

The Role of Advertising Appeals, Role of Celebrity & Expert in T.V Advertising Attitude

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Abstract: *The importance of our research work is for marketing and advertising concerns that how they can make their advertisement more effective and efficient. It also gives direction for marketing managers and advertisers for the application of appeals in their ads. TV ads attitude is made by using different appeals and celebrity expert roles and this remains very effective for marketing strategies. People take interest and spend time to watch such type of ads which give information about product's features, specifications. We investigated the role of emotional and rational appeal in Television advertising attitude and we also detected that how the efficiently celebrity or any professional expert can be used in TV ads. Research showed the practical importance of rational appeal in TV ads and how people respond towards such appealing attitude of ads. The data was collected from the students and scholars of "The Islamia University Of Bahawalpur, Punjab, Pakistan. The briefing was given to the respondents before collection of the data by depicting the picture of cellular companies' ads and mobile phone making companies' advertisements, how they make their advertisements attractive and create arousal and intense desire for having their product and packages.*

Key Words: *Rational Appeal, Emotional Appeal, celebrity & expert, advertising attitude.*

I. Introduction

Advertising has become one of the most important commercial activities in the modern competitive environment. Companies spend a large part of their budget to produce and run advertisements for promotions to communicate information about their company and products. Companies hope that consumers will purchase their products due to the advertisements, which deliver messages about a certain brand and its products. Of all marketing weapons, advertising is widely known for its long lasting impact on viewer's mind (Katke, 2007). Advertising is a subset of promotion mix which is one of the 4P's in the marketing mix i.e. product, price, place and promotion. Pakistani people mostly watches media news channels because in Pakistan there is democratic environment here people are political mind the main reason is their interest developed by media channels they watches talk shows, debate programs, current political affairs, morning shows, crime shows, drama serials etc. in every news channels they keep update with the breaking news in every news bulletin, after news updates of one minute or more, hourly and half hourly they takes news breaks and play advertisements of sponsored companies.

Media takes breath on advertisement because sponsorship of news updates and programs which are taken by the companies whose advertisement being played on media channels. These companies fulfill channel's expenses. Due this factor of large viewership of news channels in Pakistan, companies makes advertisements according to the psychology of Pakistanis people and in response they earn huge profits and sales their advertised products. Peoples remain in front of television every time they want to update their awareness & knowledge. Now in every shop, home, office even in every sort of waiting areas of business points like doctor's clinic there is a television and the patients' watches television. Mostly ads are of thirty seconds time duration that's why advertisers use attractive factors which hit the psychology of every age of person who is watching that advertisement on television. A company cannot make dream to be a well known brand until they invests in their promotional activities, for which consumer market have been dominating through advertisements (Hussainy et al., 2008). The major aim of advertising is to impact on buying behavior; however, this impact about brand is changed or strengthened frequently in people's memories. Memories about the brand consist of those associations that are related to brand name in consumer mind. Doing so advertiser creates those types of advertisements, which carry emotional bond with consumer. Therefore, that consumer is more likely to associate with advertisements of those brands, which have emotional and rational values and messages. Because emotional and rational appeals also provide a strong brand cue and stimulate category-based processing. Advertisers use different appeals in advertisements which arouse the viewer's emotions which creates purchase intention for product. They use different psychological barriers, celebrities, models, create persuasive attractive environment which directly impacts on viewers mind and customer's purchase intention. In Print advertising

tends to be logical, and television advertising tends to be emotional or rational in its appeal. The impact of advertisements in Pakistan can easily be observed, people copy the style and dresses of actresses, actors, female models, people becoming trendy and fashionable. Their memory about product's specifications and features are very sharp due to watching TV ads. The sales of advertised products are very high. People get mental satisfaction after purchasing the advertised products. Attitude has crucial importance in psychology but it is also of great extent use in social sciences and marketing. Schiffman and Kanuk (2007) say that attitudes are psychological tendencies which grow by addition from learning and a continuous attention towards object. Lin (2008) defined advertising attitude as a continuous reactive orientation got from a certain object. Such orientation represents an individual's liking and disliking, and what is right and wrong. Celebrities are the people who are publically famous figures. Companies expect from consumers to become habitual through the high popularity or attraction of a celebrity and then feel good about the products being recommended (Lin, 2008). An expert is a person with a unique social status due to his/her profession, special training, or extraordinary experience that allows him/her to provide consumer opinions (Lin, 2008). Some of the celebrities and experts take professional part in making advertisements of companies due to being their brand representatives. Celebrity and expert includes: Drama & movie's actors, actresses, cricketers, players, Doctors, media channels anchor persons etc.

II. Literature Review

Today, advertising companies invest huge amounts of their earnings in advertising in different media such as television, radio, magazine and etc. television is one of the most common media for this purpose. Television generally has massive effects on viewers for a variety of reasons. First, a heavy investment is spent on advertising, and big spenders are assumed to know what they are doing. Also, people spend lots of time from the day. The use of different appeals and celebrity, Expert role made advertising attitude and these factors have positive impacts to shape out the tv.ads. Now ads are prepared based on these approaches and have very significant impact on customer's mind. In the response of watching advertised products on T.V people memorize the product and they move towards purchasing whether this product is necessary for them or not. When an ad played again and again then it creates positioning in the customer's mind ads made their image and makes psychological impacts due to the use of celebrity, music, appeals (emotional, rational), young female models, humor, experts these factors made an ad popular and easy to recall for customer while purchasing. In Pakistan 75% of the total population consists of youth and mostly they are student in school, college, universities some people do jobs. When young people choose advertising information and characters as their role models, they may not only identify with them but also intend to copy them in terms of how they dress and what they are going to buy (Latif et al., 2011). Other 25% people work in offices, factories and have their own businesses. People don't have enough time to take information about the company and its products they depend on advertised products on T.V which is based on strong marketing campaigns using such appeals and celebrities for making their ads more persuasive. People don't have enough time to take information about the company and its products they depend on advertised products on TV. In our study we took example of cellular companies and mobile phone making companies' advertisements in general for taking the real respondent's data for the actual results of our research.

III. Hypothesis Development

3.2 the Use of Advertising Appeals In T.V Advertisement

Schiffman and Kanuk (2007) defined advertising appeal as supplier's application of a psychologically motivating power to arouse consumer's desire and action for buying while sending broadcasting signals to change receiver's concepts of the product. Hence, advertising appeal is applied to attract the consumer's attention, to change their concepts about the product, and to affect them emotionally about a specific product or service (Belch and Belch, 1998; Schiffman and Kanuk, 2007).

3.3 Rational Appeal

Rational appeal is used as it shows rationality of consumer choices in products by making clear differences of competitor's product. This appeal is used in a way that it gives sense to the viewer what to buy and what not buy.

H1: Rational appeal has a significantly positive impact on TV Advertising Attitude.

3.4 Emotional Appeal

Emotional Appeal is actually emotional bindings by psychological attributes of consumer's family & blood relationships in TV ads. Emotional appeal is used in a way to capture the attention of consumer towards

product. This appeal is based on natural happening and reality of life. This appeal creates psychological attraction towards product.

H2: Emotional appeal has a significantly positive impact on TV Advertising Attitude.

3.5 The Role of Celebrity & Expert In T.V Advertising Attitude

Consumers easily recall the product which is attached with the famous actor or any celebrity. Lin (2008), an advertising celebrity and expert refers to a person who reflects the opinions, trust, and personal experience concerning a certain product or service in an advertisement. They take advantage due to their popularity in public. While An expert is a person with a famous social status due to his/her profession, special training, or extraordinary experience that allows him/her to provide consumer opinions (Lin, 2008).

H3: celebrity & expert role have a significantly positive impact on TV Advertising Attitude.

IV. Methodology

4.1 Conceptual Structure

This study discusses the usefulness of Rational, Emotional appeals and celebrity, expert and the combination of all which adopt advertisers especially for cell phone making companies and cellular companies how they can increase their advertising attitudes and how these companies use for making their advertisement's attitude strong, effective, efficient and successful. The conceptual structure of the study is shown in Figure 1.

4.2 Research Model

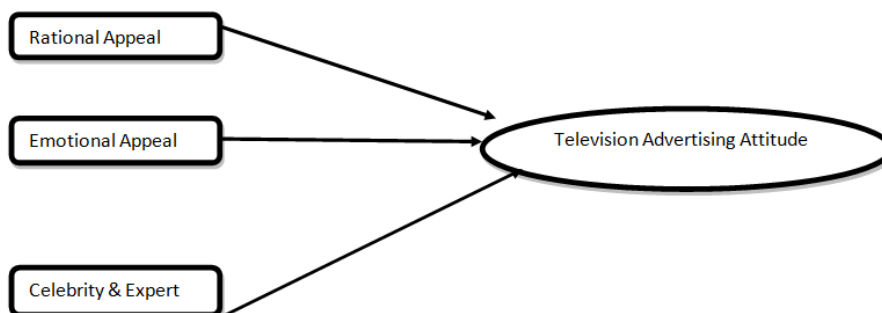


Fig.1

V. Variable Definition

5.1 Rational Appeal

Rational appeal is used as it shows rationality of consumer choices in products by making clear differences of competitor's product. This appeal is used in a way that it gives sense to the viewer what to buy and what not buy. Three questions are designed to measure the role of rational appeal to shape out the TV ads attitude. Three questions asked in questionnaire to measure the role of rational appeal in TV ads. A five point Likert scales used to measure rational appeal.

5.2 Emotional Appeal

Emotional Appeal is actually emotional bindings by psychological attributes of consumer's family & blood relationships in TV ads. Emotional appeal is used in a way to capture the attention of consumer towards product. This appeal is based on natural happening and reality of life. This appeal creates psychological attraction towards product. Two questions are designed to measure the role of emotional appeal to shape out the TV ads attitude. A five point Likert scales used to measure emotional appeal.

5.3 Celebrity & Expert

Famous TV and movie personalities, cricket players, singers, actor, actresses from different countries are used as celebrities. Person, who has professional knowledge, experience and authority relate to a product being recommended like a doctor. Three questions are used to measure the role of celebrity & expert to shape out the TV ads attitude. A five point Likert scales is used to measure the role of celebrity & expert.

5.4 Television Advertising Attitude

Television advertisement is the mixture of advertising appeals and psychological attributes. Which are used in such a way to capture customer's attention by using celebrity or any expert or opinion leader or any famous celebrity and by using appeals? Advertising attitude is defined in this study as the degree of a

consumer's preference formed by subjective perception towards a Commercial. Advertising attitude is made by appeals and celebrity role mixture in television ads. Four questions are used in our questionnaire for general attitude of TV ads at. A five point Likert scales is adapted.

VI. Data Collection And Analysis Method

The data was collected from the students and scholars of "The Islamia University Of Bahawalpur, Punjab, Pakistan. The briefing was given to the respondents before collection of the data by depicting the picture of cellular companies' ads and mobile phone making companies' advertisements, how they make their advertisements attractive and create arousal and intense desire for having their product and packages. The convenience sampling method was adopted for conducting the questionnaire survey. I we as a group personally worked for the distribution and collection of questionnaires. A total of 200 questionnaires were distributed among masters and MS level students. By which 150 respondent's data was used for analysis. 50 questionnaires were considered incomplete. The collected data was analyzed in SPSS17.0. Reliability and validity Analyses of the samples were performed.table.1, 2, 3. Two way analysis of variance (ANOVA) and regression analysis were adopted to test the hypotheses.

6.1 Reliability And Validity Analysis

The results of the reliability analyses determined that the Cronbach's Alpha (α) value for the T.V Advertising Attitude was 0.658 for the pre-test. Cronbach's Alpha value for Rational Appeal was 0.587, Cronbach's Alpha value for Emotional Appeal was 0.548 and the Cronbach's Alpha value for the role of celebrity & expert was 0.503.

6.2 Hypothesis Testing

H1: Rational appeal has a significantly positive impact on TV Advertising Attitude.

H1 is accepted because the level of significance is .001 which is less than 0.05 (P value; $P < 0.05$).

Which shows rational appeal has significantly positive impacts on TV Advertising attitude?

If we see the separate impact of appeal by their category we find that rational appeal is more significant than the emotional appeal.

H2: Emotional appeal has a significantly positive impact on TV Advertising Attitude.

H2 is accepted because the level of significance is .039 which is less than 0.05 (P value; $P < 0.05$).

Which shows emotional appeal has significantly positive impacts on TV Advertising attitude?

If we see the separate impact of appeal by their category we find that rational appeal is more significant than the emotional appeal.

H3: celebrity & expert role have a significantly positive impact on TV Advertising Attitude.

H3 is rejected because the significant P value is greater than the range. ($P > 0.05$) which is 0.938.

The ANOVA results were in the Table. F value = 9.704 and the $P = 0.000$ (significant). If we see the R value which is 40.8% which predicts our research is moderate. The factors advertising appeals (rational, emotional), advertising spokesperson (Celebrity & expert) have significant impacts but moderate. R square value 16.6%. The adjusted R square value is 14.9 % which tells the moderation. If we 1 % increase these independent variables moderation (advertising appeals, advertising spokesperson) on the dependent factor (TV Advertising attitude) then it also increases by 16.65 ratio variations.

VII. Conclusions

The important findings in this study were as follows:

(1) Rational advertising appeal is more significant than emotional appeal (2) celebrity & expert don't directly influence on advertising attitude. rational appeal is very effective than emotional appeal, if only celebrity or any famous actor/actress taken in the ad its effectiveness is less as compared to the mixture of appeals and celebrity role. (3) Emotional appeal role persuasive for psychologically attracting the consumers and for getting people's attention.

VIII. Implications For Managerial Concerns

8.1 Comparing the Effects of Emotional, Rational Appeal in Advertising Attitudes

As Belch and Belch (1998) argued that Consumers have certainly impacts of different advertising appeals. Some previous researches showed that rational appeal has a more significant effect on advertising attitudes (Lin and Tseng, 2008). While some of them found that emotional appeal creates more strong effects in advertising attitudes (Ting, 1999). But the results of this study show that rational appeal works better than

emotional. This gives clear direction to advertising and marketing concerns that which appeal can work better and effective. While making ads the advertisers should keep in mind the effectiveness of rational appeal is significant and positive. In consumer buying decisions as this appeal helps to make successful decision making while product purchasing in the customers perspective.

8.2 The Relationship among Advertising Appeal, Celebrity, Expert, And Advertising Attitudes

Rational and emotional appeal stimulates different advertising attitudes (Laskey et al., 1995). From above findings we can conclude these three variables have cohesiveness with some extent if advertisers just use anyone appeal without any actor, actress role or any famous TV star role then the effectiveness of ad is less as compared to that one which have combination of celebrity and appeal in ads. Advertisers should use such famous celebrities who have popularity and strong positive image because people respond quickly towards psychologically appealing ads.

IX. Limitations

The sample size was short only come from the students of The Islamia University of Bahawalpur, Punjab, Pakistan. This sample size not be generalized and this not have fully depicts the general characteristics of the consumers. This research would be beneficial only for Television advertisement campaigns.

X. Suggestions

Only creation of emotional situations in TV ads is not sufficient for generating customers for the company and product. The ads must be directional and decisional for the new and existing customer. When people already have the product which they see in ad it increase their attachment level with the product so the advertisers make such type of rational appeal which can arouse intense desire for having the product. By comparing and showing clear difference between competitors product the ad create logical thinking and helps to recall the products benefits and uniqueness as compared to the other existing product in the market during purchasing. Companies should choose such stars in ads that have strong impact of their personality and have their high market demand. The success of the product based on the fact that how much strong promotional and marketing strategies have been used.

XI. Future Study

The sample size can be increased for having more accurate results. The sample conducting Surveys can be from different high schools, colleges and universities. Such surveys can also be conducted on respondents from different age groups and the people from different professions for the generalization of the results.

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Table.1

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.408 ^a	.166	.149	.51471

a. Predictors: (Constant), Avg_Celebrity Expert, Avg_Emmotional Appeal, Avg_Rational Appeal

Table.2
ANOVA^b

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	7.712	3	2.571	9.704	.000 ^a
Residual	38.680	146	.265		
Total	46.392	149			

a. Predictors: (Constant), Avg_Celebrity Expert, Avg_Emmotional Appeal, Avg_Rational Appeal

b. Dependent Variable: Avg TV Advertising Attitude

Table.3
Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	1.194	.203		5.871	.000
Avg_RationalAppeal	.254	.073	.298	3.482	.001
Avg_EmmotionalAppeal	.138	.066	.176	2.083	.039
Avg_CelebrityExpert	.006	.074	.006	.079	.938

a. Dependent Variable: Avg_TV Advertising Attitude