

ADVERTISING APPEALS: A STRATEGY TO INFLUENCE CUSTOMER ATTITUDE**H. Arora¹ and Pooja Jain²**heena.arora@jimsindia.org¹, poojajain@jimsindia.org²**ABSTRACT**

Advertising is a strategic tool to influence customers' cognition and emotions towards products/services. It is used to create a presence in society and stimulate customer responses. Many big organizations rely on advertisements to boost the sales of their company and to build deep connections with the target audience. An advertisement has the ability to deliver the message effectively by using advertising appeals which acts as a creative to trigger the attitude of customers. The attitude of customers is reflected by noticing the way customers feel or react towards a specific product or brand. Customer's reaction can be rational or emotional which depends upon the need of the product or the feelings customers have for the product. Marketers are now more concerned about the feelings of their customers rather than only focusing on the needs of the customers. The study discusses how marketers and advertisers are using advertising appeals as a weapon to influence customer behavior. A theoretical model is framed to understand the impact of advertising appeals on the attitude of the customers which have varying effects on the purchase intention of consumers. The results of the research reveal the way customers think, feel or involve themselves in the advertisement which impacts their attitude and positively influence their buying intention. This research study bestows not only on the attitude of customers but also provides lucrative insights to advertising practitioners about advertising appeals of communication and academicians to develop different theories showcasing the relationship emotional and rational appeal on customers cognitions and affections. There is an enormous opportunity for marketers to create new customer value by understanding customer emotions and feelings to create real competitive growth..

Keywords: Advertising appeals, customer attitude, celebrity endorsement, customer feelings, customer thinking, customer-involvement

1. Introduction

Customer Attitude is the continuous reaction observed in the responses of customers which gets affected by the appeals used in the advertisements. The attitude of customers is the composition of their beliefs, feelings, and behavioural intentions. These responses depict the likes or dislikes of the customer and form an image about the product or the brand portrayed in the advertisement and reflect in their intentions (Ziglar, 2004). Therefore, the concept of advertising appeals was introduced to generate customers feelings (Asiegbu et al., 2012; Lin, 2011). Advertising appeals of communication focuses on arousing feelings or emotions in customers. These feelings gain the attention of customers and affect the customer's attitude towards the advertisement and the brand (Arora and Jain, 2021). Advertising appeal helps in forming an image of the product in the customers mind. The image formed in the mind of customers makes them think or feel over the product in the same way marketers want customers to think or feel (Folse et al., 2012). Influencing customers thinking and feelings is not a task of a single

day. Advertisers show advertisements on television repeatedly to make customers recall the advertisement and the brand whenever a customer visits the market (Panda et al., 2013). Zimbardo et al. (1991) supported by saying that advertising appeals persuade customers to feel in some way. These feelings are based on the reliability, affection, or the logical beliefs of the customers. If the message is effectively conveyed to the audiences, the attitude of customers will be impacted in the marketplace (Magids et al., 2015). Hence, marketers coined advertising appeals as the tool to grasp customer attention and to understand the impact of different advertising appeals of communication on the customers intention to purchase the product (Jovanović et al., 2016).

The idea of an appeal was introduced by a Greek philosopher Aristotle who identified rhetorical triangle theory which throws light on three appeals of communication i.e. ethos (credibility), pathos (emotions), and logos (logics). Grigaliunaite and Pileliene (2016) have developed a theoretical model to explain the influence of advertising appeal on customer attitude which is bifurcated into three stages.

Stage one is the cognitive stage where the advertising appeals raises the customer's attention and generates a sense of brand recognition and recall in customers' minds. Stage 2 is the affective stage where the customer's attitude is being noticed towards the advertisement and with the product or brand. The third stage is the co native stage which reflects the purchase intention of customers.

In the present competitive scenario, organizations have to be aware of their customers likings or disliking being one step ahead of their competitors. Marketers must understand the thinking process, feelings, and expectations of their customers. The research highlights the power of persuasion in advertising appeals which affects customer's cognitive and affective responses and influences customer purchase intention. The present research study will help marketers and advertisers to understand the attitude of customers towards the advertising appeals and strategize appropriately to generate a sense of brand recognition in the customers mind.

2. Methodology

Rationale for the study and Research Questions

Understanding customers intentions has always been a challenging task for marketers especially in this dynamic business environment. The preferences of some customers change with time or for some, it remains consistent. Sugimoto (2000) narrates the preference-based theory of intention, which states that customers make desirable choices based on their intuitions by thinking rationally or feeling emotional which reflects in their intention to prefer or not to prefer a product. Fandos and Flavian (2006) contend that purchase intention is the choice of customers to buy or not to buy. It is oblique promise customers make to themselves to purchase whenever they go out to the market. In the present time, online advertising also known as digital advertising has gained importance all over the world. But, Amit Tandon, vice president and business head of HealthKart, noticed that no matter how abruptly digital advertising grows but the matter of fact is that traditional television

advertising is more than anyone ever could think of and that's the reason that even digital companies like Google and Facebook are investing their advertising budgets on television ads. In India, brands rely upon the concept of advertising through story-telling on television but it is found, there are multiple distractions for customers on digital platforms. On the contrary, television advertising draws views with full attention which results in making customers feel happy instead of lonely and enhances the feeling of trust in customers (John et al. ,2018). Television advertising aids in reaching out to large audiences and is considered as the most convenient and efficient platform. Not only this, but television advertisements also helps in steering the perception for premium brands. Customers consider T.V. ads to be more reliable, trustworthy and have the advantage of targeting large audiences based on their geographical locations. It allows brands to target customers through the feature of personalization which still lacks to get addressed in online advertising. Hence despite the growing trend of online advertising all over the world and in India, companies still prefer and will keep on preferring television advertising for promoting their brands on television. (Source: Brand Equity, Economic Times 2018).

Advertising appeals reside in the heart of creative advertisers that builds a bond of the brand with customers and television advertising helps in establishing an emotional connection of the brand with the customers in the most effective way (Zhang et al., 2020). Advertisers trigger customer feelings by persuading their message through advertising appeals. After exploring the area, it was observed that fewer studies were incorporated in the discipline of advertising appeal which portrays customers' connection with the advertisement which reflects their attitude based on their cognition & affections. Advertising appeals always worked at the backend of an advertisement and never got an opportunity to come at the frontend. The matter of fact is that advertising appeals make customers feel stronger for the product or brand. The meadow of advertising appeals is less scouted. Therefore, this study fills the

aperture by exploring the interrelationship between the dimensions of the factors that affect customer attitude and influence the purchase intention of customers. The present study will confer a new outlook to the field of advertising and provides opportunities for future researches to explore the most innovative and creative field of marketing & advertising.

To address the concerns of the study, the research questions for the study are as follows:

1. How do different advertising appeals of communication influence customer thinking, customer involvement, and customer feelings?
2. How does factors such as customer thinking, customer involvement, customer feelings, impact customer attitude towards advertisement and brands?
3. How does customer attitude towards advertisement and brands leads to influence the purchase intention of customers?

The study incepts with the introduction of the theme, the rationale for the study, research questions, and the research literature for the study and further discusses the theoretical framework by introducing the proposed model for research.

Review of Literature

Reinartz and Saffert (2013) assert that innovative creatives are designed not only for selling the product but also for appealing to customers to believe or trust on what companies are trying to communicate through advertisement. And to make customers believe in them advertisers propel customers to think or feel which gives rise to two types of advertising appeals known as informative appeal and persuasive appeal. Informative appeal refers to the appeal where the customers get all the information about the product or brand and make the customer thinks rationally. On the other hand, persuasive appeals are the appeals that triggers customers feelings & emotions which can be of happiness, sadness, joyfulness, humor, etc. The main aim of the persuasive appeal is to influence the customer to feel the ad in the same way advertisers want customers to feel. Hence, persuasive appeal includes several other appeals under its shadow, for example,

emotional appeal (where customers sentiments get affected and the customer becomes emotional), humor appeal (where customers sense some kind of humor and they start laughing or enjoying), sex appeal (where erotic interests of customers are aroused) and bandwagon appeal (where customers feel that since everyone is doing this so I should do the same so that customers don't feel left out i.e. FOMO fear of missing out). Whereas, informative appeal is a simple appeal which make customers aware of the product quality, features, price, and all other relevant rational information and therefore is also called rational appeal (Bangen, 2018)

Advertising products or brands on television changed the whole meaning of advertising and gave rise to the golden age of advertising in the early 1900s. Consumers felt more connected towards the brands through adverts on television and generated a feeling of personalization(Quick,2021). Mertes,2021 discussed about the history of television commercials and found the world's first advertisement that aired on television was on July 1, 1941, in New York. The advertisement was of Bulova Watch Company and was aired only for 10 seconds on local channel WNBT. The advertisement creation cost was around \$4 to \$9 with only 1 % of people having T.V. at their homes and around 4000 people viewed that advertisement which started the era of Advertising. The advertisement appealed to the audience by stating that "America runs on Bulova Time". From then brands like Proctor & Gamble, Coca-Cola, Sun Oil Company, and many more started creating their T.V. commercials and there was no looking back. With time, companies started innovating in advertisements design focusing on telling emotional stories, describing features, making viewers laugh.

Jovanović et al. (2016) found that advertising appeals are a creative strategy of marketers that influence their customers purchase intention. Authors have named two types of advertising appeals that can influence the buying decision of customers i.e. rational and emotional. Authors clubbed emotions of happiness, sorrow, humor, sexual, bandwagon into the emotional category. Gayatri (2008) observed that sex appeal advertisements are

more ubiquitous. Advertisers coding the same appeal advertisement lose the interest of their audience and customers do not find anything attractive and creative which is very important while designing the advertising. Halvadia et al. (2011) found that advertisements that possess stronger feelings among audiences positively impact their buying behaviour.

Kim et al. (2020) observed that advertising appeals play an important role by forming a strong connection with customers via demonstrating values in the advertisement using emotional or rational appeal. Authors found that emotional appeal possesses hedonic value which forms affective trust in customers whereas rational appeal possesses utilitarian value which forms cognitive trust in customers. Akbari (2015) supported by stating that both emotional and rational appeals significantly impact the customer attitude and influence them to purchase the product. Weber and Schweiger(2017) supported by saying that advertising helps in detecting customer's mental responses towards advertising stimuli that are related to customers' intention and affect the memory of customers. These responses are retained in the customer's memory in two forms: explicit memory i.e. conscious mind where an individual tries to recall the brand, and implicit memory i.e. unconscious mind which is formed with customer experiences with time. Frolova(2014) found that the main objective of advertisers is to create customers recall. Advertisements are formed to deliver the message to the target audience which triggers the psychology of the customers leading to intention. Miller and Stafford (1999) found that the advertising appeals build an image about the brand in customer's minds. The image formed can be based on the emotional sentiments of the consumers or can also rely on the logical beliefs based on which customers make buying decisions. Moore et al. (1995) observed that emotional appeal affects consumer responses more intensely than any other appeal. Emotional appeal represents customer responses with empathic and negative emotions. High intensity of affective customer response is generated with positive as well as negative emotional appeals. But no affective intensity is addressed in

customer responses when the advertisement is non-emotional.

SaeidSadat(2019) said appeals of communication act as the most effective way to reach the audience and generate their interest. Advertisement acts like a competitive weapon to gain the attention of customers. The study is focused on four types of advertising appeals emotional, rational, humor, and fear. Authors found humor appeal to be the most effective appeal to convey the message to the audience. Bendixen(1993) explained the FCB grid i.e. Foote, Cone, and Belding Grid developed by Richard Vaughan (1993) which worked upon identifying the involvement level of customers with the product having two base elements i.e. thinking and feeling. Nguyen (2014) observed that the appeal chosen depends upon the involvement customer has with the product. High involvement products require rational appeal whereas low involvement products require emotional appeal in the advertisements. Rizwan et al. (2013) noticed that advertising is the marketing weapon that triggers the viewer's mindset for a longer period. Authors found emotional appeal and rational appeal as the variables that affect the television advertising attitude. Rational appeal is known to be the most effective appeal to influence the attitude of the consumer towards TV advertisements. Emotional appeal impacts the consumer's psychology to get their attention. Customers are not directly influenced by celebrities or experts; the presence of advertising appeals in TV advertisements makes the ad meaningful to the audience.

Petty and Cacioppo (1980) proposed a model known as elaboration likelihood model (ELM) of persuasion. The model is the dual process theory which describes about the attitude or changing attitude of customers. The theory is developed with the motive to understand various ways of processing stimuli on the attitude or changing attitude of customers. The model gave two major routes namely central route and the peripheral route. The central route implies high level of message elaboration which means individuals are more focused on cognitions. Here, the results will come from a person's thoughtful mind therefore; attitude change will be abiding and

imminent of customer behaviour (Petty and Cacioppo., 1984, 1986). The peripheral route implies low level of message elaboration. Here the responses of customers rely upon the personal beliefs associated with their feelings and emotions which results in giving positive or negative signals to the stimulus. These signals are based on the attractiveness, reliability or trustworthiness of the message (Miller and Katherine, 2005).

Based on available literature, advertising appeals of communication for the present study are categorized into two types i.e. first, the emotional appeal which includes appeals related to human emotions, humor, sex, bandwagon. The second appeal is rational also termed as functional which involves an appeal that possesses features or characteristics of a product or brand.

Conceptual Framework

After analysing the literature, the most salient variables that impact the research study have been identified with the help of qualitative analytical tool NVIVO and word cloud is generated and a conceptual model is formed and hypothesis are formulated for better understanding of the relationship between the variables.

The word cloud is illustrated below in Figure 1:



Figure 1: Represents the word cloud after extensive literature review

After the formation of word cloud, variables customers thinking, customer feelings, customer involvement, attitude, advertisement are spotted that influences the purchase intention of customers towards advertising appeals. Therefore, five C's model of

advertising appeal is developed, and suitable hypothesis are formulated for better understanding of the concept.

Constructs & Hypothesis

Advertising Appeals

Advertisements are designed to appeal to the audience in both a rational and emotional manner. Rational appeal impacts the thinking process of audiences and emotional appeal affects the sentiments or feelings of the viewers. An info-graphics by Forer (2018) depicts the psychology of advertising thinking and feeling which represents the relevance of both customer thinking and customer feelings. Customers respond when they found something interesting and noticeable. Customers are the puppet of mixed feelings, happy, sad, fear, angry (Penz and Hogg, 2011) and marketers use different appeals to create an emotional bond with them.

Battarbee et al. (2014) observed that advertisements help in creating a deeper connection with the audiences. The authors also found empathy as the strong element that impacts the emotions of the customers. Lin et al. (2014) found that people emphasize emotional (feelings) and rational (thinking) aspects before buying any product. Authors have observed more recall rate when the advertisement is shown using advertising appeals, type of product, and multimedia & graphics which triggers consumers minds to make a purchase decision.

Seymour Epstein (1990) proposed a dual-process theory i.e. Cognitive-experiential self-theory (CEST). The theory explained the responses of customers that are noticed through two different systems rational and experiential where the rational system is analytical and is based on the information logically processed by consumers whereas the experiential system relies upon the intuition of customers or feelings of customers and is more emotionally driven. Analytical responses of customers are measured by Rational Experiential Inventory (REI). The REI measures both processing modes. The rational measure is mapped by the need for cognition and the experiential measure is mapped by faith in intuition. REI is confirmed as the most reliable measure that processes information of

individuals that impacts their thinking and feelings.

Miller and Stafford (1999) observed that the use of both emotional and rational appeals differ according to the product type and the involvement level of the product. The study reflects the prominent role of involvement in showcasing the advertising appeal and the product. Rawal and Torres (2017) used a model to depict the role of advertising appeal in generating customer involvement. The authors found that the advertising appeal evokes empathy in customers and affects the attitude of the customers. Empathy leads to develop a self-identity which also affects the attitude of customers and leads to engage customers in the advertisement. Vences et al. (2020) observed that advertising appeals help in attracting customers emotions and act as a pillar between the companies and their customers by involving customers. The authors found a high level of customer involvement when the content shown in the advertisement is entertaining. Andrie (2015) defines customer involvement as the phenomenon of apprising customers with the uses of product and creating a connection with customers by involving them with the product. The involvement of the customer depends upon two aspects: first, the duration of time an individual takes to make a decision, and second, the degree to which feelings or logics influence the consumer to indulge in the advertisement and make a purchase decision.

H1: Advertising Appeals has a positive significant influence on customer thinking.

H2: Advertising Appeals has a positive significant influence on customer feelings.

H3: Advertising Appeals has a positive significant influence on customer involvement.

Customer Thinking

The thinking of individuals bent towards the cognitive activities performed by advertisers. These activities shown to customers through advertisements trigger the mind of the customers and force them to think about it. That's where the need for generating a thought in customers minds about the product or brand is introduced which impacts customer's thinking process (Cacioppo et al.,

1982). McGuire (1968) described the information processing theory in which the authors explained the thinking process by which information gets into the customers mind. The initial step is communication followed by the effective message delivery to the audience in such a way that gets their attention. The next step is a translation where the audiences start thinking and making a view point about the product or brand being advertised in the advertisement which will impact the attitude or changing attitude of the customers. Petty and Cacioppo (1986) talked about the need for cognition (NFC) theory which describes the need of understanding and making appropriate reasons to think about the product or brand and enjoy thinking. NFC helps in engaging customers in the thinking process and formulating the attitude in customers.

Karlsson(2007) and many studies talk about the advertising model that impacts customers thinking i.e. AIDA Model which stands for Attention, Interest, Desire, and Action. The model talks about the creation of advertisement by stating the relevance of all the key elements of AIDA. To impact the thinking of individuals, it becomes important to first grasp the attention of the audience, then generate interest in audience by arousing the desire in customers which makes the customer think that they need the product being advertised and influence customers attitude to take an action of purchasing that product or brand.

H4: Customer Thinking has a positive significant influence on customer attitude towards advertisement and brand.

Customer Feelings

Edell and Burke (1987) observed that feelings of customers are the most powerful tool that can be triggered. Feelings-based responses of customers after watching the advertisement impact the attitude of customers towards the advertisement and towards the brand. Feelings may lead to formation of perception in the customer's mind and the customer starts predicting about the product attributes. Zajonc (1980) asserts that feelings arise very quickly and creates an emotional connection with the ad and the brand which impacts the

attitude of customers (Gardner, 1985). Burke and Edell (1989) coined feelings and emotions as the single element that pushes an individual's attitude to feel for the ad and the brand.

Dickson and Holmes(2008) said attitude is formed when customers start feeling for it. Ambler and Burne (1999) set feelings as the tool to understand the relationship between the advertising appeals and the consumer attitude. Ajzen (1991) found that consumer emotional responses elicited after watching advertisements influence the attitude of customers towards the ad which also forms a perceived value about the product or brand and impacts the consumer behavioural intentions. The non-verbal elements portrayed in advertisements came out to be the influential element that triggers the feelings & emotions of customers towards the ad and the brand (Edell, 1988).

H5: Customer Feelings has a positive significant influence on customer attitude towards advertisement and brand.

Customer Involvement

Antil (1984) defined customer involvement as an instance where customers connect themselves with the situation. The connection formed is the reflection of the attitude of customers inherited by advertisers (Zaichkowsky,1985). The level to which customers involve in getting information about the product or indulge themselves in purchasing the product reflected by their attitude at market place depends upon the level of involvement of customers (Bigne et al., 2012). Akbari (2015) asserts that when the degree of involvement is high, customer attitude is affected due to rational motives whereas when low involvement level is observed customer attitude is affected by emotional motives.

Advertisers focuses on increasing the involvement level of customers by creating interesting advertisements which attracts the attention of customers which leads to form the positive attitude in customers towards the product or the brand being advertised (Fan and Miao, 2012). Zaichkowsky (1994) noticed that customer involvement is expressed by observing the involvement of customers towards the advertisement, product, brand and

the celebrity-endorsed. Advertising creatives appeal to audiences though advertisements which generates the interest of customers so that customers starts involving themselves with the ad.

Hornik et al. (2017) found persuasive appeal as the advertising appeal that shapes the responses of consumers towards the advertisement. The responses affect the behaviour of customers towards the brand. The persuasive appeal is the combination of emotional and rational appeal which impacts the consumer mindset. The authors observed that the involvement of customers towards the advertisement and product impacts the attitude of customers at the marketplace. Liu et al. (2009) noticed that by showcasing creative advertisement appeals, the responses of customers rely on the involvement of customers with the brand. The study shows that the customer involvement towards emotional advertising appeals is much more than any other type.

Handriana and Wisandiko (2017) found that the degree of involvement of customers depends upon the celebrity-endorsed and number of endorsers of product. Low involvement products require multiple celebrities to make a positive change in the attitude of the customers. The effectiveness of advertising depends upon the involvement level of customers with the ad and the brand (Sama, 2019). Homer (1990) supported by saying that customer involvement is the major factor that intend customers to make a buying decision. The level of customer involvement exerted by advertisement on brand, influences customers attitude and persuades them to think or feel for the brand which in turn impacts their purchase intention. Hence, customers make a purchase decision.

H6: Customer Involvement has a positive significant influence on customer attitude towards advertisement and brand.

Customer Attitude towards advertisement and brand

Otamendi and Martin (2020) noticed that the effectiveness of advertising can be measured concerning the customer's emotional responses towards advertisement and brand. The observation method is used to notice customer attention, customer involvement,

and customer feelings towards the advertisement. The study also reflects the inclination of strong emotions of women towards advertising as compared to men. Ju (2017) found that advertising generates strong emotions & feelings in customers which reflects in the cognitive and affective attitude of the customers and results by making a positive impact on the purchase intention of the customers. Wang et al. (2017) supported by stating that emotional advertising affects the customer attitude towards advertisement, perceived value for the product, and the purchase intention.

Eisend and Tarrahi (2016) observed that customer attitude affected through appeals forms perception in customers mind which reflects as the intuitional response of customers and results in influencing the purchase intention of customers. Positive perception value formed in customers minds will lead to influence customers to make the purchase decision. Mattila (2016) found that emotional appeals can work effectively only when there is some sense of physical evidence shown in the advertisement. Advertisements that induce emotions strongly influence customer's attitudes towards the advertisement and the brand and stimulates the buying intention of customers. Chandy et al. (2001) observed that the technique to deliver the message to the audience in a creative way through advertisement affects the attitude, memory, and intention of customers which will influence their purchase decision. Advertisers should understand the way of communicating the message at the right time to trigger the audience. The advertising appeal being showcased in an advertisement must be noticeable which impacts the attitude of customers throughout the time viewer watched the ad till the purchase of the product.

H7: Customer attitude towards advertisement and brand has positive significant influence on purchase intention of customers

The hypothesis formulated above has been developed considering the conceptual framework in the study illustrated in Figure 2. The theoretical model embraces the key drivers of the research study to understand the impact of advertising appeals on the purchase

intention of customers. After studying extensive literature review, key drivers have been identified and five C's model of an advertising appeal is developed keeping in mind the attitude of customers towards the advertisement and brand to influence the buying intention of customers. The 5 C's model of advertising appeals comprises customer thinking, customer feelings, customer involvement towards customer attitude to influence customer purchase intention.

Proposed Model for the Study

The below-mentioned figure depicts the proposed model for the study which represents the impact of different advertising appeals on customer attitude towards advertisement and brand which influence the purchase intention of customers.

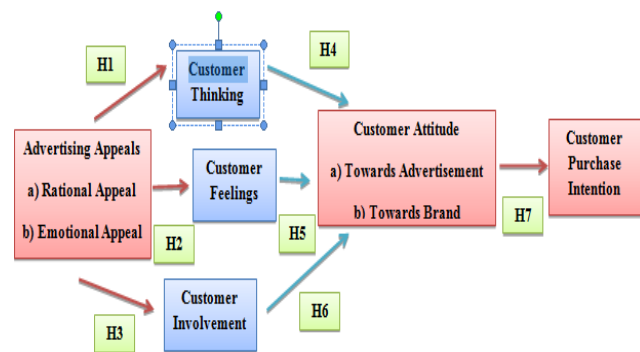


Figure2. Represents the proposed model for the study

Conclusion & Managerial Implications

Advertising in current times is considered as the most effective activities for the marketers to increase their sales. The appeal crafted in the storyline of advertising reflects the attributes of product, its image and benefits which the company wants to communicate with its target audience. It is the creative strategy in the world of marketing & advertising and acts as an apparatus to influence the customer attitude and impacts their buying intention. The concept of advertising appeals stimulates customers thinking, feelings and involve customers towards the advertisement and the brand. Advertising appeals impact customers thinking by triggering the mind-set of

customers by grabbing their attention and involving them in the thoughtful process towards the advertisement and brand which influences customer attitude and completes the first stage i.e. cognitive stage. In affective stage, customer feelings are affected through appealing advertisements which is another tactic followed by advertisers. By creating an emotional bond with customers through ad, marketers or advertisers make customers feel emotional which impact the attitude of customers. Advertising appeals also involve customers to get indulge with the advertisement or with the brand which impacts the attitude of customers or even change the attitude of customers towards the advertisement and the brand. The research aims to contribute in filling the existing gap in the consumer behaviour literature by providing a comprehensive model, the five C's framework to understand the relative influence of advertising appeals on customer thinking (CT), customer feelings (CF), customer involvement (CI), customer attitude (CA) and customer purchase intention (CPI).

The findings of the study generate relevant insights for marketers. The findings provide impetus for additional research for examining the impact with empirical evidence by collecting data and testing to validate the results. The present research study will provide the beneficial insights to advertising creative to persuade or strategize the advertisement considering customers intermediary factors that impact their purchase intention else worse affects can occur resulting in customer losing the sense of brand recognition leading to diminish the image of the company. The study will also aid academicians to formulate postulations or suitable theories/cases showcasing the relationship emotional and rational appeal on customers cognitions and affections. Advertising appeals can further help in introspecting the purchase intention of customers through different advertising appeals like humor, sex, bandwagon which connect consumers emotionally with the brands and intend customers to make a purchase decision.

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