Impact of Media Context and Ad Appeal on Consumer Response towards Advertising of Personal Care Products in FMCG Sector

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Abstract
Advertisement effectiveness has been a debatable topic for years. The topic has been studied extensively but still many areas of it remain unexplored. The current study deals with the impact of advertisement appeal and media context on consumer response. The study has its foray into personal care product category of FMCG sector wherein the scope of study was limited to Ahmedabad region. The sample size of 66 consumers was chosen for socio economic classes of A1, A2, A3, B1 and B2. The data collected was analyzed using SPSS software wherein statistical tool like chi square, regression, ANOVA and mann whitney were used. The study generated the impact of media type and ad appeal on consumer response. Varied difference in the consumer response was shown by various socio economic classes but no significant difference in consumer response for varied ad appeal and media context was exhibited by different genders. Since the study was limited only for 66 respondents, therefore the pure generalization of study is not possible. The beneficiaries of the study includes the FMCG sector, ad industry, students and researchers as the study gives in depth analysis of impact of consumer response affected by ad appeal and media context for demographic variables like socio-economic class and gender.

Keywords: Advertising effectiveness, emotional and rational ad appeals, emotional and rational media contexts, advertising in FMCG sector personal care products, consumer response to advertising

Introduction
Emotional advertisements can be defined as advertisements serving mainly to elicit affective responses (Aaker and Stayman, 1992). Most emotional advertisements contain positive emotional appeals. Non-emotional or rational messages, on the other hand, can be defined as containing features, practical details and verifiable, factually relevant cues that can serve as evaluative criteria (Puto and Wells, 1984; Belch and Belch, 1998).

Media context can be generally defined as the characteristics of the content of the medium in which an advertisement is inserted (e.g. among articles in a magazine) as the individuals who are exposed to it perceive them.

Literature Review
There is a substantial effect of advertising stimuli on response of consumers to advertisements. More specifically, the impact of emotional and rational appeals has been studied extensively (Weinberger and Gulas, 1992; LaTour and Henthorne, 1994; De Pelsmacker and Geuens, 1996; De Pelsmacker and Geuens, 1996; De Pelsmacker et al., 2002). Most studies have indicated that emotional appeals lead to more positive responses to advertisements, although cognitive reactions to advertisements are more positively affected by rational advertising appeals than by emotional ones (De Pelsmacker et al., 1998).

Perry et al. (1997) found that some types of media context can be more supportive for some advertisements than others, which was attributed to the priming principle (Herr, 1989; Yi, 1990, 1993; Lee and Sternthal, 1999; Lynch and Stipp, 1999) where in a specific context serves as a primer to make consumers more susceptible to a certain advertisement, as a result of which the advertisement is processed more intensively.

Rationale Of The Study
Media context is relevant from both academic as well as managerial point of view. According to Lynch and Stipp (1999), the available research evidence on qualitative factors influencing ad effectiveness is not satisfactory and therefore more research in this field is strongly encouraged. Pelsmacker, Geuens and Anckaert (2002) also suggested the importance of ad/context similarity for further research. From a managerial point of view, media context effects are a key part of media planning and ad pre-testing. The effectiveness of advertising might improve greatly by embedding it in the appropriate media context. If media context proves to be relevant, ad pretests may become less useful or even totally irrelevant.
Objectives
Objectives of this study have been framed as follows:

a) To explore the impact of the type of advertisement appeal (emotional vs. non-emotional) on the responses of consumers to advertisements
b) To explore the impact of context type (emotional vs. non-emotional) on the responses of consumers to advertisements
c) To know the response of consumers towards advertisement shown with respect to gender and socio-economic classes

Research Methodology
Research Design: Descriptive Research
Source/s of Data: Primary data has been collected by conducting survey of target Individuals. Secondary data has been collected by referring to Marketing Journals, Research papers, social networking sites and online blogs/forums/articles.
Data Collection Methods: Data has been collected using structured questionnaire through online survey (via survey-gizmo tool) and personal interview.
Sampling area: Ahmedabad city
Sampling unit: Consumers belonging to Socio-economic classes A1, A2, A3, B1, and B2
Sampling method: Non probability Convenience Sampling has been used to collect sample of 66 respondents.
Statistical tools used: Chi-square, Regression, ANOVA and Mann Whitney using SPSS

Data Analysis And Interpretation
Following hypotheses have been framed and proved in the study:

Chi-square and Regression
H1: There is a significant association between types of advertisement appeal and consumer response to advertisement

H2: There is a significant impact of type of advertisement appeal on consumer response to advertisement

Table 1: Chi-square and Regression test for type of ad appeal

<table>
<thead>
<tr>
<th>Dependent variable</th>
<th>Independent variable</th>
<th>Significance value</th>
<th>Adj. R²</th>
</tr>
</thead>
<tbody>
<tr>
<td>Consumer response to advertisement</td>
<td>Type of ad appeal</td>
<td>0.002</td>
<td>0.43</td>
</tr>
</tbody>
</table>

Value of p<α. Therefore the null hypotheses H01 and H02 can be statistically rejected. The value of adjusted R sq. is 0.43. Thus from the statistical analysis it can be interpreted that there is a significant association between type of ad appeal and consumer response to advertisement. The impact is also statistically proven with a value of adj. R sq. 0.43 which shows a moderate impact of type of ad appeal on consumer response to advertisement.

H3: There is a significant association between media context and consumer response to advertisement

H4: There is a significant impact of media context on consumer response to advertisement

Table 2: Chi-square and Regression test for type of media context

<table>
<thead>
<tr>
<th>Dependent variable</th>
<th>Independent variable</th>
<th>Significance value</th>
<th>Adj. R²</th>
</tr>
</thead>
<tbody>
<tr>
<td>Consumer response to advertisement</td>
<td>Type of media context</td>
<td>0.000</td>
<td>0.22</td>
</tr>
</tbody>
</table>

Value of p<α. Therefore the null hypotheses H03 and H04 can be statistically rejected. The value of adjusted R sq. is 0.22. Thus from the statistical analysis it can be interpreted that there is a significant association between type of media context and consumer response to advertising. The impact is also statistically proven with a value of adj. R sq. 0.22 which shows a low impact of type of media context on consumer response to advertisement.

ANOVA
H5: There is a significant difference among the various socio economic groups and consumer response towards advertisement

Table 3: ANOVA for Socio-economic classes

<table>
<thead>
<tr>
<th>Dependent variable</th>
<th>Independent variable</th>
<th>Significance value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Consumer response to advertisement</td>
<td>Socio economic groups</td>
<td>0.037</td>
</tr>
</tbody>
</table>

Value of p<α. Therefore, null hypothesis H05 is rejected. It could be interpreted from the statistical analysis that there is a significant difference among the various socio economic groups and consumer response towards advertisement for the respondent group studied.

Mann Whitney
H6: Gender wise there is a significant difference towards the consumer response towards advertisement

Table 4: Mann Whitney for Gender groups

<table>
<thead>
<tr>
<th>Dependent variable</th>
<th>Independent variable</th>
<th>Significance value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Consumer response to advertisement</td>
<td>Gender</td>
<td>0.483</td>
</tr>
</tbody>
</table>
Value of $p > \alpha$. Therefore, null hypothesis $H_0$ is accepted. It could be interpreted from the statistical analysis that there is no significant difference among the gender groups and consumer response towards advertisement for the respondent group studied.

Discussion
The findings of the study fall in line partially with the literature reviewed. Emotional as well as rational ad appeals influence the response that the consumer has towards the advertisement. However the impact is moderate and not very strong. Types of media contexts i.e. emotional and rational contexts, also impact the way in which consumers respond towards an advertisement. But such impact is on the lower side. Thus further extensive research might be required to establish a strong impact of both type of ad appeal and media context on the way consumers respond to an advertisement.

Since the socio-economic groups are formed on the basis of education and occupation of chief wage earner of the family, therefore people belonging to different SEC groups have a different perception of advertising. The same is not true for different gender groups.

Conclusion And Future Scope Of Research
It can be concluded that the impact of type of ad appeal and media context on the consumer response to advertisement is there, but the impact is low to moderate. Therefore pure change in dependent variable cannot be predicted from the change in independent variable. Varied consumer response is depicted among different socio-economic classes. No statistically significant difference can be seen among different gender groups.

The study is limited to a sample size is 66. Therefore pure generalization of this study is not possible. Another limitation of the study may be biased consumer response. The study was conducted for Ahmedabad region only. The response of consumer would vary with the wider region. Therefore future study with broader geographical area is proposed. Future study with in depth analysis of factors of ad effectiveness and its individual impact on consumer response is further proposed. Celebrity endorsements in advertisements may also be studied as a variable on which the dependency of consumer response towards advertisement could be checked.

References


