguish it. A cigarette so distinguished, it's by appointment to your Majesty."

(iii) Life Style-oriented Appeals: The basic message emphasizes an identifiable life style relevant to a defined target market. Example: An ad of Charminar cigarette making an

appeal with its strong taste. For some hard smokers, a "strong" cigarette can only give relaxation, particularly after a day's hard work. One needs a Charminar.

(iv) **Sub-conscious-oriented Appeals:** The basic message is distinguished and is directed at the consumer's sub-conscious (or unconscious) need. These messages are aimed at the buyer's dream world, but are veiled in some manner by messages appealing to the buyer's conscious mind. Example: 'Petals' brassieres of VIP are advertised with a dreamy message: "As you flower into a woman, you discover the epitome of international fashion. Discover Petals."

(v) **Image-oriented Appeals:** Although all advertising appeals create a brand image in the minds of consumers, the image-oriented approach is distinct in the sense that here the advertiser, consciously and purposefully, makes an effort to mould a brand image. There is an intention to create a specific brand image. One strategy is to create a brand image that "fits" either the self-image or self-ideal image of the target market.

Essentials of an Advertisement Appeal

- (i) It must be thematically sound.
- (ii) It must be communicative.
- (iii) It must be interesting.
- (iv) It must have credibility.
- (v) It must have finality and be complete.
- (vi) It must contain truthful" information.

Selling Points and Appeals

Selling points are those product attributes that are listed in the advertisement copy to impress upon the consumer the significance of a product to him. They could be specifications, quality statements, composition statements, descriptive or narrative or performance statements. Some selling points are primary selling points and the rest are subsidiary selling points. Selling points in order to be effective must have the force to appeal to a particular buying motive. So selling points successfully touch upon the buying motives.

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