

A STUDY OF DIFFERENT APPEALS IN ADVERTISING

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Abstract:

The current research is merely a summary of the appeal of advertisements. Here, we attempt to list various forms of advertising appeal along with relevant instances. Ad is a tiny word, but by incorporating unique components, it becomes something amazing. It only has a few seconds to deliver the information, but it also includes a brief narrative. It requires a lot of innovation, creativity, and the ideal concept. Appeals like favourable price appeal, feature appeal, competitive advantage appeal, news appeal, product appeal, emotional appeal, brand / status appeal, bandwagon appeal, scarcity appeal, social appeal, rational appeal, masculinity / femininity appeal, Musical appeal are the popular class of appeal in advertising used across the globe. By examining the appeals, we can draw the conclusion that the most common & most successful types of appeals used in ads are the ones based on favourable price, feature, and emotional appeal. It immediately affects the consumer's values, forcing them to purchase the good or use the service.

Key Words: advertising appeal, emotional appeal, advertisement, broadcasting

Introduction:

The various methods or strategies employed by marketers to convince customers to purchase their goods or services are referred to as advertising appeal. By appealing to the target audience's feelings, needs, and desires, it is possible to connect with them and shape their behaviour.

Advertising appeals that are successful must speak to the target audience's values, beliefs, and goals. In order to stand out from the plethora of other advertisements that consumers see every day, they must also be imaginative, unforgettable, and attention-grabbing. Advertisers can develop messages that resonate with their target audience and persuade them to take an action, like making a purchase or viewing a website, by understanding what

drives consumers.

There are many different kinds of advertising appeals, including emotional appeals, rational appeals, scarcity appeals, social appeals, bandwagon appeals, sex appeals, and fear appeals. Every appeal employs a different strategy and focuses on a different element of behaviour in people.

Advertising appeals' main objective is to make advertising campaigns more effective by forging a positive brand image and public impression of the promoted good or service. This is accomplished by developing catchy and memorable messages that appeal to the target audience and inspire them to take action, like buying something or going to a website.

Overall, advertising appeals are essential to the marketing process because they enable marketers to develop memorable campaigns that engage customers, increase brand recognition, and spur company expansion.

What is Advertising Appeal?

Advertising Appeal is a technique used to catch consumers' interest and elicit a response in relation to the good or service being advertised, which may result in an action like a purchase or inquiry.

Advertising is a non-personal form of communication by a recognised sponsor about a given good, service, cause, or idea. At its heart, advertising appeal works to

grab consumers' attention, successfully sway their emotions, and shift their attitudes in favour of the advertised good or service.

Customers are emotionally connected to the advertisement. Understanding what customers want or need and what excites them is a necessary component of creating such an appeal. There are a variety of appeals that can serve as the framework for advertising statements.

Importance of Advertising Appeal

A campaign's advertising appeal is a crucial component. The following is a list of the most common questions we get from our customers. When there are numerous competitors, the choice to purchase a good or service becomes even more complicated. Through the promotional efforts, the message must be very clear to the consumer. Advertising appeal aids in conveying that messaging in a way that customers not only comprehend but also react to. A purchase of the product or product study could be the action.

Even if the product is only added to the consideration list of the potential customers as a result of an appropriate appeal, it is still a success.

Literature Review

Zhang, Y. et. al., (1996). This research, which examines the cultural influences on advertising appeal, took place in two different counties and even an entire region in China and the United States.

Study findings revealed that while social appeal is advantageous, product use appeal counts greatly in order to attract greater numbers of customers. The study focused on socially viable products and product use in private settings.

Chandy, R. et. al., (2001). It was discovered during the study's testing of advertising using toll-free referral services that advertising based on expert sources and argument discussion has a greater effect on consumers. In the current economy, emotional appeal makes a lot of sense.

Agrawal, R. (2018) Advertising is a market where companies use ingenuity to primarily target their direct or indirect competitors. Because the public is familiar with the product, we can readily connect with them through imitation or copying. Imitation and innovation work well together.

Han, S. P. et. al., (1994). Due to the stark cultural differences, the author conducted the research in two different countries: the US and Korea. The study focuses on individualism and collectivism; as was expected, US citizens sought out benefits that were more individualistic, whereas Korean citizens were acquainted with benefits that were family- or ingroup-based.

Johar, J. et. al., (1991). When the product expresses worth, self-congruity contributes to audience persuasion. On the other hand, when a product is helpful,

functional appropriateness can persuade a crowd.

Popular Commercial Appeals:

- **Favourable Price Appeal**

The message is dominated by the offer amount. This is used a lot during sales promotions, such as holiday sales, exclusive offers, and regular cheap prices. McDonald's Happy Price Menu campaign is designed around this appeal. Same as big billion days & many such deal of the day like options are given to attract the customers with lots of free bees. Meesho & Shopsy are example of favourable price appeal.

- **Feature Appeal**

Reasonable arguments for buying a product are the centre of rational appeals. To illustrate the advantages of the product and persuade consumers that it is a wise purchase, advertisers may use figures, facts, or customer testimonials.

The communication is heavily influenced by the main characteristics or attributes of the good or service. These advertisements typically aim to create a favourable attitude towards the qualities that will prompt a logical purchase while being extremely instructive.

L'oreal's Total Repair ad campaign featuring Aishwarya Rai talks about the product's effectiveness against

5 hair problems. Mobile & gadgets making companies & automobile industry shows many features of cars bikes etc. they attract buyers by showing advancement of feature.

- **Competitive Advantage Appeal**

Advertisements that make this appeal directly or tangentially compare certain characteristics of a competitor's product or service. Shows the equality & competitiveness in ad. In this segment company shows similar product available in market & try to dominate the market by targeting weak points of the rival company. Like Parle – G & Tiger Biscuit, Tide & Wheel detergent. Mazza and Slice

- **News Appeal**

The primary content of the advertisement is an announcement or update about the product or service. This is a strategy that many academic institutions use to establish themselves as industry leaders.

In order to demonstrate a proof that directly appeals to consumers, news appeal is also used.

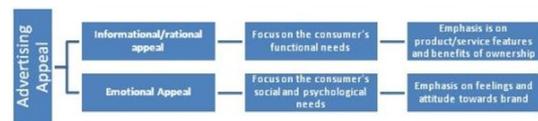
Often it shows as ‘Hey! Price drop’, or ‘Offer Ends Soon’ are the news element moreover to this sometime companies come up with the product variations & it advertises as ‘now also available in this colour or fragrance or flavours’. Schemes for housing / apartments published in news

publication with exciting offers and special amenities.

- **Product/Service Popularity Appeal**

This highlights a product or service's success by highlighting the clientele. ‘India's top English newspaper’ designation belongs to ‘Times of India’, ‘AajTak Sabse Tej’ which frequently reiterates this claim.

Customers are influenced by the advertising medium or integrated marketing messages that are employed. They always claim that we are the leading brand of apparel or so.



- **Emotional Appeals**

Emotional appeals try to make the consumer experience something. Advertisers can evoke strong emotions in their target audience by using humour, fear, affection, or empathy.

Despite the fact that this category encompasses a wide range of personal needs (safety, security, love, affection, joy, nostalgia, pride, achievement, pleasure, sorrow, self-esteem, actualization, etc.) and social needs (recognition, status, respect, rejection, approval, etc.), the two most prevalent ones are:

- a. **Fear Appeal**

When used in this way, fear plays a

part in the appeal and helps customers grasp the advantages. We can say insurance company greatly broadcast this by showing future threat in their ads. Like policy bazar, LIC, Mountain dew & many more.

b. Humour Appeal

The most memorable advertisements are frequently the ones that are humorous because they can keep viewers' focus and influence their attitude towards the brand. Advertisement like sprite, cars 24, imperial blue etc.

- **Brand/Status Appeal**

Customers who associate a certain status value with the merchandise have this appeal. Due to the global appeal of their brands, BMW and Mercedes vehicles have evolved into prestige symbols. Apple iPhone is most awaited mobile phone worldwide due to its brand & status appeal.

- **Scarcity Appeal**

Scarcity appeals highlight a product or service's restricted supply. Advertisers may use words like "while supplies last" or "limited time offer" to convey a feeling of urgency and nudge customers to take action right away. This kind of advertisement are mostly found on Amazon, Flipkart, Myntra etc. online shopping sites.

- **Social Appeal**

The need to fit in or the desire for social approval are the main themes of social appeals. Advertisers might use visuals or messaging that appeals to a specific audience, like young workers, families, or athletes. Example the ad of bournvita, complain & also ads of sanitary napkins. Advertisements giving social message like consumer awareness traffic awareness etc. are also termed as social ads.

- **Rational Appeal**

The emphasis of rational appeals is on logical or pragmatic justifications for buying a product. Marketers may make use of data, facts, or testimonies to highlight the advantages of the product and persuade customers that buying it is a wise decision. Pepsodent claim that it gives long hours protection from germs same as cosmetic brands like lakme, Nyka gives product last for 9 to 5 or 24 hours smudge proof kajal & 12 hours hydrated skin, colour meter are the few example.

- **Bandwagon Appeal**

When a product or service is the subject of a bandwagon draw, it implies that everyone is using or purchasing it and that customers should do the same. Advertisers might use verbiage like "join the millions who have already bought" to entice customers to buy. Brand which everybody knows & trusted one or recommended by experts like Oral-B, Coco-cola, the

products popular worldwide.

- **Masculinity / Femininity Appeal**

Sex appeal employs alluring models or suggestive imagery to market a product. Advertising for clothing, fragrance, and beauty items frequently employs this strategy. Products like wild stone, Denver, dairy milk silk are the example of the same.

- **Musical Appeals**

A listener's attention can be drawn in by music because it is frequently associated with feelings, occasions, and recollections, drawing in those who were not previously interested. Using musical pleas makes it possible to establish a link between the good or service and a memorable song or jingle. Ads which we remember with the jingle have greater impact on musical appeal like ads of vicco turmeric, lifebuoy soap, bajaj scooter, Ponds Cold cream, Gaana app, britannia and many more.

Results of Advertising Appeal

Almost all companies do the sale promotion & advertisement is one of the most powerful option to take product & brand on pan India or global level. Such as the brand name Apple has elevated to a status symbol in society. In many nations, people want an Apple Smartphone, Smart watches, ear buds, and more smart gadgets. Every time an iPhone model is released, people want to purchase it. For other significant smartphone flagship

companies, the same is valid. This demonstrates company appeal.

There are numerous instances where a campaign tells the inspiring tale of a person who overcame obstacles to reach particular objectives. Many individuals find this to be emotionally appealing and motivating.

Few advertisement are long lasting, means which never loses its charm. It may be some jingle or it may be any tag line or punch line. Also it keeps greater impact on the mind-set of the users.

Some of the advertisement designed in such a way that people feel the sense of responsibility it also lasts impact on viewers. It may be out of fear it may be out of emotions we especially in our county easily get connected with the society we do many things by thinking of others so again societal aspect makes difference.

We can say that each appeal has significance in their unique way and also each style is successful in somewhat manner. But in country like ours we believe more on result oriented advertisements & emotional advertisement. As we feel ashamed of doing or not doing certain thing but the particular appeal strike on the matter which makes users to think about.

Discussion:

All the products have different consumers market & all the companies try to reach their appropriate market. In this procedure

advertisement helps a lot. It is a best marketing tool through which companies can connect to the maximum market size. Many people watch the advertisement, and the message about the product either directly or indirectly reaches the target market. Advertisement may be through television broadcasting, public chanting, by radio or it may be done over the internet. It caters a buyers for the company. And here in this study we have focused on different appeals that advertisement carry. Ad appeals add value because they allow us to highlight the significance, application, outcome, and various other features of the good or service. Many often advertisements are becoming the source of knowledge it actually makes people aware about market trend.

We can state that this market is getting bigger every day and that even the government and banks use it to advertise their programs. Even our regulators, such as the RBI, SEBI, and PFRDA, promote their promotional efforts and investor protection.

There are very few businesses that don't use any form of advertising, and there is a big distinction between the two. Nowadays, it's obvious that the person who publicizes their success is the one who succeeds in the market because everyone wants to hear about their success story. If you don't pursue its benefits, someone else will take advantage of you.

We can observe that throughout the winter,

each cosmetics manufacturer broadcasts a commercial with a distinctive appeal in an effort to show off their superiority. Similar to the summer, this is available with names of iced drinks and perfumes. In March month we can see numbers of investment focused advertisement. Even on various tastes of the related product, peaches from the channel business.

Advertisement are segment of creativity & almost companies put their maximum efforts to design such a relevant ads. As in just 20 seconds they have to show what the company is and how we are useful to the buyers. So actually it's a tuff task but still all are doing it by striking to the customer values.

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