

**A Study on the Impact of Rational Appeal in Television Advertisements on
Management Students of Udaipur**

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Abstract:

The paper focuses on the impact of advertising appeals with special reference to Television advertisements on the management students of Udaipur. The researcher has tried to analyse the impact of rational appeals at different stages of Product Life Cycle taking into consideration only television advertisements by using Focused Group Discussion method. From the results it can be interpreted that rational appeals have different impact at different levels of PLC on homogenous sample of students.

Keywords: marketing, advertising, advertising appeals, rational appeal, TV advertisements, Product Life Cycle.

Introduction:

The cues which provide stimulus to the buyers in the advertising campaign are called as appeals. The main purpose of appeals is to propel the customer into buying the product and hence they are formulated on buyer's motive. Appeals facilitate correlation of buying motive to the product characteristics. Kotler is of the same view when he quotes that, "Advertising appeal is the theme of an advertisement. To make the audience receive a necessary message, advertisers have to put some driving power into the message. This driving power is appeal. Every advertising appeal represents an attraction, which arouses consumer's desires."

Kotler (2003) separated appeals into rational and emotional appeals. The existing studies examine the impact of advertising appeal on purchase intentions or attitude formation. Only a few studies has drawn a comparison between rational and emotional appeals and state which helps in formation of attitude more effectively. **(Kotler, 2003).**

The appeal is said to be rational when the advertisement focuses upon facts and information providing information about specific features of product or service. Rational appeal represents facts in a intelligent way directly triggering reasoning of customers.

A toothbrush ad that establishes that "four out of five dentists recommend" this product making people believe that if experts believe in the product, customers should also believe in the facts demonstrated. Rational appeal caters to utilitarian approach of a consumer and helps in taking practical decisions. These appeals are customer centric and focuses on satisfying particular consumer needs by developing favourable attitude towards product as benefits of product are demonstrated.

For the purpose of this research the product categories have been defined as per the different stages of product life cycle. Product Life Cycle is one of the prominent and vital concepts of marketing. According to the concept, the product goes through different stages before it vanishes from the market. As consumers have life cycle same is with product as they go through four stages from entering to the market to exiting the market. The four stages are: Introduction, Growth, Maturity and Decline.

Television is one of the most exceptional discoveries of 20th century. The 1st mechanical working television system was invented by John Logie Baird in 1926. The basis of modern television was demonstrated by Vladimir Kosma Zworykin as a system of Television with a 10 cathode-ray tube called 'kinescope'. Television communicates information, education, advertisement, entertainment, publicity, propaganda and other services to the world by mixing of sound, picture, motion, color and drama and creates an immediate impact.

The medium works like magic as it combines audio and visual signals making consumers ware of world happenings sitting at one place. Television creates a strong impression on the minds of the audience leading to emotional engagement. Therefore, it can be concluded that television is the most domestic form of media in India providing information about various fundamentals around the world to the people sitting at their homes.

Television Advertisement is a small fraction of television programming paid for by marketers to develop a product placement and market products and services which may vary in form of TV commercials from few seconds to minutes. A television company and advertising agency established in industry and know their work well should be chosen for creation and production of advertisements working effectively in field of production as well as air time. It is important to choose such an agency because good broadcast quality production and broadcast standards is important to gain advertisement's acceptance by the networks. Marketers used different signs and symbols to highlight features of their products and increase consumer awareness. Today, print and electronic media is extensively used. "Use of different marketing promotional strategies has been identified as an effective tool of creating awareness among the consumer population.

Among them is popular celebrity attachment with the particular brand. In developing countries where majority of the population live in remote areas; the effects of Television (TV) advertisement are very much high. In these areas TV advertisement enhances the satisfaction level of those products and they prefer to buy that one". **(Bishnoi, 2009)**

Importance of Study:

The study is of great importance to marketers as all the products go through the different stages of PLC and if PLC and television advertising connected, and a thorough analysis of the type of appeal to be used can be beneficial to get better customer insights and formulate better recognition and recall strategies. The major strength of the paper that it describes the appeal appropriate for each stage helping the marketers to get a better insight of consumer's preferences and what creates a greater impact on consumers.

Review of Literature:

(Newbolt, 2017) in his recent article rightly stated the effectiveness of rational appeal is higher when the product or idea appeals to intelligence and reasoning quotient of an-- individual. For example, if a marketer wants to advertise a vehicle brand having elaborate technical and other features appealing to sense of people like mileage, safety, sound system etc. rational appeal proves to be more effective making a consumer say, "yep, that makes total sense. I want that."

(Steinhardt, 2017) described Product Life Cycle as an evolving theory which effectively distinguishes between the different stages a product goes through from introduction to banishment from market. A thorough understanding of these stages and use of effective marketing techniques at each stage establishes a better market share and sustainability. PLC also helps in realizing the return on investment of product by deliberately extending the length of time spent at each of the PLC stages through different tactics.

The author **(Edgar, 2016)** tested socio-emotional-selectivity theory on 2,550 adults in the age group 19-90 years and demonstrated some new results. The results clearly stated that, in contrast to expectations and existing socio-emotional-selectivity research, older generation prefers rational over emotional appeals. Paper examines that 49.7% under age of 50 years preferred rational ads and 50.3% preferred emotional ads. On the contrary, 63% of the people above 50 years preferred rational advertisements over emotional ads.

(Sarfaraz Ahmed, 2017) done a study on "Does Advertisement influence the Consumer's Brand Preferences and Consumer's Buying Behaviour in Malaysia", where they collected the responses from 250 respondents with the help of questionnaire and they analysed the effect of advertisement on brand preferences. They came out with the results that TV ads play a positive role in creating brand preference in the mind of customers. Majorly advertisements which are using emotion help more to create the brand preference among the consumers.

(Malini Singh, 2017) described studies that enlighten the fact that emotional appeal plays a pivotal role in creating the brand preference and brand image of the product in the market. The study all reveals that youngster and women are mostly gets affected by the emotional TV advertisement. It has also seen that humor appeal are most common appeal which are used in TV Commercials so make the connect with the viewers. Finally I can conclude that if emotions are used in the proper manner in TV advertisement it can help in increasing brand loyalty and brand recall which will help the marketers to make their base in the market.

Research Gaps:

As per the previous studies done on Advertising appeals done by famous marketers like Kotler, BCG group and Nielsen Reports the importance and impact of appeals on advertising has been highly recognized for understand consumers' behavior in a better way.

In Indian scenario a few researchers like Abhilasha Mehta have done some commendable work on Emotional appeals but major research has not been conducted in Indian context. So a profound study of appeals will help marketers to develop better marketing strategies and plans for the irrational Indian people.

Apart from that the most booming paradigm of advertising that is internet advertising has been studied but a detailed study on the basis of Product life cycle has not been conducted considering products at different stages of life cycle.

For the purpose of study, only the management students have been considered which one of the most tech savvy generations but the study can be further extended to study of other appeals and other demographics.

Objectives of the Study:

The following objectives have been formulated for the research:

- 1) To study the importance of rational appeals.
- 2) To study the impact of rational appeal at different stages of PLC with special reference to Television advertising.

Research Methodology

Research Design:

The research design is initially exploratory in nature and will further turn descriptive in nature during the course of research.

Sample Design:

Universe: Management Students from Udaipur

Convenience Sampling method for choosing the advertisements capturing rational appeals and

choosing randomly management students belonging to same age group.

Sources of Data and Information:

The study collects data from primary and secondary sources of data.

Primary data was collected from management students using Focussed Group Discussion method with 15 groups of 6 people each and a moderator.

Secondary sources of data was collected from extensive literature from books, journals, magazines, newspapers, online research databases such as infolibnet, national digital library, epsco etc.

Hypothesis:

For the purpose of the study, the following working hypotheses have been framed:

- 1) Rational Appeal has a significant impact on Television Advertisements at introduction stage.
- 2) Rational Appeal has a significant impact on Television Advertisements at growth stage.
- 3) Rational Appeal has a significant impact on Television Advertisements at maturity stage.
- 4) Rational Appeal has a significant impact on Television Advertisements at decline stage.

Statistical Tool Used:

The homogenous groups of Management Students were asked an array of questions after showing clippings of advertisements using rational appeals. The advertisements were selected in a way that the products shown belonged to different stage of PLC. Five advertisements from each stage were shown summing up 20 advertisements and then questions on the basis of clippings were raised. The moderator also acted as a facilitator for the whole activity. A thorough content analysis of the data collected helped the researcher to examine the results stated in findings of the study. The statistical tools used for qualitative analysis of responses generated during group discussion were content analysis and thematic analysis to find out the relevant results highlighted in the findings.

Findings of the Study:

The findings indicate that rational appeal has different levels of impact in internet advertising depending upon the product, its involvement and its stage in PLC.

1. In relation to the advertisements related to Introduction Stage, rational appeals play a vital role as the consumers are not aware about the product and keen to know the features of the new products.
2. When the product reaches the growth stage, the impact of rational appeals start declining as consumers are well aware of the product and know what product can deliver.
3. At the maturity stage, the impact of rational appeals remains constant and does not impact much the buying motivation of the consumers.
4. At decline stage, rational appeals again become stronger as if consumer is made aware of the features and uses of product it gives a bounce in the sales in some cases and the appeal does not affect the sales in some cases.

Analysis and Interpretation:

From the findings of the study it can be analysed that rational appeals have different impact on consumers with reference of different products at different stages of PLC. It can be interpreted that rational appeal has relevant importance at introduction and decline stage and lesser importance at growth and maturity stage. The difference in importance is majorly due to some reasons stated, at introduction stage, the consumer is not aware about the product so the proportion of effectiveness is higher at this stage. At growth stage, the impact of rational appeal has decreased as consumer is well aware about the product and has required information about the product. At maturity stage, the impact of rational appeal is constant not impacting consumer to a great extent as product has already the maturity stage and is at its peak. At the decline stage, the impact of rational appeal is observed to be higher as compared to growth and maturity stage as the product is becoming obsolete so a new innovative rational appeal can induce the life back into product.

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