

An Analysis of Advertising Appeals in Services Advertisements: A Content Analysis Approach

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Abstract: Advertising (or advertizing) is a form of marketing communication used to persuade an audience to take or continue some action, usually with respect to a commercial offering, or political or ideological support. Advertising appeal gives a reason to buy a product. An advertising campaign may have one or more advertising appeal. One appeal can be used and it can have sub themes in themes in an advertising campaign. This paper examines the content analysis of present day advertisements. The objectives of the study were to study the different kinds of advertising appeals in the Services/Products and to know the most frequently used advertising appeals for the selected services/products in news paper advertisements. The researcher has collected the data during 1/8/2012 to 5/02/2014 through content analysis. A total of 124 advertisements were gathered from the news paper. A code sheet was developed to record the information. A simple percentage method was used to analyze the data. It has been found that Feature appeal is the most frequently preferred advertising appeal in the news paper advertisements for Services/products. So the Rational advertising appeals are the most frequently preferred advertising appeals in the news paper advertisements for services/products.

Key words: Advertising appeals, Rational Appeals, Feature Appeal, content analysis and News paper advertisements

INTRODUCTION

Advertising (or advertizing) is a form of Marketing communication used to persuade an audience take or continue some action, usually with respect to a commercial offering, or political or ideological support. Everything from education to career building to buying soap or a mobile, one has to rely upon advertisements. Today lakhs of money, even crores, are spent in preparing two or three minutes of an advertisement. In a successful business, advertising play an essential and important role. Advertising creates awareness in people. Advertising can be used to create brand awareness in general public and to make business more popular within the circle of potential buyers. Attractive advertising increases the demands of public which directly boost sales of the brand.

Advertising appeal gives a reason to buy a product. An advertising campaign may have one or more advertising appeal. One appeal can be used and it can have sub themes in an advertising campaign. Appeal

needs to be unique and needs to give positive impression about the product to the target audience. Every appeal that is used by the companies in the advertising is as per their competitors. Another important aspect of appeal is that it needs to be believable by the audience (Kumar, 1998). Advertising appeals can be classified as rational appeals and emotional appeals. Rational appeals focus on the individual's functional, utilitarian or practical needs for particular products and services. An emotional appeal is related to an individual's psychological and social needs for purchasing certain products and services. Advertisers aim to cash in on the emotional appeal as many consumers are emotionally driven to make certain purchases.

REVIEW OF LITERATURE

Kathleen Mortimer and Samantha Grierson (2010) reveal the type of advertising appeals utilized in service advertisements in both France and the UK. The study explores whether the cultural dimensions of the two countries are related to the type of appeals being utilized by using the work of Albers-Miller (1996) who posited links between the advertising appeals identified by Pollay (1983) and individual cultural dimensions utilized in Hofstede's (2001) framework. Such an exploration has been undertaken for business advertising appeals previously but not consumer services. The results indicate first that English advertisements use more rational appeals than French advertisements, as predicted, but that both countries use more emotional appeals than rational for both utilitarian and experiential services. Second, that France, identified as having a higher Uncertainty-Avoidance dimension, makes greater use of the appeals linked with that dimension.

Purva Kansal (2012) conducted a study of "Advertising Appeals of Globalized Companies: Cross Cultural Lessons from India and US OTC Drugs Industry". The study finds out the advertising appeals across two cultures and the association between the two. To facilitate the cross country comparison, different industries were analyzed. It was found that because of globalization, many industries and countries have strictly set the norms and the comparison led to similar results. This led to the selection of advertisements of over the counter (OTC) drugs. On the basis of Hofsted index it was decided to choose two countries which belonged to different clusters of Hofsted but had English as the main language. Therefore, India and the USA were chosen. The data was analyzed using the Factor Analysis and Chi – Square Test. The results were remarkable. The number of appeals in the Indian advertisements were 336 and in the US advertisements 331. The results highlighted the proportional presence of appeals which varied across both cultures. Appeals related to wisdom, status and adventure were more and this increases the customer intention to buy the brand. The different advertising themes have difference in their effect on individual perception. It is equally important to use negative emotional advertising appeals as positive emotional advertising appeals.

OBJECTIVES:

The following are the objectives:

- To perform a content analysis of the present day advertisements and to study the different kinds of advertising appeals in services advertisements used by the Print media
- To know the most frequently used advertising appeals for Services/products categories in News paper advertisements.

METHODOLOGY

The study is descriptive as it strives to describe and explain the advertising appeals of the new paper advertisements.

This research was conducted by using the secondary and the primary data.

To pursue the research objectives, the researcher has collected the data through the content analysis.

The content analysis is a qualitative research tool widely used in the advertising research

Sampling Procedure: A code sheet was developed to record the advertisement appeals. Researcher has selected the following Newspaper Advertising for the content analysis - News Paper - Times of India, Deccan Herald, Hindu, Prajavani and Kannada Prabha. From 1/8/2012 to 5/02/2014, 124 news paper advertisements were gathered and coded on the code sheet by the researcher. Researcher has selected Hotel, Banking, Tourism, Mutual fund and Insurance services for content Analysis.

Statistical tools: A simple percentage method was used to analyze the data.

LIMITATIONS OF THE STUDY:

The following are the limitations of the study:

1. Ads from 1/8/2012 to 5/02/2014 were used for Content analysis.
2. The study includes the print media advertisements and the research was confined to 5 major newspapers.
3. Different Authors classified advertising appeals in different ways. The study was confined to the selected variables of rational and emotional appeals only.
4. The choice of the selected services advertisements is Hotel, Tourism, Mutual fund, Insurance and Banking only.
5. The sample size was limited to 124 advertisements only.

DATA ANALYSIS AND INTERPRETATION:

NEWSPAPERS MEDIUM – SERVICES/PRODUCTS ADVERTISEMENTS

Sl. No	Services/ Products	Number of Advertisements
1	Hotel	09
2	Tourism	23
3	Mutual fund	26
4	Insurance	16
5	Banking	50
	Total	124

Table showing advertising appeals in print media for Services/ Products

ADVERTISING APPEALS	SERVICES/PRODUCTS					
	HOTEL	TOURISM	MUTUAL FUND	INSURANCE	BANK	TOTAL
FEATURE	7	23	26	16	50	122
COMPARATIVE			1			1
FAVORABLE PRICE	6	15				21
NEWS				4	2	6
CELEBRITY			1		3	4
SECURITY			24	15	21	60
LOVE		1	1	2	3	7
HUMOR			1			1
BOTH		1	26	17	24	68
TOTAL	13	40	80	54	103	290

It was observed from the above tables that among 124 Services/products advertisements in print media, 290 advertising appeals were identified, of which 154 (53.1%) were with rational appeals, 68 (23.4%) were of emotional appeals and 68 (23.4%) were of the combination of rational and emotional appeals.

It was observed from the above table that among 68 (23.4%) were with the combination of emotional and rational appeals. Thus, it can be concluded that, the most preferred advertising appeals were rational appeals for services advertisements in print media.

The above table depicts that among 154 rational appeals, 122 (79.21%) were of feature appeal, 1 (0.6%) was of comparative appeal, 21 (13.6%) were of favorable price appeal, 6 (3.9%) were of news appeal and 4 (2.6%) were of Celebrity appeal.

It was observed from the above table that among 68 emotional appeals which were in combination with rational appeals, 60 (88.2 %) were of security appeal, 7 (10.3 %) were of love appeal, and 1 (1.5 %) was of humor appeal.

The above table depicts that among 13 advertising appeals for Hotel advertisements, 7 (53.8%) were of feature appeal, 6 (46.2 %) were of favorable price appeal (37.5 %) were of favorable price appeal, 1 (2.5 %) was of love appeal and 1 (2.5 %) was of the combination of both rational and emotional appeals.

It was observed from the table that among 40 advertising appeals for Tourism advertisements, 23 (57.5%) were of feature appeal, 15 (37.5%) were of favorable price appeal, 1 (2.5%) were of love appeal and 1 (2.5%) was of the combination of both rational and emotional appeals.

It was observed from the above table that among 80 advertising appeals for mutual fund advertisements, 26 (32.5%) were of feature appeal, 1 (1.25%) was of comparative appeal, 1 (1.25 %) were of celebrity appeal, 24 (30 %) were of security appeal, 1 (1.25 %) was of love appeal, 1 (1.25 %) was of Humor appeal and 26 (32.5 %) were of the combination of both rational and emotional appeals.

The above table depicts that among 54 advertising appeals for Insurance advertisements, 16 (29.6 %) were of feature appeal, 4 (7.4 %) were of news appeal, 15 (27.8 %) were of security appeal, 2 (3.7 %) were of love appeal, and 17 (31.5 %) were of the combination of rational and emotional appeals.

It was observed from the above table that among 103 advertising appeals on Banking advertisements, 50 (48.5 %) were of feature appeal, 2 (1.9%) were of news appeal, 3 (2.9%) were of celebrity appeal, 21 (20.4 %) were of security appeal, 3 (2.9%) were of love appeal and 24 (23.3 %) were of the combination of rational and emotional appeals.

CONCLUSION AND SCOPE FOR FUTURE RESEARCH

For advertiser it is very important to understand how the diffusion of the message that takes place in the target audience and in order to have a positive diffusion advertiser creates a favorable environment. Words play an important role in the advertising message as it directly affects the mind of the target audience. Feature appeal is the most preferred rational appeal for advertising Hotel, Mutual fund, Tourism, Insurance and Banking services/products in news paper media. It has been found that rational appeals are significant in advertising the selected services advertisements. So rational advertising appeals are the most frequently used advertising appeals for services/products in news paper media.

The study throws light on the production strategies and consumer behavior and on the different ad

appeals which are effective and ineffective. It also opens new avenues of research. Students can extend the study to other products and to the products of other territories. Thus, this research can be of some use to advertisers and research students.

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