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Negative Impact of Advertising on Women with Specific Focus on FMCG Products – Patan District

By Mr. Mitul Deliya, Dr. Bhaveshkumar Parmar & Mr. Bhagvan Karnavat

S. K. College of Business Management, HNGU, Patan

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Negative Impact of Advertising on Women with Specific Focus on FMCG Products – Patan District

Mr. Mitul Deliya^α, Dr. Bhaveshkumar Parmar^σ & Mr. Bhagvan Karnavat^ρ

Abstract - Advertisements create an image and symbolic appeal of the product or service brand. Different appeals enhance effectiveness of advertisements that evokes some emotional reaction in viewer's mind. Advertisers often believe that positive emotional message directly stimulates the customer toward the use of the brand while negative emotional message will give the same result but by an alternative route. It is often a question of discussion that by what extent this negative emotional message is stimulating the customers to buy a particular brand. Even though it works, its impact is always questioned on the basis of nature of customer and type of product category for which it has been used. Measure the effect of some of the selected. This article discuss have negative emotional and measure effect on Women in selected FMCG product's advertisements.

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I. INTRODUCTION

Advertising is a broader and diverse field. Advertisements fulfill two basic purposes, to inform and to influence. Advertisements are made by using different appeals to create brand image, for selling products and services that are difficult to differentiate on functional attributes. The word advertising comes from the Latin word 'advertere' meaning 'to turn the mind toward'. The word advertisement first appears around 1665 A. D. it was used as a heading for commercial information by storekeepers.ⁱ Advertising is defined as any paid form of non personal communication about an organization, product, service, or idea by an identified sponsor.ⁱⁱ

Advertising affects consumer preference and tastes, change the product attributes, and offerings. It informs consumers about product attributes.ⁱⁱⁱ As advertisers increasingly seek greater communication effectiveness, more careful attention is to be given to the selection of the type of advertising appeal used for each target group.^{iv} The decade of the 1980's has witnessed a significant increase in the attention advertising and

consumer researchers have devoted to the role of emotion in advertising appeals.^v

Emotional appeals relate to the customers' social and/or psychological needs for purchasing a product or service. Many consumers' motives for purchase decisions are emotional, and their feelings about a brand are more important than knowledge of its features.^{vi} Fear is an emotional response to a threat that expresses, or at least implies, some sort of danger. Ads sometimes use fear appeals to evoke this emotional response and arouse individuals to take steps to remove the threat.^{vii} The fear appeal in advertisement is negative emotional appeal to arouse and remove threat of an individual.

One of the researches demonstrated experimentally that induced negative moods or feelings such as fear, guilt, sadness and empathy^{viii} and the 'blunter is better' approach can have a strong influence on creating a positive attitude toward advertisement.^{ix} The consumer undergoes a typical response processing style while executing advertisements. This response processing style of executing advertisement forms attitude towards product and indirectly influencing the purchase intentions. The objective of this paper is to illustrate how advertising affection, the attitudes and intentions, the consumer's processing style mainly FMCG products. The ad makers have rightly noticed the growing importance of women in the process of buying decisions and as in the needs.^x So they target women as their main consumer. The main contribution of this paper lies in the analysis of the interactive affect-cognition relationship (i.e., thinking-feeling processing style) affects on advertising effectiveness across different executions of advertising stimuli.

II. NEGATIVE EMOTIONAL APPEALS AND COGNITIVE PROCESSING STYLE

Negative campaigning, also known more colloquially as "mudslinging", is trying to win an advantage by referring to negative aspects of an opponent or of a policy rather than emphasizing one's own positive attributes or preferred policies. Negative campaigning can be found in most marketplaces where ideas are contested. In U.S. politics, "mudslinging" has

Author α: S. K. College of Business Management, HNGU, Patan.

e-mail: deliya.mitul@gmail.com

Author σ: (Ph.D., M.Phil, MBA, BBA, UGC-NET) Assistant Professor, Sankalchand Patel University, Gujarat. India.

e-mail: callbhavesh@gmail.com

Author ρ: S. K. School of Business Management, HNGU, Patan.

e-mail: karnavat_bhagvan13@yahoo.co.in

been called "as Mississippi mud". Some research suggests negative campaigning is the norm in all political venues, mitigated only by the dynamics of a particular contest.

Appeal to emotion is a potential fallacy which uses the manipulation of the recipient's emotions, rather than valid logic, to win an argument. Also this kind of thinking may be evident who let emotions and/or other

subjective considerations influence one's reasoning process. This kind of appeal to emotion is a type of red herring and encompasses several logical fallacies, including: Appeal to consequences, appeal to fear, appeal to flattery, appeal to pity, appeal to ridicule, appeal to spite, wishful thinking.

The cognitive response model is the foremost method of assessment of consumer thought process.

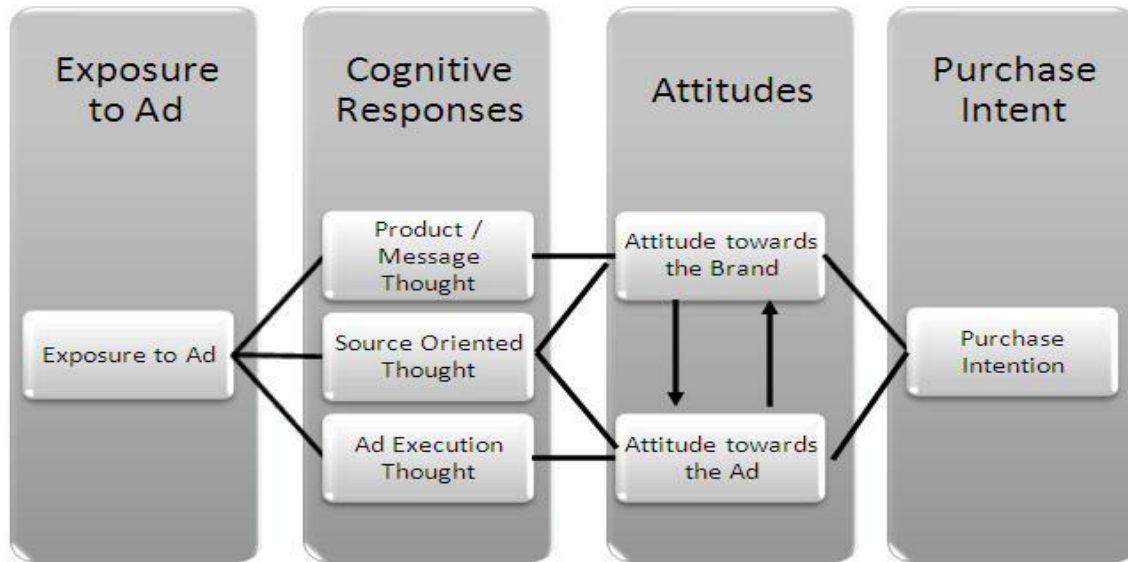


Figure 1 : Cognitive Response Model^{xi}

It focuses on determining the types of response evoked by an advertising message and the responses relate to towards the ad, brand attitudes, and purchase intention.

Product/Message Thoughts: - The thoughts create two types of arguments (1) Counter argument (2) Support Arguments. Counter arguments are thoughts the recipient had that are opposed to the position taken in the message. Support arguments are thoughts that affirm the claims made in the message. **Source-Oriented Thoughts:** - One of the most important types of response in this category is Source Derogation or negative thoughts about the spoke person making claims. Receivers who react favorably towards thoughts are source bolsters. **Ad Execution Thoughts:** - The Ad execution thoughts consist of thoughts about the ad itself. Many of thoughts receivers have when reading or viewing an ad do not concern the product and/or message claims directly. They are important because of their effect on attitude toward the advertisement as well as brand.

Advertisers are interested in consumer's reaction to the ad because they know that affective reactions are an important determinant of advertising effectiveness, since these reactions may be transferred to the brand itself or directly influence the purchase intentions.

III. REVIEW OF LITERATURE

- ➔ Advertising attitude did consist of believability, trust and control dimensions.^{xii}
- ➔ Advertisements including source are always associated with high level of attitude toward advertisement than those including only information.^{xiii}
- ➔ Emotional Advertising Appeals have a bigger impact on explicit memory performance than implicit memory performance.^{xiv}
- ➔ The amount of emotional content in advertisement affect the viewers' opinion of the product, high level had a positive effect and low level had no effect.^{xv}
- ➔ Advertisers employ sensational negative emotional ad message such as those used by FMCG manufacturers exploiting consumers' fear.^{xvi}
- ➔ The advertisers frequently used the dramatic emotional ad messages design to "Shock the Emotion and Brain Itch" to make advertisement more distinctive and effective.^{xvii}
- ➔ Fear appeals are useful to get individual to think or act in a certain way. Fear appears to be a great motivator as long as individual believe they are able to protect themselves.^{xviii}

IV. OBJECTIVES

The objectives of the research was to study the effect of Negative emotional advertisement on Women, to know cognitive processing style of Indian consumer towards negative appeal advertisements and to know the impact of negative emotional advertisement towards consumers' buying decision.

V. RESEARCH METHODOLOGY

Research Approach : Post Test Quasi Experimental (XO₁)

Research Instrument : Close ended questions. The questionnaire is based on the cognitive response model.^{xix}

Sample Type : Random Sampling Method

Sample Size : Out of 100 Women, only 97 are respondents¹

Research Hypothesis :

H₁: Negative emotional advertising appeal does not makes the cognitive response positive.

H₂: Negative emotional advertising appeal doesn't helps to form the positive attitude.

H₃: Negative emotional advertising appeal increases the customer intention to buy

H₄: Different advertising themes have no difference in their effect on individual perceptions.

Total three advertisements are considered randomly to nullify the ordering effect. All the three advertisements were T. V. advertisements for the products namely Tirupati, Ponds and EMAMI (Aurvedic fair and lovely). In all three advertisements popular faces were not used as a source. The brief description of advertisements is as under.

Sr. No.	Name of Product	Name of Brand	Duration of Advertisement	Description
1	Edible Oil	Tirupati	47	The Ad appeals the threat towards increasing obesity problem and thus by providing Tirupati oil as the solution the ad ends.
2	Deodorant	Ponds	23	The Ad appeals the threat of perspiration can sometimes disgrace the individual and thus remembering of Ponds the ad ends.
3	Fairness Cream	EMAMI	59	The Ad appeals the threat of affront and thus taking as challenge with the help of EMAMI becomes one of the recognized person.

As according to Cognitive response model the questionnaire is framed. For product related thought – The type of product used will control cholesterol levels. The message thought – The message deliver through this ad is genuine. The source oriented thought – The characters used in ad are perfectly matching with the advertisement. The characters used for ad generates positive attitude towards the brand. The ad execution thought – I like to view this advertisement. Attitude towards the brand – This product brand should be used. Attitude towards the Ad – The ad is able to convince the customer to use the product. Purchase intention – I would like to buy the product.

To know the reliability Cronbach's alpha test has been applied. To find out the effect of negative emotional appeal advertisement through cognitive *Scope of Study :* Scope is limited to Patan District only processing style on Women for FMCG² products one way ANOVA³ has been applied.

VI. LIMITATION

The first limitation of the research is restriction to North Gujarat only; another limitation is only around twenty – twenty five minutes is spend on each respondent and so there may be chance for biased answers.

VII. DATA ANALYSIS AND INTERPRETATION

a) *Cronbach's alpha*^{xxx}

Table 1 : Cronbach's alpha for each of the three advertisements.

Advertisement	Cronbach's Alpha
Tirupati	0.672
Ponds	0.656
EMAMI	0.662
No. of statements for each advertisement were 8	

¹ $Z\sigma_{\bar{p}} = 0.05$

² FMCG: Fast moving consumer goods

³ ANOVA: Analysis of Variance

⁴ Cronbach's alpha measures how well a set of items (or variables)

Table 2 : Cronbach's alpha for all the three advertisements combine.

Cronbach's Alpha	No. of statements
0.696	24

From the above mentioned table conclusion derived is that all statements used for measuring the

effect of negative emotional appeal in advertisement are reliable towards cognitive response model because in all cases Cronbach's alpha is greater than 0.6.xxi

b) Emotions used in advertisement affect

Table 3 : Affection of emotions used in advertisement.

Extremely Affected	Affected	Moderately Affected	Not Affected	Extremely not Affected
6.25%	54.17%	28.13%	7.29%	4.17%

The advertisements use varied of emotions which affect directly or indirectly to target audience. The table concludes that majority of respondents agree, that emotions used in advertisements affect them.

VIII. DESCRIPTIVE STATISTICS

Table 4 : Mean and Standard Deviation for each of the advertisements. Based on descriptive statistics for the dependent variables are indicated in tables. For the table the inference were drawn as follows:

Tirupati	i	ii	iii	iv	v	vi	Vii	viii
Mean	1.61	1.51	2.33	1.49	2.42	2.57	1.46	1.50
Std. Deviation	.605	.562	.660	.649	.574	.628	.560	.725
Ponds	i	ii	iii	iv	v	vi	Vii	viii
Mean	3.93	3.85	3.27	3.18	3.28	4.13	3.88	3.14
Std. Deviation	1.059	.665	.688	.632	1.053	.886	.798	1.111
EMAMI	i	ii	iii	iv	v	vi	Vii	viii
Mean	4.21	3.88	3.38	2.64	2.52	3.57	2.45	2.77
Std. Deviation	.951	.743	.811	.884	.754	1.074	.869	1.425

Table 5 : Mean of all advertisements according to cognitive response model.

	Tirupati	Ponds	EMAMI	All Advertisement
Cognitive Response	1.87	3.5	3.32	2.89
Attitude Formation	2.015	4	3.01	3.00
Purchase Intention	1.5	3.13	2.77	2.47

As according to the model I applied, cognitive response model, in the table 4. The first five columns are indicative of cognitive response mean, sixth and seventh indicates attitude formation and eighth column indicates purchase intention. As per the scale used (mean value less than 2.5 means positive contribution of advertisement) the exposure of Tirupati advertisement to the responses of the respondents is quiet positive. Respondents strongly agreed to the statements i, ii, iv, vii, viii and agreed to the remaining statements iii, v, and

vi. For the Tirupati advertisements none of the respondents are having disagreement towards any statements. This shows that the appeal in Tirupati advertisement was very effective to the respondents. The exposure of Ponds advertisement to the responses of the respondents is quiet negative. Respondents disagreed to the statements i, ii, vi, and vii and have indifferent (mean value more than 2.5 and less than 3.5) view to the remaining statements iii, iv, v, and viii. For the Ponds advertisements none of the respondents are

measures a single uni-dimensional latent construct. When data have a multidimensional structure, Cronbach's alpha will usually be low. Cronbach's alpha is a coefficient of reliability (or consistency).

having agreement towards any statements. This shows that the appeal in Ponds advertisement is having negative effect to the respondents. The exposure of EMAMI advertisement to the responses of the respondents is quiet indifferent. Respondents agreed to the statements vi and vii, indifferent view to the statements iii, iv, vi, and viii and disagreed to the remaining statements i, and ii. For the EMAMI advertisement the respondents are having different view towards all statements. This shows that the appeal in EMAMI advertisement is having moderate effect to the respondents.

The table 5 depicts the cognitive response model in three different steps showing for each advertisement and also combining of the three advertisements. The cognitive response step bring to light that all the advertisements together have positive effect that is, negative appeal used in advertisements have impact on individual and thus there is cognitive response. But if the individual advertisements are taken into consideration then it reveals that Tirupati is having the highest impact on individual’s cognitive process than the other two advertisements. The Attitude formation step bring to light that all the advertisements together have moderate effect that is, negative appeal used in advertisements have moderate impact on individual’s attitude. But if the individual advertisements

are taken into consideration then it reveals that Tirupati build up the positive attitude and EMAMI build up moderate attitude while Ponds forms the negative attitude towards the advertisements. The Purchase intention step bring to light that all the advertisements together have positive effect that is, negative appeal used in advertisements have positive impact on individual’s decision to buy the product. But if the individual advertisements are taken into consideration then it reveals that Tirupati have positive impact towards the buying decision and EMAMI has moderate impact towards the buying decision while Ponds have negative impact towards the buying decision. Thus overall impact of the exposure of all advertisement is indifferent. The results obtained through the means were not sufficient enough to come to any conclusion so researchers applied hypothesis testing.

IX. HYPOTHESIS TESTING

The measuring power of hypothesis test was based on z score.^{xxii} Hypothesis test was carried out at significance level (α) 10% i.e. 0.10. At $\alpha = 0.10$, the table value of z is 1.28. On the basis of one tailed test of proportion, the calculated value⁵ was derived.

H₁: Negative emotional advertising appeal does not makes the cognitive response positive.

Table 6 : Comparison between Calculated and Table value.

Calculated Value	Table Value	Results
1.529	1.28	H ₀ is not accepted

Since the calculated value 1.529 is greater than table value 1.28. The null hypothesis is not accepted. Hence it can be concluded that negative emotional advertising appeal makes the cognitive response positive.

H₂: Negative emotional advertising appeal doesn't helps to form the positive attitude.

Table 7 : Comparison between Calculated and Table value.

Calculated Value	Table Value	Results
1.96	1.28	H ₀ is not accepted

The calculated value 1.96 is more than table value 1.28. The null hypothesis is not accepted. Hence the driven conclusion is that the negative emotional advertising appeal will help to form positive attitude.

H₃: Negative emotional advertising appeal increases the customer intention to buy

Table 8 : Comparison between Calculated and Table value.

Calculated Value	Table Value	Results
-0.16	1.28	H ₀ is accepted

⁵ Calculated value: $z = \frac{\bar{p} - p H_0}{\sigma_{\bar{p}}}$

Since the calculated value -0.16 is less than table value 1.28. The null hypothesis is accepted. Hence it can be concluded that negative emotional advertising appeal increase the customer's intention to buy the product.

X. ONE WAY ANOVA TESTING^{9XXIII}

H_4 : Different advertising themes have no difference in their effect on individual perceptions.

Table 9 : ANOVA output table.

Source Variance	Sum of Squares(SS)	Degree of Freedom(d _f)	Mean Square	F ratio
SS _c ⁶	4.85	2.00	2.43	21.57
SS _E ⁷	0.67	6.00	0.11	----
SS _T ⁸	5.52	----	----	---

Critical table value of F at α 0.1 ($n_1 = d_f$ for numerator = 2 and $n_2 = d_f$ for denominator = 6) is equal to 3.46. Calculated F > Table F, 21.57 > 3.46, so H_0 is not accepted. Thus the conclusion is that the different advertising themes have difference in their effect on individual perceptions.

has an impact on individual's perception. The high level of negativity creates ignorance towards advertisement and thus it has negative effect on purchase intentions. The moderate or low level of negativity creates high impact on individual's perception towards advertisement and thus it has positive effect on purchase intentions.

XI. FINDINGS

Emotions used in advertisements have a great impact on customer was agreed by 54 percent of respondents. The findings from descriptive statistics were Tirupati oil product statements', were strongly agreed by majority of respondents, while Ponds deodorant product statements', were having disagreement and EMAMI fairness cream product statements', were having indifferent view. This derived that after viewing advertisement many respondents were positive towards Tirupati and EMAMI brand but were negative towards Ponds brand. Through varied hypothesis developed by us, the findings were negative emotional advertising appeal makes the cognitive response positive, helps to form positive attitude and this increases the customer intention to buy the brand. The different advertising themes have difference in their effect on individual perception. The study reveals that if in negative emotional appeal advertisements, the intensity of negativity is high then it impacts on cognitive processing style and affect individual perception that effects purchase intention of consumers.

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XII. CONCLUSIONS

The negative emotional appeal advertisements play important role in cognitive processing styles of Women. The emotional appeal advertisements are having high impact on consumers' cognitive message processing style which influences their purchase intention. The level of negativity used in advertisements

⁶ SS_c: Column Sum of Squares = [No. of Row]* \sum [Each Column Mean -Grand Mean]²

⁷ SS_E: Error Sum of Squares = SS_T – SS_c

⁸ SS_T: Total Sum of Squares = \sum [Each Observation – Grand Mean]²

⁹ One way ANOVA: It is the statistical technique that is usually to compare means of more than two groups based on a single treatment factor.

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