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**THE IMPACT OF PSYCHOLOGICAL ATTRIBUTES
OF TELEVISION COMMERCIALS ON
CONSUMER PURCHASE DECISION**



By
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A dissertation submitted to the

Dr. Muhammad Ajmal
**National Institute of Psychology
Center of Excellence
Quaid-i-Azam University, Islamabad**

In partial fulfillment of the requirements for the

DEGREE OF PHILOSOPHY

IN

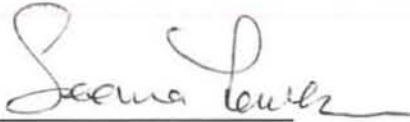
PSYCHOLOGY

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Approved by



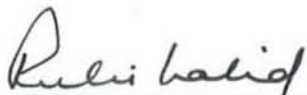
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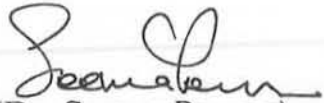
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(Dr. Seema Pervez)

Supervisor

Dedicated to

**The people of Pakistan who are loyal to
their motherland during all seasons
and under all circumstances**

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MUHAMMAD ANWAR

ABSTRACT

The study attempts (a) to find out the extent to which liking of television commercials (TV ads) pertaining to Fast Moving Consumer Goods (FMCGs) leads to formation of positive brand attitude, (b) to study the impact of Incentive TV ads on consumer's Brand Loyalty, (c) to analyze the effects of Emotional and Informational Appeals of TV ads on consumers' Future Purchase Intent and (d) to analyze the impact of Liking of TV ads, Brand Attitude, Brand Awareness and Purchase Intent on viewer's Brand Loyalty. Part I deals with selection of sample TV ads, sample viewers and development of instrument. After having decided about the population parameters of TV ads, representative sample ads were drawn through multi phased process based on a number of small studies including categories of ads, selection of FMCG ads, degree of liking of TV ads, frequency of consumption, content appeals of ads. These studies were conducted on 15 each girls and boys of postgraduate level students of Quaid-i-Azam University, Islamabad. The effort entailed short-listing of 12 ads including six Non-Incentive and six Incentive commercials as sample ads. The sample viewers 100 each girls and boys students of post graduate level residing in university hostels were selected from five public universities of Pakistan, i.e., one each from the four provinces and federal capital. The development of instrument envisaged preparation of indigenous scales for the study. These included Brand Attitude, Brand Awareness and Purchase Intent scale, TV ads Likeability scale, viewers Brand Loyalty scales and TV ads appeals scales. Question statements were taken from a bank of questions and scales for easy reference as suggested by Engel et al (1995), and categories of ads were taken from list of emotional appeal of TV ads as suggested by Pelsmacker & Geuens (1997) and classification system of informational cues and rational appeal of TV ads given by Resnik and Stern (1977). Final selection of questionnaire was done through Judges empirical evaluation process, in which six Judges were shown video clipping of

recorded ads and they were asked to evaluate how far given question statements were instituted in the concerned scale. They were also requested to indicate degree of appeal found in the ads corresponding with the question statements and the category of ad on 5 point rating scale where 1 represented minimum and 5 denoted maximum. It was hypothesized that: Liking of TV ads will lead to formation of positive Brand Attitude, enhancement of Brand Awareness and improved Purchase Intent; Due to Liking of TV ads viewers' Future Purchase Intent will be higher than Previous Purchase Pattern; Due to the impact of Emotional and Information Appeals of TV ads, viewers' Future Purchase Intent will be higher than Previous Purchase Pattern; Due to the impact of factors of Emotional and Informational Appeals of TV ads, Future Purchase Intent will be higher than Previous Purchase Pattern; Liking of Incentive TV ads will lead to higher Future Brand Loyalty; and Impact of Brand Attitude, Brand Awareness, Purchase Intent and Liking of TV ads will lead to Brand Loyalty. In part II the instrument was administered upon randomly selected 200 viewers including 100 each girls and boys of postgraduate level students residing in university hostels. The data was collected from five public universities of Pakistan. The analysis was completed using Mean, SD, paired t-test, coefficient and multiple regression analysis. The analysis showed that Liking of TV ads leads to formation of positive Brand Attitude, enhanced Brand Awareness and increased Purchase Intention. The data provided evidence that due to Liking of TV ads viewers Future Purchase Intent was increased. It was also found that exposure of incentive ads improved the Future Purchase Intent of the viewers, however incentives indicated better impact on girls as compared to boys. Similarly the impact of Emotional Appeal of TV ads was more pronounced on girls' Future Purchase Intent and impact of Informational Appeal of ads was better for boys' Future Purchase Intent. The study found that Incentive TV ads showed least impact on viewers' Brand Loyalty. It was also found that Brand Attitude, Brand Awareness, Purchase Intent and Liking of TV ads are the significant predictors of Brand Loyalty.

INTRODUCTION

INTRODUCTION

Television (TV) is a powerful medium of communication. As part of broadcast media TV transmits sounds and images to attract and hold the attention of the viewers. Its broadcasts tap into different human senses including sight and sound. Unlike print media that allows the readers to digest the information and images at their own speed, TV broadcast is a time medium that effects the viewers' emotions for a few seconds and then disappears. TV message appeal, however, is strong enough to attract the viewers around the TV sets to find a source of entertainment, an escape from reality. In fact TV has become a main stay of our society. This explains why advertisers consider TV as the primary medium of advertising. Television commercials (TV Ads) interact with the psychological processes of the viewers and tend to facilitate gratification of their psychological and informational needs. Since the viewers are frequently exposed to the alluring appeals of persuasive TV Ads therefore they develop positive or negative attitude towards ads and brands. Whereas every society has a system to apply basic set of rules to allocate resources to satisfy the needs of its citizens, cogent efforts are made to persuade the people to develop attitudes favorable to the interest of that community. Although man is always free to make his choices in the realm of psycho-social, and economic exchange yet his propensity, perceptual field and cognition are so manipulated that his options seem to be the direct outcome of commercial propaganda called advertising. It is also worth noting that where man is influenced by the social and economic system, his individual and collective moorings influence the very basis of society. According to Novak (1982), society is a mixture of economic, political and cultural influences, each generated by its own system of people, institutions and ideas.

Social segments of society cannot function without effective means of communication. They exchange information, ideas, plans; make decisions, rules, proposals, contracts, and agreements. Communication has become the lifeblood of every organization and community. In the modern economic and business world, man as consumer has attained the most important and powerful role and the consumer satisfaction has become the ultimate objective of every business entity. Effective communication helps marketers to understand the consumers, choices available to them and their processes of making buying decisions. Consumers also enhance their awareness and maintain or shift their brand loyalties based on suitable advertising schedule. The human interdependence, however, remains impregnable and meaningful. TV as an effective vehicle of communication exploits human interdependence upon the fellow beings. It helps viewers to watch and develop liking for the brand and make purchase decisions. In order to satisfy viewers' emotional and informational needs, creative advertising produces suitable TV Ads as suggested by the consumer research. Resultantly the brands are exchanged with consumer money.

Consumer Behavior

Different people have defined consumer behavior in a variety of ways. Jacoby et al. defined it as the acquisition, consumption and disposition of goods, service, time and ideas by decision-making unit (as cited in McNeal & McDaniel, 1982, p.35). This definition explains patterns of acquisition, processes of usage and finally disposal of goods, services, time and ideas.

According to Engel, Kollart, & Blackwell (1973), consumer behavior refers to the acts of individuals directly involved in obtaining and using economic goods and services, including the decision process that proceed and determine these acts. This definition describes economic compulsions related to consumer behavior and explains

what people consume, where, how often and under what conditions they consume goods and services. Tucker argued that consumers could be defined in terms of either the products they acquire and use or in terms of the meanings products have for them and their attitudes towards products (as cited in Russell, 1990, p.139). Holman argued that at least three conditions, i.e., visibility, variability, and personalizability, distinguish products as communication vehicles (as cited in Sirgy, 1982).

Loudon and Bitta (1993) defined consumer behavior as decision process and physical activity individuals engage in when evaluating, acquiring, using or disposing of goods and service. This definition challenges the traditional viewpoint, which defined consumers strictly in terms of economic goods and services. It also suggests that, monetary exchange is not the essential consideration for consumers and potential adopters of free services or ideas can also fall under the purview of consumers. This definition also stresses that actual act of purchase is just one stage in a series of mental and physical activities that occur during a period of time.

Psychology is the study of human behavior and its causes. Consumer behavior appears to be a subset of human behavior. It is, therefore, essential to study consumer behavior in relation to its environment i.e., marketing. The American Marketing Association defined marketing as the process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods, and services to create exchanges that satisfy individual and organizational objectives (Belch & Belch, 1998). This definition recognizes that exchange is a central concept in marketing. For exchange to occur there must be two or more parties with something of value to each other. Advertising plays an important role in the exchange process by informing consumers of product and services of a company. It also convinces the consumers about the ability of the product and service to satisfy the needs of the consumers. This definition encompasses services and ideas as well as the products. The concept envisages a sound

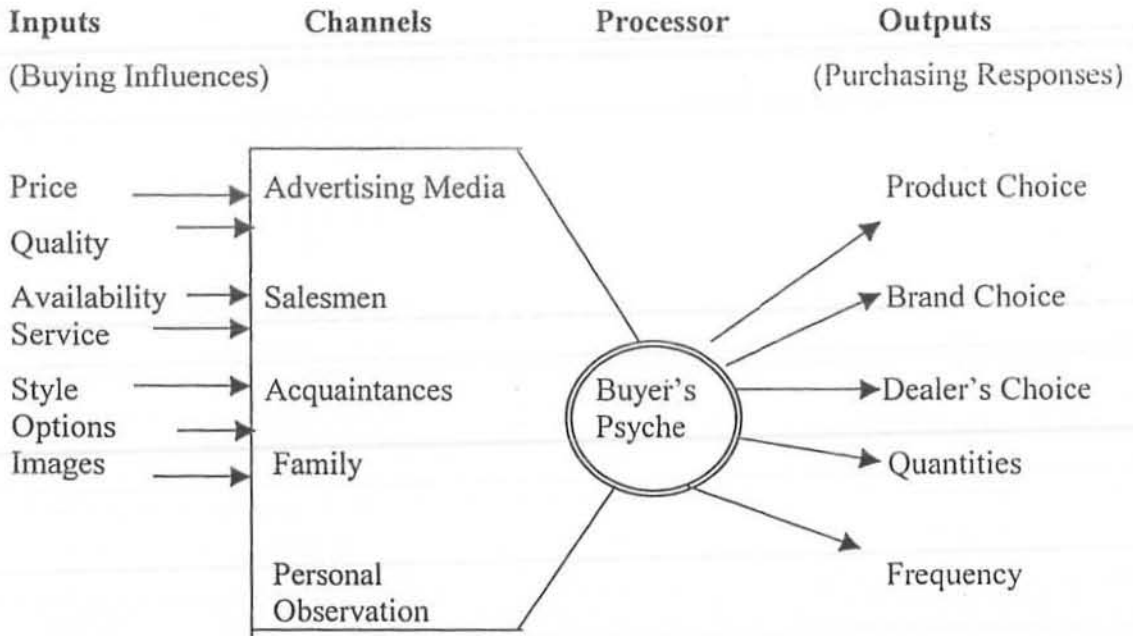
understanding of consumer behavior. All marketing systems study the behavior intentions of the consumer, making it possible to anticipate and react to the needs and desires of the consumer. Knowing consumers current needs is reasonably complex but can be determined through direct marketing research (Hawkins et al., 1995, p.9).

Marketing facilitates the exchange process and the development of relationships by carefully examining the needs of consumers, developing a product, offering it at certain price, making it available through a particular place, and developing a program of promotion or communication to create awareness and interest. Belch and Belch (1998) suggested four Ps, i.e., product, price, place, and promotion as the elements of marketing mix to facilitate the potential for exchange with consumers in market place.

Models of Consumer Behavior

Consumer behavior is a complex issue, because human mind, the only entity in nature with deep powers of understanding, still remains the least understood. Scientists can explain planetary motion, genetic determination, and molecular behavior, yet they have only partial explanation of human behavior. The consumer is subject to many influences, which trace a complex course through his psyche and lead eventually to overt purchasing responses. Kotler conceived the buying process as a system of inputs and outputs (as cited in McNeal & McDaniel, 1982). Details are given below:

Figure 1. Kotler's buying behavior process as a system of inputs and outputs



1. Behavioral Models

- **Marshall's Economic Model.** Economists maintain that purchase decisions are made after rational and economic calculations. The individual spends his income on goods that deliver the most utility. The antecedents for this view trace back to the writings of Adam Smith who contended that man is motivated by self-interest (as cited in McNeal & McDaniel, 1982).
- **Pavlovian Model.** Learning is an associative process and a large component of behavior is conditioned. Consumers behave in largely habitual rather than thoughtful way. Same behavior might be observed if reinforced or rewarded in the past (as cited in McNeal & McDaniel, 1982).
- **Freudian Psychoanalytic Model.** Man's choices are influenced strongly by motives and fantasies, which take place deep in his private world. In the advertising field, this model has provided useful insights to prepare appeals for consumer's private world of hopes, dreams, and fears to affect stimulating purchases as against rational appeals (as cited in McNeal & McDaniel, 1982).

- *The Veblenian Socio-Psychological Model.* This model advocates that several levels of society such as culture, social classes and reference groups influence behavior (as cited in McNeal & McDaniel, 1982).
- *The Hobbesian Organizational Model.* Thomas Hobbes suggested that man is instinctively oriented to preserve and enhance his own well-being but fear of conflict and war lead him to unite with others in a corporate body. Thus corporate man steers a careful course between satisfying his own needs and those of the organization (as cited in McNeal & McDaniel, 1982).

2. *Comprehensive Models of Consumer Behavior*

- *The Howard-Sheth Model.* This model explains consumer behavior in the context of brand choice when given several brands to choose from. It comprises four parts namely, stimulus input, exogenous, sequential output, and the internal state of the buyer (Howard & Sheth, as cited in McNeal & McDaniel, 1982).
- *Nicosia Model.* It presents three fields prior to purchase behavior. Field-1 is the output of message from firm to consumer where it is compared with the consumer's predispositions. The product message is not familiar to consumer who evaluates it to form an attitude. Field-2 uses consumer's attitude for product, as an input for search and evaluation. Field-3 is the motivation of consumer as a result of search and evaluation to take purchase decision. Feedback including consumption, storage and experience are the elements of field-4 (McNeal & McDaniel, 1982).

Motivation and Consumer Behavior

Why people behave the way they do? There are no simple answers. Shakespeare said, "Every why hath a wherefore". Motivation involves the question of why people

behave, think, and feel the way they do? Motivated behavior is energized and directed. Hawkins, Best, and Coney (1995) pointed out that a motive is a construct representing an unobservable inner force that stimulates and compels a behavioral response and provides specific direction to that response. Jones explained that motivation deals with how behavior gets started, and is stopped (as cited in Wilkie, 1994). This indicates that motivation is the basis of all consumer activities. Murray defined need as a hypothetical construct that stands for a force in the brain to organize and direct behavior to maintain the organism in its most desirable state (as cited in McNeal & McDaniel, 1982).

Components of Consumer Motivation

- a. *Energy and Direction.* Wilkie (1994) explained that components of consumer motivation are energy and direction. Energy refers to the fact that all behavior including, thinking, moving and looking require us to expend an internal supply of power. Direction is channelization of inner energies into an efficient behavior. Consumer behavior has both energy and direction as its components.
- b. *Multiple Motives.* Consumer motivation encompasses large range of issues. Reasons for purchase could be role-playing, seeking pleasure of bargaining, status and authority. Wilkie (1994) pointed out that consumers have multiple motives including overt and covert reasons of behavior. The hidden motives are uncovered through the use of projective techniques and fall within the purview of unconscious theory of motivation by Freud (1917). Cannon (1915) formulated the homeostasis hypothesis of motivation in which all the biological process of behavior are determined by a disturbance in homeostasis and the processes go on until the homeostasis is regained or the organism is dead. Thus behavior fulfills an important function as a homeostasis regulating process. (as cited in Wolman, 1973). The homeostasis disturbance leads to non-equilibrium state and feelings of

tension. Consumers desires to reduces tension created by wants that are unsatisfied are based upon consumer motivation.

- c. *Internally and Externally Sparked.* Motivation may be sparked internally (through hunger) or externally (through friends' suggestion). Once sparked, its direction can be determined. According to Lewin (1930s) behavior is function of both person and environment comprising life space or psychological field, (as cited in Wilkie, 1994).
- d. *Valence.* Consumer motivation has valence and refers to the degree of attractiveness of product or object for the consumer. A valence is positive or negative when the product is attractive or unattractive. Wilkie (1994) pointed out that valence also reflects the strength of attraction depending upon how much consumers are attracted or repelled by the product. Valence occupied vital place in Lewin's field theory especially in the context of motivational conflicts. As due to limitation resources and multiple motivations the consumers look for alternatives to make purchases. This leads to the following conflict:
 - (1) Approach – Avoidance Conflict.
 - (2) Approach – Approach Conflict.
 - (3) Avoidance – Avoidance Conflict.
- e. *Theory of Hierarchy of Needs.* The actual contents of motivational behavior are reflected by Maslow's (1971) theory of need hierarchy. The key propositions of the theory include: (1) The environment is important to establish which need will be active within a person at a specific time. (2) When a need has been satisfied, it is no longer active, though it may return later. (3) There is a systemic order within the basic need and a person will not feel the second-level need until the first-level need has been satisfied, and so forth through the five levels of hierarchy. The need

levels include: physiological needs, safety needs, need for love and belonging, the esteem need and self-actualization needs (as cited in Wilkie, 1994).

- f. *Active and Reactive.* Consumers are active and reactive. They are always curious and tend to buy new products. These characteristics of consumers become factors working against long-term brand loyalty. Wilkie (1994) concluded that entire industries are built on the 'thirst for variety' motive of the consumers.
- g. *Individual Differences.* Consumer motivation reflects individual differences in what, where and how they buy. Individual differences due to income, age, and social status are obvious. Understanding consumer behavior will prove that there is a natural propensity among consumers to show different purchase preferences. Individuals with same age, income and status may not purchase the same brands.

Self-Concept in Consumer Behavior

Self-concept is the overall image or impression about oneself. Scherauger and Lund (1975) pointed out that self-concept is construed from multidimensional perspective: actual self refers to how a person perceives himself; ideal self refers to how a person would like to perceive himself, and social self denotes how a person presents himself? Pearson (as cited in Tubbs & Moss, 1994) pointed out that self-concept is relatively stable impression of oneself. It includes not only one's perception about his physical characteristics but his judgments about what he 'has been, is, and aspires to be.

Roger's humanistic perspective stressed a person's capacity for personal growth, freedom to choose one's own destiny and positive qualities. He distinguished between the real self and ideal self. The greater the discrepancy between the two the more maladjusted the individual will be (as cited in Sirgy, 1982).

Consumers' personalities can be symbolically defined through product use. Kuhn and McPartland (1954) defined consumers by the products they use or in terms of meanings products have for them or their attitudes towards product. According to Grubb (as cited in Littlejohn, 1983), consumers tend to express their self-images in a given situation. The use of product is one of the ways by which an individual can express self-image. Hence consumer may select conspicuous products, having high repurchase rate, or for which differentiated brands are available, to express his self-image. Sirgy (1992) concluded that motivation to purchase a product is the net effect of motivational state arising from self-esteem and self-consistency needs. Rokeach (as cited in Littlejohn, 1983) concluded that self-concept is particularly important to belief system because the ultimate purpose of one's total belief system is to maintain and enhance the self-regard.

Dimensions of Consumer Self-Concept

Marketing research has identified following dimensions of consumer self-concept.

- a. Self-enhancement takes place through association with goods having desirable social meaning, and from the favorable reaction of significant references in the social inter-action process (Goffman, as cited in McNeal & McDaniel, 1982).
- b. Consumers prefer products with images that are congruent with their self-concept. Sirgy (1982) concluded that ideal and ideal-social self-concepts are more closely related to product preference than to purchase intention, whereas actual and social self-concept are more closely related to purchase intention than product preference.
- c. Gentry; Golden; and Allison concluded that sex and sex-role self-concept were significant predictors of preference and image, but sex variable was better predictor (as cited in Sirgy, 1982).

- d. Loudon (1972) concluded that need for achievement is related to product-image perceptions. Mason et al. (1970) found respondents' rating of patronized store higher in status as compared to non-patronized stores (as cited in Sirgy, 1982).
- e. Bem explained that we often infer our internal states, such as, our attitudes by observing our behavior (as cited in Franzoi, 1996).

Life Style and Consumer Psychographics

Life style is basically how we live? It is determined by our past experience, innate characteristics, and current situation. It influences all aspects of consumer behavior. Hawkins et al. (1995) opined that life style is a function of inherent individual characteristics shaped and formed through social interaction. Thus culture, values, subculture, social class, reference groups, family, individual characteristics, and personality influence life style.

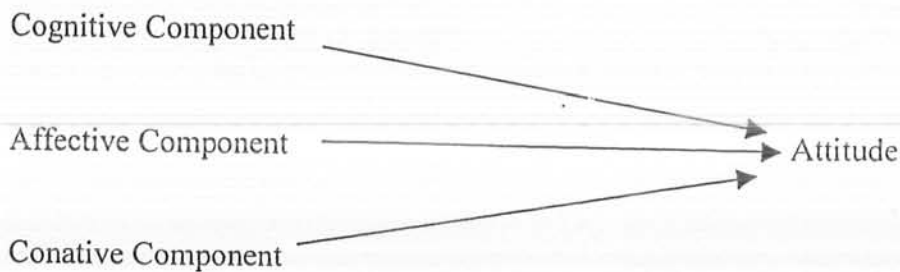
Consumers are heterogeneous and there is a need to identify their differences. This will enable the marketers to see a chance in reaching the consumers with their products. Wilkie (1994) pointed out that market segmentation is a three-stage process namely identifying, selecting particular segment and preparing communication message for the target segment. The most widely used approach to life style measurement has been Activities, Interests, and Opinions ratings. The basic premise of life style research is that the more you know about your customers the more effectively you can communicate to them (McNeal & McDaniel, 1982).

Marketers attempt to focus on the values, attitudes, and interests of the consumers. By targeting values, attitudes and interests they can reach the consumers with better understanding and effective marketing message. Nickels, McHugh, and McHugh (1997) found that ads portray a group style, for that we can study the groups' values, attitudes, and interests. This strategy is called psycho-graphic segmentation.

Consumer Attitude

Fishbein and Aizen (as cited in Hawkins et al., 1995) pointed out that attitude is a learned disposition to respond in a consistently favorable or unfavorable manner with respect to a given object. Traditionally attitudes are believed to be formed through behavioral, affective, and cognitive processes. A person's knowledge and beliefs about some attitude object reside within the cognitive component. The affective component refers to the person's feelings about the attitude object. The behavioral or conative refers to the person's action toward the attitude object (Franzoi, 1996). The traditional tri-component view of attitude is as under:

Figure 2. Traditional tri-component view of attitude



According to Batra and Ahtola beliefs as cognitive and feelings as affective components are the two fundamental determinants of attitude. The conative component is not seen as a determinant of attitude, instead attitudes are viewed as determining the conative component, i.e., a person's behavioral intentions will depend on his attitude. Consequently, consumers' intentions to perform some behavior such as purchasing a product should increase as their attitudes become more favorable (as cited in Engel et al., 1995).

Wilkie (1994) argued that human behavior is a combination of mental, emotional and physical aspects. It was popularized as 'think-feel-do' perspective and resulted in cognitive, affective and conative, view of attitude. Consumers strive for harmonious

relationships among thoughts and feelings. Batra et al. (1998) pointed out that attitude is made up of three interrelated components: cognitive, affective and conative. Attention is usually focused on the affective component, assessing the degree of positive or negative feelings for an object. Petty and Cacioppo (1983), in their 'Low Elaboration Likelihood' model proposed that attitudes resulting from central processing should be relatively enduring, resistant to change, and predict behavior better than attitudes formed by the peripheral route.

Functions of Attitude

Wilkie (1994) discussed following key functions:

- a. ***Adjustment.*** Attitudes help consumers to adjust their likes and dislikes to be realities of their external environment. For example consumers having a positive first experience with purchase from a particular store, keep overall positive attitudes toward re-shopping at the same store.
- b. ***Ego-Defense Function.*** Sometimes attitudes help in protecting consumers' egos from threats to their self-identities. Personal care products such as deodorants may find this function to be at work.
- c. ***Value-Expressive Function.*** Strong power need may develop in consumers' favorable attitude for products, which help them feel powerful.
- d. ***Object Appraisal Function.*** Attitudes help consumers to organize and add structure to their perceptions of external world. Positive brand attitude reminds them the product they like, enabling them to deal efficiently with familiar object.

Brand Attitude

Consumers hold feelings and evaluations about ads and brands and while watching ad they react to it (Shimp, 1981; Mitchell & Olson, 1981). Haley and Baldinger (1991) concluded that liking of an ad is a strong predictor of its effectiveness.

Brand equity also influences consumer attitude. Wilkie (1994) defined equity as the value of a brand name for the company that owns it. Keller (1993) explained that brand equity is a value consumers assign to a brand above and beyond any specific functional characteristics of the product. This refers to the reputation of a brand. Hawkins et al. (1995) argued that equity implies economic value. Brands with good reputations have the potential for high brand equity. Farquhar (1989) pointed out that consumers respond more positively to the new product due to positive brand attitude.

Brand attributes can be examined at different levels. Myers and Shocker (1978) made a distinction between physical and pseudo-physical characteristics. The physical characteristics include color, sweetness, price, distance, strength of fragrance and weight. The pseudo-physical characteristics are spiciness, smoky taste, greasiness, creaminess, and shininess (see also Batra et al., 1998).

Attitude Formation

Following models merit consideration:

- a. *Evaluative Belief Model of Cognitive Structure.* The most commonly used cognitive structure model in advertising is the evaluative belief model, in which the attitude is the sum of the evaluative beliefs about how well each brand scores on each attribute, weighted by the importance of that attribute (Batra et al., 1998).
- b. *Multi-Attribute Model.* Wilkie (1994) explained that an object possesses many attributes on which consumers' attitude will depend. The multi-attribute model tells us why consumers like certain brands, and why they dislike others? Hence the model offers an insight into the causes of consumer behavior and also suggests inputs to marketing strategy to improve consumers' brand attitude.

Theories of Attitude Change

These are given below:

a. The Information Processing Theory

The degree up to which information affects attitude depends on valence and weight. The valence refers to individual judgment that information is good or bad news. Weight is the function of reliability and a person considering the information as true will assign it higher weight; otherwise low weight will be assigned (as cited in McNeal & McDaniel, 1982).

b. Social Judgment Theory

A committed person will be hard to change his position because that position is strongly anchored within his belief system. Sherif concluded that people judge things based on anchors (as cited in Littlejohn, 1983).

c. Functional Theories

Katz; Smith (as cited in McNeal & McDaniel, 1982) pointed out that same attitude may be held by different persons for different reasons and require different techniques for change. Major functional theories are given below:

- *Utilitarian Function.* Positive attitudes are developed for objects, which help achieve desirable goals and negative attitudes are formed for objects that thwart desirable goals. Utilitarian attitudes formed through experience are difficult to change by direct appeals.
- *Knowledge Function.* Attitudes help people to cope with the requirements of complex world. Accordingly, people seek stereotypes that will provide a simplified manual of behavior toward specific objects (McGuire, 1969).
- *Value Expressive Functions.* Attitudes give positive expression to the individual's central values and self-concept. One way to change a specific 'value expressive attitude' is to show that it is inconsistent to basic value.

Marketers portray their brand as a means of expressing the values and self-concept of selected market segments.

- *Ego-Defensive Function.* Attitudes help individuals to deal with their inner conflicts and may protect them from anxieties by building defense mechanisms. Sherif (as cited in Engel et al., 1995) argued that changing attitudes is difficult due to the commitment for existing attitude. Commitment will be stronger for attitudes anchored in a person's ego.

d. *Additional Techniques for Attitude Change*

Fern (as cited in Engel, 1995) gave following additional techniques:

- *Prompting.* Request from fast food sellers such as 'would you like to give a try' and 'would you also like a side order of French Fries' are common promptings. Similarly, salesmen will often prompt female customer buying shoes to consider purchase of a matching handbag.
- *Multiple Request Techniques.* These involve making an initial request prior to the critical request. Multiple requests may include following techniques: -
 - *Foot-in-the-Door (FITD).* This technique represents reduced version of the initial request prior to the critical request. Freedman and Fraser (1996) derived FITD effect from self-perception theory, which states that individuals' attitudes are inferred partially from observations of their own behavior.
 - *Door-in-the-Face (DITF).* Prior to the critical request the person is asked to do something of extreme magnitude, which will be refused. After this refusal the second request is made. Research has shown increased compliance to the second request. This is due to perceptual contrast, whereby the second small request is made to look even smaller when preceded by the initial large request.

- *Labeling.* It involves attaching some description to a person such as 'you are very kind'. People tend to view themselves, in the manner implied by the label. Hence they are likely to behave consistently with the label. Research has provided positive labeling results in behavioral domains such as voting and charitable actions. Charitable organizations may label potential donors as generous and compassionate. Allen pointed out that research supports the usefulness of advertising as a mechanism for labeling consumers (as cited in Engel, 1995).
- *Incentives.* These encompass a broad range of promotional tools, including price, discounts, premiums, contests, sweepstakes, rebates, and coupons. Since incentives encourage purchase behavior, therefore, marketers use incentives to ensure quick sales. Incentives have strong effect on trial purchasing and make the potential buyers to consider the offer, even if they do not try it. Sometimes coupons are offered for limited period and sweepstakes are issued for lucky draws. Consumers try their luck and this leads them to make initial purchase. Repeat purchase, however, will depend upon the product performance as expected by the consumers. Dodson, Tybout, and Sternthal (1978) reported lower repurchase rates after a promotional purchase than a non-promotional purchase. Incentive based purchases are less attributed to favorable product attitudes than non-incentive purchases. Neslin and Shoemaker (1989) concluded that lower repurchase rates after promotional purchases may simply reflect the type of customers attracted by incentives. Rothschild and Gaidis (1981) cautioned against consumers' conditioning. If long-term positive brand attitude is desired, promotional tools should not overshadow the product.

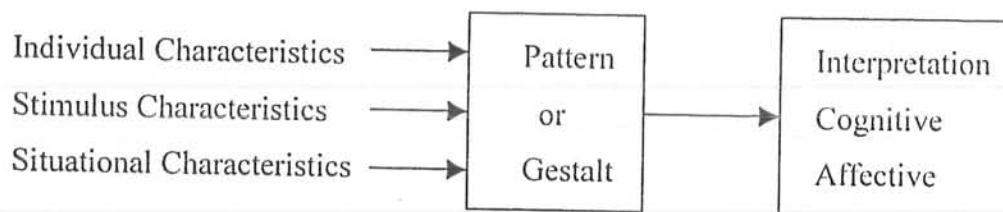
Consumer Perception

Correct consumers brand perception is a sign of success. Advertising models, celebrities, humor, music and color help form or correct consumers perception. Sometimes, however, the ad messages overshadow the actual product. To avoid this, a sound knowledge of consumer perception is essential. Perception is the process of organizing and interpreting sensory information to give it meaning (Halonen & Santrock, 1996). It is closely related to information processing which is a series of activities by which stimuli are perceived, transformed into information, and stored. Four stages of information processing are as under:

- a. **Exposure.** Individuals are exposed to a stimulus when it is placed within their relevant environment. When a consumer watches TV program for amusement, immediate goals are involved and when a student studies textbook prescribed for a degree, long range goals are involved. When we are exposed to stimuli on random basis, we do not seek exposures purposely. For example while driving, we may hear commercials or see display ads, and so on. This aspect explains the concept of subliminal perception. According to Halonen and Santrock (1996), it is the perception of stimuli below the threshold of awareness. Bream (as cited in Hawkins et al., 1995) stated that 45,000 viewers were knowingly exposed to very brief flashes of the words 'Drink Coca-Cola', while they were watching movie screens. Coke sales soared more than 50 percent due to the subliminal message.
- b. **Attention.** Generally, attention occurs within the context of a situation. The same individuals may devote different levels of attention to the same stimulus in different situations. Hawkins et al. (1995) argued that attention is determined by three factors: the stimulus, the individual, and the situation.

- c. **Interpretation.** It refers to the assignment of meaning to sensations. Interpretation involves both a cognitive component and an affective or emotional response. Hawkins et al. (1995) discussed following aspects of interpretation:

Figure 4. Determinants of interpretation



Learning

Learning is a relatively permanent change in behavior that occurs through experience (Halonen & Santrock, 1996). The implications of this definition are fairly subtle and, therefore, require some explanation. First, the term behavior refers to overt actions and covert cognitive activity. Hence it is possible for learning to occur without any change in observable behavior. A change in consumers' attitudes resulting from exposure to new information about a brand proves this point. Second, learning excludes changes brought about by fatigue or other short-lived influences such as drug-induced behavior. Third, learning stresses experience and excludes the effects of physical damage to the body or brain and of natural human growth. However, experience includes both external and internal worlds of learning. Simply speaking experience refers to behavior and knowledge as measures of learning.

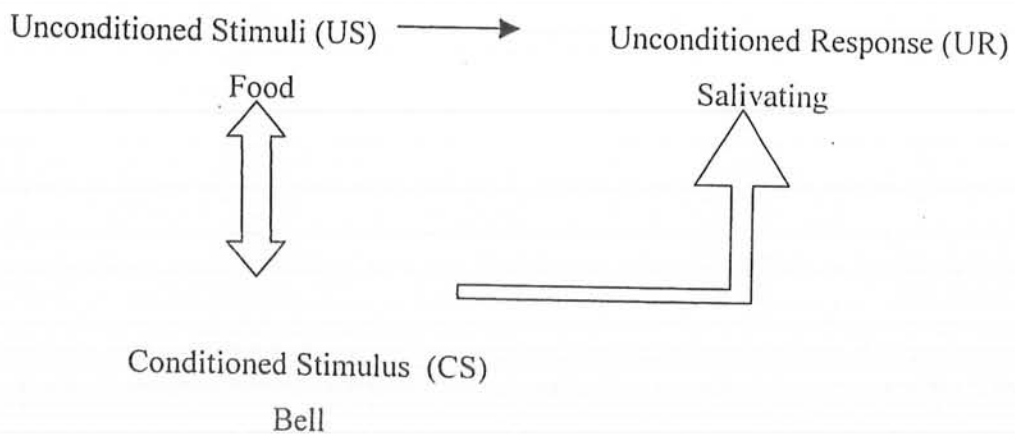
Learning as Behavior

Theories like classical conditioning and instrumental conditioning have implications for the consumer behavior.

- a. **Classical Conditioning.** Pavlov (as cited in Halonen, 1996), argued that learning is a process in which a neutral stimulus becomes associated with a meaningful

stimulus and acquires the capacity to elicit a similar response. Food unconditionally caused the dog to salivate. Pavlov linked a previously neutral stimulus to the food and found that it too made the dog salivate. The dog had learned to associate the neutral stimulus with the food. He used bell as the neutral stimulus. His experiment is diagrammed as under:

Figure 5. Diagrammatic representation of Pavlov's classical conditioning



After repetition of trials of unconditioned stimulus (food) with conditioned stimulus (bell), the dog learned the connection between bell and the food.

- **Marketing Implications.** Classical conditioning potentially places power in the hands of someone who can discover existing stimulus-response (S-R) relationship and then mould the stimulus environment to his advantage. Since marketers did not have significant control over the consumers, therefore, they could not manipulate stimuli so as to strongly condition consumers in the Pavlovian style. Marketers could not gain a powerful position over the consumers, however, they found opportunities to present stimuli in contiguous fashions to create classical conditioning.
- **Using Classical Conditioning in Advertising.** Recent marketing research has confirmed that classical conditioning can work in advertising. For

example Coca Cola has acknowledged development of a new ad-testing procedure based on Pavlov's behavioral principles. Coke's tests are classified, but it is known to have involved the measurement of how a positive image can be transferred to the product and then to sales (Wilkie, 1994). Using classical conditioning approach the advertisers pair the brand with a positively valued scene in the ad. The viewers derive feelings of pleasure from the scene. After pairing brand with a scene of liking and viewers feelings of pleasure, the consumers associate feelings of pleasure with the advertised brand.

b. **Instrumental Conditioning.** It is a form of learning in which the consequences of behavior produce changes in the probability of the behavior's occurrence (Halonen, 1996). Skinner (as cited in Halonen, 1996) gave the theory of instrumental conditioning.. He believed that most human behavior is instrumental and depends upon reinforcement. Instrumental conditioning requires the learner to discover correct response that will be reinforced. Skinner used pigeon, pigeon box, and buttons to be pressed to get food. The connection was to be learned with pressing the right button. Skinner also introduced the reinforcement schedules with which shaping of behavior became possible. Instrumental conditioning offers following marketing implications:

- **Reinforcement schedule.** If consumers are satisfied each time they buy the brand, it is a case of providing continuous reinforcement to the consumers. Hence quality of brand and its appropriate price needs to be monitored by the marketers. In promotional situations intermittent reinforcement in the form of incentives, sweepstakes, games, lotteries and advertising are used.
- **Shaping.** It involves the reinforcement of a series of behaviors that will gradually bring the consumers to the desired behavior. For example,

positioning of sale items in a particular corner of a store can, over time, shape the path that some consumers will use as they shop there.

- ***Discriminative Stimuli.*** These increase the probability of purchase behavior. Marketers attempt to achieve this status with logos, brand names, and in-store signs. Sign of “Clearance Sale” on display can serve as a discriminative stimulus to attract special purchase probabilities from many retail shoppers.
- ***Modeling.*** Bandura (as cited in Halonen & Santrock, 1996) believed that many of our complex behaviors are result of exposure to competent models that display appropriate behavior in solving problems and coping with their world. Wilkie (1994) pointed out that consumers also learn by observing the actions of others as models. Modeling is defined as learning that occurs when a person observes and imitates someone else’s behavior. Marketers can use following modeling techniques:
 - Educate consumers how to use the new products.
 - Increase consumers purchase probabilities using vicarious reinforcement.
 - Discouraging consumer purchase behavior by presenting models that experience negative outcomes of their actions. In order to avoid the same negative consequences the viewers change behavior.

Consumer Learning as Knowledge

Learning as knowledge refers to the internal world involving information processing aspects of the consumer. It emphasizes the role of memory and thinking. Learning will also be affected by the limited ability of consumer. For example children as consumers are well recognized by marketers and advertisers. They pay special attention to the limitation of children to understand and build their knowledge about the product. Piaget

(as cited in Halonen, 1996) while describing four stages of child development, i.e., sensori-motor, pre-operational, concrete operational and formal operational, noted that during cognitive growth the child is limited in what and how he or she learns or thinks. For example in sensori-motor stage the abstract thoughts are restricted due to lack of language ability. Similarly limitations of other stages see the child through formal operational stage, when the child begins to think more like an adult. Piaget's theory holds implications for the consumer behavior. Younger Children cannot use reasoning and also lack skills to process an ad very well. Advertisers explore children by targeting them with food and toy ad.

Consumer Decisions

Consumers are covetous owners of their money. They make numerous decisions, within the marketing context. The overall purchase patterns, however, present a complex picture of consumer decisions, as consumers are influenced by multiple variables, i.e., personal liking, need satisfaction, self-image, life style, family and children influences. Some decisions reflect consumer brand loyalty while others appear to be impulsive. The nature of decision process varies in different situations due to the levels of involvement. Mitchell defined purchase involvement as the level of concern for the purchase process triggered by the need to consider a particular purchase (as cited in Hawkins et al., 1995). As per this definition the purchase involvement is a temporary state of an individual, family or household unit. It is influenced by the interaction of individual, product, and situational characteristics. High involvement suggests that beliefs and attitudes are developed, prior to purchase behavior. Consumers make effortful decision, treat it as important, compare brands, stores, styles and prices etc. On the other hand low involvement entails much less effort prior to purchase. Consumers may be less attentive to marketing stimuli, least effort is made for overall decision and

brand is purchased with less concern. Decisions may also be made impulsively or for trial purposes. Least beliefs and attitudes are formed prior to the purchase.

Consumer purchase decisions solve problems through convincing logic and reasoning, rather than the “hit or miss” decision approach. Loudon and Bitta (1994) pointed out that consumer problem solving approaches range from routine problem solving, through limited problem solving, to extensive problem solving. The decision process comprises following aspects:

- a. ***The Problem Recognition Process.*** Discrepancy between consumer desired and actual states activates the decision process. When discrepancy between the two states is large and important, consumers will search solutions to problem (Hawkins et al., 1995). Marketing managers respond through their marketing mix and measure consumer problems through surveys, focus groups and emotion research. They use creative advertising to make consumers realize the discrepancy between desired and actual state of need. Insurance companies initiate potential problem recognition for their target audience through mass media advertising.
- b. ***Information-Search Process.*** In order to solve problem, the consumers use internal and external search. Internal search is a mental process of recalling information stored in memory that may relate to purchase situation. For example a negative comment by a friend about a particular brand, the consumer is considering buying, is stored in the memory and affect the attitude of consumer. Thus consumers rely on attitude, information, or past experience stored in the memory that can be recalled for application to the problem at hand. (Beales, as cited in Hawkins et al., 1995). External search refers to the process of obtaining information from other sources, in addition to memory recall. These sources of information include ads, friends, salesmen, store displays, and product testing magazines (Hawkins et al., 1995). Marketers respond to consumers’ information-

search process through suitable ads and promotions. Thus retain the habitual buyers and include their brand to the list of brands considered by consumers.

- c. **Brand Evaluation.** Consumers evaluate brand information as they engage in search activity. They evaluate a brand on the basis of choice criteria. The evaluative criteria may vary from consumer to consumer. For example evaluating criteria for purchasing a food processor may be any one or combination of factors of durability, performance, safety, style, warranty, versatility and or price (Hawkins et al., 1995). In order to win over the consumers, marketers attempt to know their brand evaluation criteria.
- d. **Purchase Process.** The purchase process is vital to both marketers and consumers, as it involves money flow back for marketers and need satisfaction for consumers. Touber suggested that both personal and social motives influence consumer-shopping activities. Consumers shop to gain experience, emotional and informational reasons. Langrehr argued that the purchase of goods might be incidental to the experience of shopping (as cited in London & Bitta, 1994).

Brand Choice

Problem recognition, information search and evaluation provide the consumers with an evoked set of brands to consider and make final selection. Some consumers take risk in making new choices; others stick to their previous brands. Marketers present their brand in such a manner that it attracts maximum consumers, appeals to the new consumers and retains the loyal consumers. Store choice and store loyalty also take place in the same sequence of steps as taken in brand choice (Hawkins et al., 1995).

Brand Loyalty

Jacoby and Kyner defined brand loyalty as a biased behavioral response expressed overtime by some decision-making unit, with respect to one or more alternative brands

out of a set of such brands, and is a function of psychological processes (as cited in Hawkins et al., 1995). A brand loyal consumer has an emotional attachment to the brand. He has trust in the brand and is committed to repurchase the same brand even if it is not available in the market. Brand loyal consumer rejects additional information when making a purchase. Sometimes brand loyal consumer buys different brands to take advantage of a promotional deal but they quickly return to their original brand for repurchase, (Deigton, as cited in Hawkins et al., 1995).

Repeat purchase and consumer satisfaction are closely related concepts and satisfied customers are more likely to repurchase the brand. It is also worth noting that all repeat purchasers may not be satisfied and all satisfied consumers may not be brand loyal completely. Hence, a fair amount of consumers, i.e., repeat purchasers, slightly satisfied and unsatisfied types, remain vulnerable to the competitive brand information. In order to increase the number of brand loyal consumers, marketers must win these repurchasers by offering them logical and convincing arguments to correct their perceptions about the brand in question (Oliver, 1999).

Satisfactions and Brand Loyalty

Howard and Sheth defined satisfaction as the buyer's state of being adequately rewarded in a buying situation for the sacrifice he has made. Adequacy of satisfaction is a result of matching actual post purchase and consumption experience with the expected reward from the brand in terms of its anticipated potential to satisfy the consumer's motives (as cited in Oliver, 1999). Satisfaction and brand loyalty are closely linked and their relationship is very important from the marketers' perspective. Generally loyal consumer is satisfied but does this mean that satisfaction universally translates into loyalty? Oliver (1999) concluded that satisfaction is a necessary step in formation of loyalty but becomes less significant as loyalty begins to set through other mechanisms. He explained thoughtful associations between satisfaction and loyalty:

- a. Satisfaction and loyalty are separate manifestations of the same concept, as shown in Panel (1).



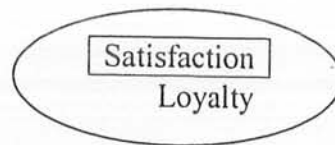
Panel (1)

- b. Panel (2) suggests that satisfaction is a core concept for loyalty, without which loyalty cannot exist, and that it anchors loyalty.



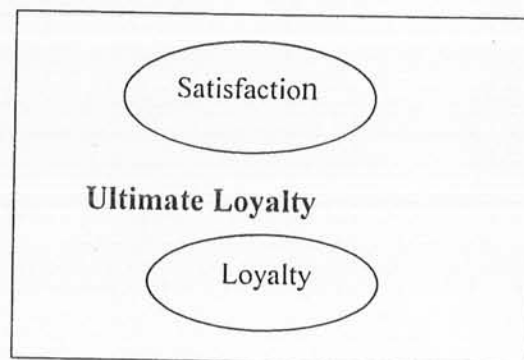
Panel (2)

- c. Panel (3) explains that satisfaction is an ingredient of loyalty but only one of its components.



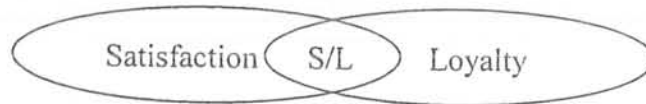
Panel (3)

- d. Panel (4) suggests super-ordinate existence of ultimate loyalty where satisfaction and "simple" loyalty are components.



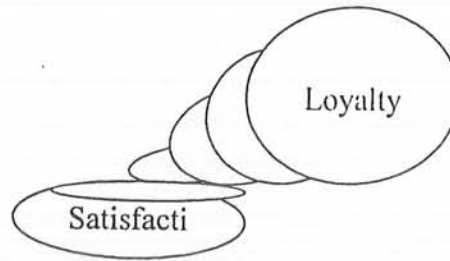
Panel (4)

- e. Some fraction of satisfaction is found in loyalty: This fraction of satisfaction is part of loyalty but not key to the very essence of loyalty. This is shown in Panel (5) below:



Panel (5)

- f. Panel (6) suggests that satisfaction is the beginning of a transitioning sequence that culminates in a separate loyalty state. This situation also suggests that loyalty may become independent of satisfaction so that reversals in the satisfaction experience, i.e., dissatisfaction, will not influence the loyalty state.



Panel (6)

Impulse Purchasing

Unplanned consumer purchases are called impulse purchasing. The impulse purchasing process is wide spread and has implications for the marketers. Hawkins et al. (1995) cited following four types of impulse purchasing:

- a. **Pure Impulse.** A novelty purchase, which breaks a normal buying pattern.
- b. **Suggestion Impulse.** The customer has no previous knowledge of a product, sees the item for the first time and visualizes a need to purchase it.
- c. **Reminder Impulse.** A shopper sees an item, is reminded that stock at home needs replenishing, or recalls an ad or previous decision to purchase.
- d. **Planned Impulse.** A shopper enters the store with the expectation and intention of making some purchases on the basis of price specials, coupons, and the like.

Loudon and Bitta (1994) explained that in impulse purchases consumer shows a sudden and spontaneous desire to act, involving a marked divergence from previous behavior. This sudden desire to buy puts the consumer in a state of psychological disequilibrium and he feels temporarily out of control. Consumers weigh the immediate satisfaction against the long-term consequences of purchase and reduce psychological conflict. They often buy impulsively disregarding the future consequences.

There are no simple answers to the question why people engage in impulse buying? Perhaps they are compelled by some inner force to buy even though they realize the dire consequences. They develop the strong intent to fulfill the current need. Gardner and Rock suggested that impulse purchases help in breaking the undesirable mood state, i.e., depression, frustration, or boredom (as cited in Loudon & Bitta, 1994).

The Process of Communication

Communication is a process of putting the sender and receiver on same frequency. It is the exchange of meanings between individuals through a common system of symbols (New Encyclopedia Britannica, 1988, p. 496). This implies that the exchange of information and ideas is possible only to the extent that the individuals have a common knowledge and interpretation of the language used within a cultural context.

Communication refers to the perception, interpretation, and response of people to signals produced by others (Galanes & Bilhart, 1997). According to Tubbs and Moss (1994) communication is the process to create meaning between two or more people. Murphy et al. (1994) argued that communication is a two way process of exchange of ideas or information, sender-encoder, message, medium, receiver-encoder, and feedback are the components of communication. Galanes and Bilhart (1997) contended that for communication to occur a sender must send clear message and a receiver must pay

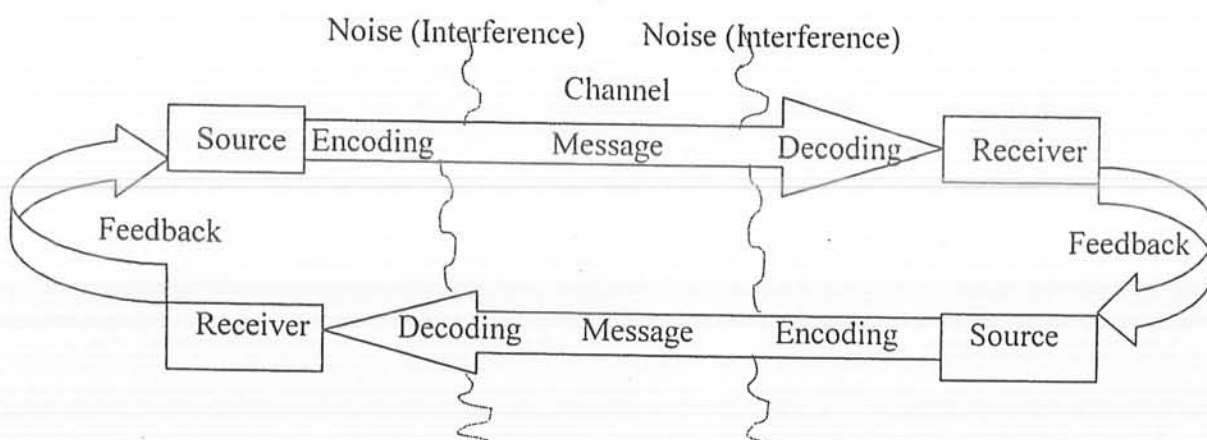
attention to improve the quality of communication. Littlejohn (1983) explained that communication always occurs in contextual domains, i.e., dyadic, group, organizational and mass communication.

Elements of Communication Process

Communication involves a source, a process of encoding, a message, a channel, a process of decoding, a receiver, the potential for feedback and the chance of noise.

Dominick (1993) elements of communication process are as under:

Figure 6. Elements of communication process.



a. **Message Transmission.** It involves the following elements: -

- **Source.** To start with, the source initiates the process by having a thought or an idea that he or she wishes to communicate to some entity.
- **Encoding.** To translate thoughts and ideas into a form that may be perceived by senses. In face-to-face communication thoughts are encoded into words.
- **The Message.** It is the actual physical product that the source encodes.
- **Channel.** It is the ways in which message travels to receiver. Sound waves carry spoken words and light waves carry visual messages. Radio signals

travel by electromagnetic radiation and are transformed into sound waves by receiving sets. Audiovisual channels also carry messages to the receiver.

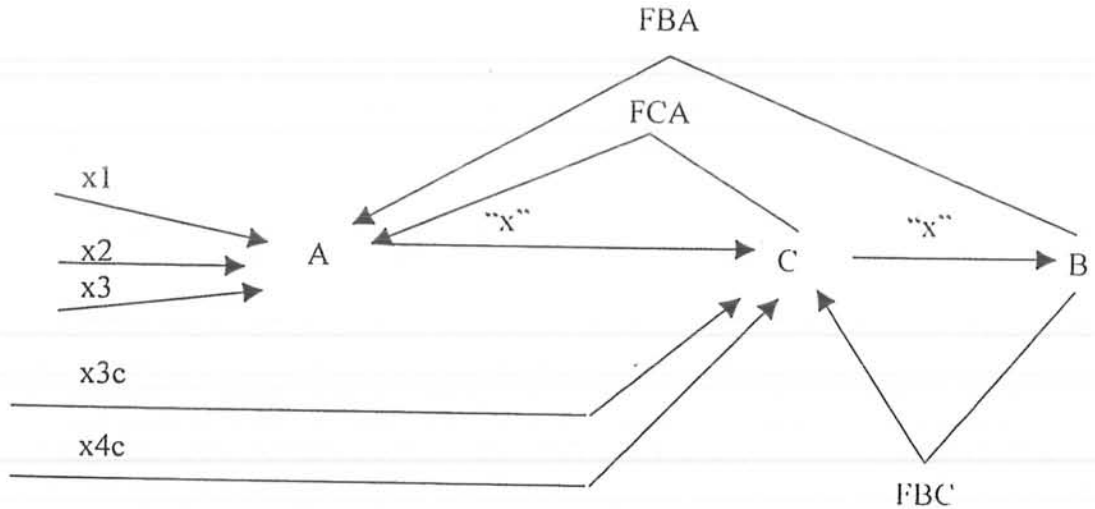
b. *Receiving the Message.* It contains the following processes:

- *Decoding.* This process translates physical messages into meaningful form for the receiver.
- *Receiver.* The receiver can be a single person, a group, an institution, or even a large, anonymous collection of people.
- *Feedback.* It refers to those responses of the receiver that shape and alter the subsequent messages of the source.
- *Noise.* Noise is interference with the delivery of message. Dominick (1993) suggested three types of noise. Semantic noise occurs when different people have different meanings for different words. Noise is mechanical when machine used for communication is defective. External interference is environmental noise.

c. *Communication Settings.* It refers to the communication situations.

- *Interpersonal Communication.* According to Barnlund (as cited in Littlejohn, 1983), it is interaction through reciprocal exchange of verbal and nonverbal cues. One person or group interacts with other without a mechanical device. The source and receiver are present, encoding and decoding are one-step process. Feedback is immediate using visual and auditory channels. Noise can be either semantic or environmental.
- *Mass Communication.* Peterson (as cited in Dominick, 1993) argued that mass communication is a concept having large and heterogeneous audiences and messages are public and open. It is one-way communication with limited feedback. Westley and MacLean (as cited in Dominick, 1993) introduced role of channel (C) as a communicator.

Figure 7. Westley and MacLean's conceptual model of mass communication



In Westley's model, "X1, X2, X3" stand for events in the social environment. The 'A' represents the purposive communicator. The 'C' refers to the channel and represents the non-purposive communication. The "X" represents a message coming from "A" that is selected by the media organization for communication to the audience. The "B" stands for a behavioral role and represents the audience. Arrows (FCA, FBA and FBC), going from right to left, represent the channels of feedback.

An important part of communication process is the information it exchanges. Weaver (as cited in Galanes & Billhart, 1997) suggested three useful levels of information theory: (a) technical accuracy and efficiency of transmission, (b) semantic meanings of information to individuals and (c) influence of information on the receiver.

Persuasive Communication

Advertisers persuade consumers to believe that their product is superior and life enhancing. They heavily rely upon persuasive communication process. Consumers are also selective in choosing media; messages and sources that will help them resist or facilitate change. We now turn to some major theories of persuasion.

Persuasion Theories

- a. ***Rhetoric Theory.*** Aristotle gave the historical theory of rhetoric and defined it as the faculty of discovering the available means of persuasion in any case. Two broader appeals of rhetoric theory, called artistic and inartistic, referred to, ethos, pathos, logos and situational respectively (Aristotle, as cited in Littlejohn, 1983).
- b. ***Learning and Belief Based Theories.*** The fundamental principles of Aristotle's theory of rhetoric were further advanced by Fishbein; Kelly (as cited in Littlejohn, 1983). They stressed the notion that persuasion depends on the extent to which message recipients learn, form beliefs, and retain the ideas conveyed in a message.
- c. ***Information-Processing Perspective.*** This theory contended that information reduces uncertainty. It rejected the view that persuasion depends upon learning, belief formation and retention of ideas conveyed in a message (Levy et al., 1999).
- d. ***The Cognitive-Response Model of Persuasion.*** As per this theory persuasion is a function of peoples' reflections and cognitive responses about the content of a message (Greenwald; Wright, as cited in Levy et al., 1999).
- e. ***Dual-Process Models of Persuasion.*** Chaiken (as cited in Levy & Malaviya, 1999) suggested the existence of central and peripheral routes to persuasion. The central route presumably produces more enduring judgments based on extensive and critical elaboration of message claims. The peripheral route results in relatively ephemeral judgments based on simple and intuitive inferences that emerge from exposure to readily processed cues.
- f. ***Resource-Matching Theory.*** Anand (as cited in Levy & Malaviya , 1999) emphasized that message be processed in its entirety. This entailed allocation of resources exactly required to process the message.
- g. ***The Alternative Elaboration Theory.*** West (as cited in Levy & Malaviya, 1999) argued that persuasion is people's recognition of message contents. Qualitative

differences in the types of elaboration clarify the process of persuasion and provide insight into how people construe claims as being strong or weak.

Advertising

The impact of advertising on today's social order and economic system is evident. Both consumers and marketers rely upon advertising to satisfy their needs and to achieve their objectives respectively. Marketers have well identified advertising as an economic entity and a psychological prompting vehicle. They use it as a commercial propaganda device to entice consumers to adjust their purchase behavior as desired by them. Arens (1996) argued that advertising keeps consumers informed of their alternatives, and it allows companies to compete more efficiently for consumer money.

Lasker (as cited in Arens, 1996) defined advertising as salesmanship in print, driven by a reason why. He espoused this definition before the advent of radio and TV, when scope of advertising was limited. With enlarged scope today it can be defined as communication, marketing, social, public relation, information and persuasion process. Wright et al. (1971) defined advertising as a specific type of persuasive communication- identified as to source, controlled as to content, and delivered to receivers by mass communications media such as newspapers, radio, or TV. Patti and Frazer defined advertising as a marketing communications element that is persuasive, non-personal, paid for by an identified sponsor, and disseminated through mass channels of communication to promote the adoption of goods, services, persons, or ideas (as cited in Beardon et al., 1995). This definition explains advertising largely from the viewpoint of marketing communications and marketing functions it performs. As per American Marketing Association (Wright et al., 1971), advertising as any paid form of non-personal presentation and promotion of ideas, goods or service by an identified sponsor.

The above definitions reveal the perceived metamorphosis of advertising. Whatever have been the modifications in the perceived concept of advertising it is quite evident that advertising has always been reflecting the society and its desires. In fact advertising can start and finish idiosyncrasies, trends and credulous beliefs.

The Evolution of Advertising

Advertising grew with the growth of mankind. Scientific and technological advancement brought revolutionary changes in advertising. Macluhan (as cited in Littlejohn, 1983) coined the phrase 'medium is the message' and argued that throughout history technological advances have brought fundamental changes in communication process. It is not possible to exactly pinpoint the earliest beginning of advertising. Nevertheless, there are several examples dating back thousands of years. Dominick (1993) argued that Clay tablets traced to ancient Babylon found with the messages that touted an ointment dealer and a shoemaker. Ancestors of modern-day billboards were found in the ruins of Pompeii. Medieval people used primitive hand tools to make products, bartered products and services among themselves. Distribution remained limited to distances the vendors could walk while advertising ranged how loud they could shout. Dominick (1993) reported that the town crier was an important advertising medium throughout Europe and England in medieval age. Arens (1996) argued that Greek and Roman merchants hung carved signs to show their products to consumers. Signs often used symbols, such as a boot for a cobbler as people could not read.

Advertising's formative stage began with the invention of printing press in 1440s (Arens, 1996). Though many historians suggest that Chinese were the first, to invent movable type and discover the process of making paper. Dominick (1993) noted that Marco Polo described Chinese printings upon his return to Venice in 1295. With the invention of printing press it was now possible to establish, substantiate, record and

transport the facts. The flexibility provided by movable letters to print in local dialects made possible the first format of advertising, i.e., posters, handbills and signs. It further led to the creation of first newspaper. The cry of primitive vendor could now be multiplied many times and heard beyond the immediate neighborhood. Wright et al. (1971) noted that the first ad in English language appeared in 1473. Caxton, an English adapter of Gutenberg's ideas, printed and distributed a handbill, which attracted buyers to a prayer book hung on church door. Dominick (1993) noted that by late 1600s, ads were common sights in newspapers. Arens (1996) wrote that press was an important development in advertising history.

Dominick (1993) argued that advertising made its way to the American colonies along with the early settlers from England. In 1704, the first American newspaper 'The Boston Newsletter', published advertising. Ben Franklin, a pioneer of early advertising, made his ads more attractive by using large headlines and considerable white space. He argued that from Franklin's time to 19th century, newspaper ads resembled with today's classified ads.

Industrial revolution, in the mid 1700s, in Europe and North America, caused major changes in advertising. As machines began to replace animal power, manufacturers could mass-produce goods with uniform quality. This mass production of goods required mass consumption and mass market. Soon the value of advertising was realized which helped the producers to reach out the new mass audiences. In 1839 photography added credibility and creativity to ads. Now advertisers could portray their products in magazines, which were the main advertising vehicle of the time.

Advertising as a profession emerged in 1841, when Volney B. Palmer, an American businessman contracted with newspapers, in Philadelphia, for large volumes of advertising space at discount rates and resold the space to advertisers at a higher rate. The actual ad, i.e., copy, layout, and artwork, was still prepared by the company

wishing to advertise and Palmer was virtually a space broker. The situation changed when in the 19th century Francis Ayer founded an advertising agency. Ayer & Sons conducted the first formal market survey in support of advertising. They also offered to plan, create, and execute a complete advertising campaign for the customers (Dominick, 1993). By 1990, the advertising was firmly entertained as a profession (Arens, 1996).

Advertising agency specialized to provide advertising services to its clients, however, consumer exploitation through false claims also emerged as part of competition practices. Efforts began to check the false claims of advertising. In 1906 US Congress passed 'Pure Food and Drug Act'. Regulations to protect consumers from unfair competitive practice of the marketers were also enforced (Dominick, 1993).

In 1920s radio emerged as an attractive vehicle of advertising. Network broadcasting further enhanced the communicative value and quality of radio as a medium of ads. Manufacturers spent more money on advertising. In 1937 about 27 million dollars were spent in USA on network advertising. Radio also did well in World War II, but due to war many firms had cut their budget on advertising as the contents of ads were shifted from consumer interest to propaganda manipulation. However, from 1945 to 1990s, a spectacular growth in advertising took place. The change from a war to consumer economy prompted a spurt in advertising as manufacturers hurried to meet the demands for all the goods and services that people had put off buying because of war. With the advent of TV as a medium of ads, a change emerged in the advertising profession (Dominick, 1993).

Advertising media environment drastically changed from 1980s to 1990s. Cable TV opened up dozens of specialized channels that siphoned advertising money away from major TV networks. Videocassettes and computer data services offered new avenues for advertising. Internet and E-Commerce provided unique dimensions to business and advertising. Internet, World Wide Web-sites and computer mediated

environment on global basis ensured effective communication between firms and customers. Hoffman and Novak (1996) pointed out that the World Wide Web provides an efficient channel for advertising, marketing and direct distribution of certain goods and services. They presented a communication-mediated model in which the relationship is not between sender and receiver, but with mediated environment where each party interacts.

Classification of Advertising

Arens (1996) gave four main criteria to classify advertising. These are target audience, geographic area, medium and purpose

a. **Classification By Target Audience.** Businessmen advertise their brands with regard to the specific segment of target audience. There are two main types of target audiences, consumer and business.

- **Consumer Advertising.** This is aimed at people who buy the product for their own or someone else's use. Most ads in the mass media are consumer advertising. It also includes non-commercial public service announcements (PSAs), designed to affect opinions, perceptions, or behavior. PSAs do not stimulate sales but educate the public on health, safety and the environment.
- **Business Advertising.** Ads directed to people who buy products for business. Also called business-to-business advertising. Its types are:
 - **Trade Advertising.** Aimed at middlemen who buy products for re-sale.
 - **Professional Advertising.** These ads are directed to teachers, doctors, and engineers licensed under set of professional standards and code of ethics.
 - **Farm Advertising.** typically shows to the farmers how the advertised product will increase efficiency, reduce risks and widen profit margins.

- b. **Classification by Geographic Area.** It includes the following:
- **Local Advertising.** Advertising placed in a particular city or country and aimed at customers in the same geographic area. Its types include:
 - **Product Advertising.** It promotes a specific product or service and stimulates short time action. It includes price line, sale and clearance ads.
 - **Institutional Advertising.** To promote an idea about the company and build long-term good will, businesses use institutional advertising.
 - **Regional Advertising.** Many products are sold only on regional basis. Thus advertising is also conducted within regional media parameters.
 - **National Advertising.** Advertising aimed at customers in several regions of the country, targeting large groups of people is called national advertising.
 - **International Advertising.** Ads directed to foreign viewers in their native language. These ads are called as 'playing global, looking regional'.
- c. **Classification by Medium.** Advertising can be classified on the basis of the medium used to transmit the message. It includes print ads, electronic broadcast, out-of-home, and direct-mail advertising.
- d. **Classification by Purpose**
- **Product versus Non-product Advertising.** Advertising intended to promote goods and services is called product advertising. Advertising by Coca-Cola and State Life Insurance Companies are the examples of product advertising. Non-product advertising are designed to sell ideas, promote firms' mission or philosophy rather than a product.
 - **Commercial versus Non-commercial Advertising.** Commercial advertising is intended to promote goods, services, or ideas with the expectancy of making a profit. Government PSA, non-profit or charitable organizations seeking donations, or change in consumer behavior like anti-smoking or family planning ads sponsor non-commercial advertising.

- *Action versus Awareness Advertising.* A direct-mail ad. exemplifies action advertising because it seeks an immediate, direct response from the reader. Awareness advertising attempts to build the image of or familiarity with the product name and package. The aim is to create consumer brand interest.
- e. *Special Types of Advertising.* Beardon et al. (1995) discussed following types:
 - *Corporate Image Advertising.* It is directed toward the general public, investors and stockholders, and promotes brand name or image.
 - *Public Service Advertising (PSA).* Marketers donate advertising time to PSAs, such as “AIDS is Death - Exercise Care”.
 - *Direct Response Advertising.* It is intended to elicit immediate purchase.
 - *Classified Advertising.* It typically promotes transactions for a single item or service, mainly in newspapers and print media advertising.
 - *Business-to-Business Advertising.* Used to promote products and services of a firm, directly to other firms. It involves print ads or direct mail.
 - *Cooperative Advertising.* The local marketer typically runs manufacturer developed ads that includes the outlet’s name and logo.

Functions of Advertising

Dominick (1993) pointed out that advertising fulfills following four functions:

- a. *Marketing Function.* Advertising helps companies sell their products.
- b. *Awareness.* People learn about new products and services or improvements in existing one through advertising.
- c. *Economic Role.* It allows mass audience to enter the business arena. Competition, in turn, encourages product improvements and can lead to lower prices.
- d. *Social Function.* By displaying the material and cultural opportunities in a free society, advertising helps increase productivity and raise living standards.

Producing an Advertisement

This entails formation of an idea or development of a concept, which should attract and hold the attention of audience, and communicate a message to the viewers. An ad must have the elements of entertainment, motivation, fascination, fantasy and information. Well and Moriarty (1998) pointed out that ad must speak to the common man in a smart, entertaining and conversational way.

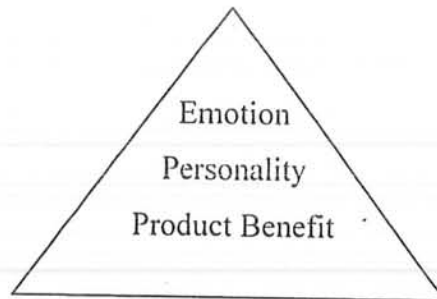
- a. **Copy Writing.** Words making up headline and message are called copy. The person who sculpts these words is called the copywriter. With versatile profile, the copywriter uses flavor and lucidity of expression to produce a creative copy (Wells & Moriarty, 1998).
- b. **Creativity.** A creative ad breaks-through the clutter and makes an impression on the target audience. Creativity and emotional appeals of ads create positive consumers feelings for the brand. In economic perspective ad must be creative and effective (Arey, as cited in Belch & Belch, 1998). From viewers perspective a creative ad is always a joy to behold and a pleasure to feel. Belch and Belch (1998) argued that high cost often makes the ad an epic to create.
- c. **Advertisement Appeals.** Ad appeals can broadly be divided into categories: informational, emotional, and combination of both appeals (Belch & Belch, 1998).
 - **Informational Appeals.** These appeals focus on the consumers practical, functional or utilitarian need for the product and emphasize the features of a product and the reasons to own or use a particular brand. Their contents emphasize facts, learning, and the logic of persuasion. Being rational based and informative, generally attempt to convince consumers that their product has a particular attribute to satisfy their needs. Their objective is to persuade the viewers to buy the brand (Belch & Belch, 1998). Many rational motives

including comfort, convenience, economy, health and sensory benefits, can be used as the benefits for advertising. Resnik and Stern (as cited in Pelsmacker & Geuens, 1997) included price, special offer, quality, performance, availability, taste, packaging, format, warranties, safety, nutritional value, research results, and new idea in the classification system of informational appeal of ads.

- *Emotional Appeals.* Emotional Appeals relate of the consumers social and psychological needs for purchasing a product. In advertising emotional appeals are used in hopes that positive feelings evoked by the ad will be transferred to brand. Izard asserted that ad-evoked affect could influence brand interest (as cited in Pelsmacker & Geuens, 1997). Russell concluded that increased pleasure would lead to approach behavior (as cited in Machleit et al., 1993). Cathy argued that emotional ads are better remembered than non-emotional ads (as cited in Belch & Belch, 1998). Emotional appeals also influence consumers' interpretation of their product usage experience. Pelsmacker and Geuens (1997) suggested that humor, warmth, eroticism, nostalgia, fear and provocation are suitable emotional contents of ads.
- *Combination of Informational and Emotional Appeals.* Consumer purchase decisions are often made on the basis of both emotional and rational motives. Ray (as cited in Belch & Belch, 1998) developed an emotional bonding research technique. This technique evaluates (a) how consumers feel about brands? (b) the existing emotional rapport of consumers with a brand compared to the ideal emotional state of consumers they desire to associate with the product category. The basic concept of

emotional bonding is that consumers develop three levels of relationship with brands, as shown in the figure 8.

Figure 8. Consumers three levels of relationship with brands.



The most basic relationship indicates how consumers think about brands in respect to product benefits. Consumers at this stage are not very brand loyal, and brand switching is common. At the next stage consumer assigns a personality to a brand. This personality is judged by the consumers based on an assessment of covert and overt cues found in its advertising (Belch & Belch, 1998).

Media and Advertising

A medium is the channel through which a message travels from source to the receiver. Marketers have well realized the gigantic powers of media, which can persuade the audience to behave the way the marketers desire them to do. McLuhan's (as cited in Littlejohn, 1983) proverbial expression "medium is the message", explains the titanic powers and enormous influence of the medium. The contents become irrelevant when suitable medium is selected and used for the exposure of a particular ad to the audience. Hence advertisers exercise great care to select and use the media vehicle that present the commercial message to the target market in the most effective manner. Following are the advertising media:

- a. **Print Media.** It is any commercially published, printed medium that sells advertising space to a variety of advertisers. Print media provide unique and

flexible channels for advertising purposes. The advertisers can afford to think globally and act locally. Print media also offers variety of sizes to produce an ad in any size desired by the advertisers. Print ads have relatively longer life span. Advertising through print media also faces few limitations. All consumers or audiences may not be literate, for which print media may not be sufficient. Similarly in the clutter of print medium the ad may be vanished, losing its ability to attract attention (Dominick, 1993).

- b. *Out-of-Home Media.* It refers to posters in bus shelters, train stations and cab driving, billboards in airport terminals, stadium scoreboard ads, flying banners and lights etc. The major categories of out of home media are outdoor advertising. Advertisers frequently use of out-of-home media, as it is an effective, inexpensive and high in reach media (Belch & Belch, 1998).
- c. *Direct Media.* It refers to direct mail, mail order, un-mailed, and all such advertising media by which printed advertising messages are sent direct to selected individuals. Its effectiveness is questionable as majority of the people consider these ads pure-junk-mail, unworthy of their attention and response.
- d. *Electronic Media.* Radio and TV are called 'broadcast media'. With the advent of cable TV, many programs are now transmitted electronically through wires rather than broadcast through the air. It involves high cost of ad production and broadcast. Advertisers target those consumers who possess computers and use Internet. It is the effective medium, as sound, color and motions help attract the attention of the viewers.

Television – A Persuasive Advertising Vehicle

TV as a medium of advertising has powerful persuasive characteristics. It is alluring, glamorous, fascinating and excitingly prestigious medium to attract viewers of

all ages. TV Ads with informational and emotional contents of appeal not only explain the product attributes to the viewers but also create pleasant and ravishing feelings for them. Their appeal is powerful and effective for both educated and illiterate viewers alike. TV Ads can entice the very aesthetic sense of the viewers who feel good while applauding and appreciating the creative excellence of the commercials. TV Ads can be used to convey a mood or image for a brand as well as develop emotional or entertaining appeals that help make a dull and mundane ad look important, exciting and interesting. TV Ads can inform, persuade and remind the viewers. This is the reason TV has grown faster than any other advertising medium in history and has become the leading medium for national and local advertisers. TV has certain drawbacks, which preclude its use by many advertisers. These include high cost of TV Ad production, lack of audience selectivity, fleeing nature of TV message, reduced effectiveness of ads due to clutter, limited attention of the viewers due to increased presence of remote control devices and zipping or zapping, i.e., shifting the channel and fast forward of ads on VCR, and mistrust of TV Ads. Despite these drawbacks the advantages of TV outweigh its disadvantages. Wells & Moriarty, (1998) contended that TV enables the marketers to penetrate the product to diversified audiences thus the cost of production of an ad and its advertising through TV gets compensated as more audiences would know about the contents of the products. Viewers liking the ad may decide to try the brand.

Today TV is the most popular medium used by the advertisers. As New York Times (as cited in Bovee & Arens, 1986) mentioned that TV Ads have exhibited a power that goes far beyond impact and prestige. It's influence on leisure, politics, reading, culture, and lifestyle is undoubtedly unparalleled. Although advertising through TV is best suited for companies having large market share, sound financial background, large product range, mass consumption product and wide spread distribution, their selection criteria simply means effectiveness of TV as a medium of advertisement

capable of enhancing the sales process. Due to the widespread use and popularity of television as an advertising medium the advertisers in America alone produce over 50,000 ads every year (Bovee & Arens, 1986). However with the passage of time just as there has been faster growth of TV as an advertising medium, the technology of broadcasting TV ads has become more complex. This envisages a broad understanding of the basic advertising concepts also called the elements of TV ads. These include how commercials are written including use of format, tone, appeal, music and models.

Elements of Television Commercials

For advertisers it is necessary to develop an insight into the very concept of TV ads. Appelbaum and Halliburton (1993) referred to these concepts as the elements of TV commercial.

- a. **Television Commercial Formats.** Format is the way a commercial is presented, structured, and delivered (Appelbaum & Halliburton, 1993). Faison (1980) gave the most comprehensive classification of TV ads format. Details are as under:
 - **Spokesperson.** It includes various possibilities such as an undisguised salesman appears with a product and tells audience why the product should be purchased; a product picture depicts users on screen; an expert whose skill is recognized - a chef for food products; A celebrity describes product virtues; and company trade character is identified with product.
 - **Demonstration.** Includes literal, competitive, and analogous demonstrations.
 - **Dramatic Sequence.** TV ads show a problem in the form of a play. The problem is resolved by the product use.
 - **Exaggerated Situation.** The ad's exaggerated claims are so obvious that viewers understand these are only to be enjoyed and not to be believed.

- *Humorous Situation.* Humorous ads attract viewers' attention, enhance understanding of product features and do not ridicule the product or user.
 - *Animation.* These involve photography of a series of drawings, using dramatic themes.
 - *Musical.* Singing messages or jingles are used to increase the memorability of ad message. Pleasant tune and catchy words make many people sing.
- b. *Television Commercial Tones.* Tone is the way product is communicated in the ad (Appelbaum & Halliburton, 1993).
- *Serious vs Humor.* For comprehension a serious tone is used in the ad and to attract the attention or create awareness humorous tone will be effective.
 - *Argumentative vs Narrative.* Argumentative ad directly addresses the viewer. Narrative ad is like a story and does not address the viewer directly.
 - *Competitive vs Non Competitive.* In competitive ads reference is made to competition or superiority claim as against non-competitive ads.
 - *Hard vs Soft Sell.* Hard sell ads stress brand name. Soft sell conveys mood through scenic beauty or emotional appeals.
3. *TV Commercial Models.* Physically attractive models in suitable attire attract the viewers' attention and increase the ad message effectiveness (Aaker et al., 1985). Types of viewers and finances available contribute in the final selection of models.

Psychological Attributes of Television Commercials

Psychological attributes of TV ads. attract the viewers' attention, influence their attitude and allure them to purchase the advertised brand.

- a. *Powerful and Persuasive.* TV advertising is powerful and persuasive. The impact of audio-visual attributes of TV ads is considerably great. The dramatic projection of brands through TV leaves an impression on the minds of the viewers. Use of

color, music, celebrities, incentives and repetition of exposure grasp the attention of the viewers and improve their learning and recall (Wells & Moriarty, 1998).

- b. *Intriguing and Intrusive.* Aptly created and appropriately executed TV ads can achieve audience acceptance. Wells and Moriarty (1998) argued that TV ads minimize viewer's patterns of avoidance if they are intriguing and intrusive.
- c. *Feelings and Emotions.* The ability of TV to touch the viewers' feelings makes TV ads entertaining, diverting, amusing, and absorbing. Situations with humor, anger, fear, pride, jealousy, and love come alive on the screen. Humor, in particular, works well on TV. Hawkins et al. (1995) pointed out that emotional ads that arouse feelings of warmth trigger a physiological reaction, are liked more than neutral ads and produce more positive brand attitude. The term 'feeling advertising' describes feeling response of audience. It associates feelings with brand. Aaker et al. (1992) labeled the association of feelings with brand as 'emotional bonding'.
- d. *Moods and Images.* TV ads can be used to convey a mood or image for brand. This is done through creative message and novel presentation of the ads. Humorous ad messages often put consumers in a good mood and evoke positive feelings that may get associated with brand. Music and color add emotions, which make the consumers euphoric with elated mood. TV ads often make subjective claims, stress image enhancement, and may include some level of acceptable exaggeration. A similar image exaggeration has been used by Ford (as cited in Bearden et al., 1995) who used advertising phrases for Budweiser's 'the king of beers' or Del Monte's 'super natural'. Well & Moriarty (1998) pointed out that some TV comedy situations produce laughter while others create anxiety. Companies sensitive to these variations demand that their ads be shown in atmospheres that will support the brand and make the ads look more acceptable by

the audience. Gorn (as cited in Hawkins et al., 1995) discussed that TV program contents can influence our moods and arousal level, which in turn influence our information processing activities. Moods influence our purchase decision processes. Hawkins et al. (1995) reported that positive moods are associated with increased browsing and impulse purchasing.

- e. *Fantasy and Symbolism.* TV ads present fanciful vision and symbolic representation of products. Viewers psychologically gratify their needs by fantasizing after watching TV ad. Mayer (as cited in Belch & Belch, 1998) concluded that fantasy executions are particularly well suited for TV, as the commercial can become a 30 second escape for the viewer into another lifestyle. The product or service becomes a central part of the situation created by the advertiser. Cosmetic ads often use fantasy appeals to create images that become associated with the brand.
- f. *Incentive Offers.* TV ads offer incentives to the viewers. These incentives include price reduction, promotional deals such as coupons, multi-item discounts and gifts. Incentives directly influence consumers to buy, whereas ads tend to turn viewers' minds towards brand. Incentive TV ads also attract the viewers' attention. Moriarity (as cited in Hawkins et al., 1995) concluded that sales increase in response to price reduction comes from four motivations. First, current buyers of brand may buy ahead of their anticipated needs for stockpiling, causing increased consumption of brand, as it is readily available. Second, users of competing brands may switch to the reduced price brand. Third, non-product category buyers may buy it because it is now a superior value to the substitute product. Finally, consumers who do not normally shop at the store may come to the store to buy a brand. Lattin pointed out that consumers with sound financial base are more likely to take advantage of incentives and price reduction. Non-

perishable products exhibit more price elasticity than the perishables (as cited in Hawkins et al., 1995).

- g. *Non-Incentive TV Ads.* TV ads without any incentive contents have strong psychological attributes, which influence the viewers to remain loyal to the already consumed brand. These ads also bring awareness for new consumers who wish know the functions of the new product and desire to give it a try. Emotional and informational appeals create viewers' liking for these ads. Past researches have proved that liking for ad leads to liking for brand (Belch & Belch, 1998).

Impact of Television Commercials

Dramatic presentation of an idea by the TV ads using blend of sound and sight help develop positive brand attitude. Major areas of influence of TV ads are:

Ad Likeability

The concept of Likeability as an important measure to audience perception is not new. It has been extensively studied by the Advertising Research Foundation (ARF) USA and by individual researchers in UK and other European countries. Biel and Bridgwater (1990); Biel (1990) examined the relationship between Likeability and sales effectiveness and concluded that in case of Fast Moving Consumer Goods (FMCGs), people who liked a commercial a lot were twice as likely to be persuaded by it than people who simply felt neutral towards the advertising. Aaker and Stayman (1990) found that probability of persuasiveness of a commercial would be enhanced if commercials were made which viewers liked.

Aaker and Bruzzone (1981); Aaker and Stayman (1991) suggested that Likeability can be used in a diagnostic capacity by helping to provide useful insights into why a particular commercial may be liked or disliked by the target audience.

Batra (1986) concluded that attitudes towards advertised brands are considered to consist of both affective and cognitive components, which are emotional and utilitarian in nature. While both components influence purchase intentions, it is the former, which is considered to be relatively more important for products in low involvement categories such as FMCGs. Ray and Batra (1983) pointed out that affective role of TV Ads is twofold. Not only does it act as a mediating factor in advertising success but also as a determinant of such an outcome.

Van Raaij (1989) suggested that Television is an externally paced medium where advertising is intrusive and surrounded by distracting clutter. Viewers are described as being in a low involvement advertisement reception situation, where there is little time available for information processing. The appeal to liking of an ad would become an important predictor of Television commercial effectiveness.

Aaker and Bruzzone (1981); Aaker and Stayman (1990); Biel and Bridgwater (1990); Holbrook (1986); Schlinger (1979); Wells et al. (1971); developed affective properties of TV commercials using multidimensional sets of adjectives by developing and applying perceptual scales to TV Ads and then, by factor analysis, reducing these scales to underlying perceptual themes (as cited in Leather et al., 1994).

Liking of TV Ads is likely to create positive Brand Attitude of the viewers. Biel and Bridgwater found that advertisements for food and beverage products were liked more than ads projecting drugs, cigarettes and drinks by American consumers (as cited in Donohoe, 1995).

Advertisers are successful if the target audiences like their ads. Viewers do not see TV to satisfy their need of watching ads, therefore, their comprehension and evaluation of ads may not be guaranteed. Hence, the need to make impressive TV ads. Batra et al. (1998) suggested that brand attitudes have two components, an evaluative component that is influenced by beliefs about the brand and a brand-specific liking component.

which is based on ad attitude and exposure effect. A creative ad provides pleasure and good moods to the viewers. They feel elated and delighted after watching ads. Viewers start liking TV ads, which may provide limited comprehension of brand related information. However, during purchase decision process, the viewers might recall characteristics of the ad from their memory. Thus liking of the ad may influence the formation of a positive brand attitude. Aaker and Stayman (1998) argued that people watching commercials need to like them in order to be persuaded.

Liking of TV ads is associated with the feelings of the viewers. These feelings generally arouse as a result of product attributes evaluation and can influence viewers' cognition. The initial reaction to a product may be one of like or dislike without any cognitive basis for the feeling. This initial affect can then influence how we react to the product itself (Zajonc, as cited in Hawkins et al., 1995). Viewers either like or dislike TV ads, and this attitude gets associated with the brand. Batra et al. (1998) pointed out that there is a causal link between ad and brand attitude. Mitchell and Olson (1981) suggested that ad attitude leads to brand attitude.

The phenomenon of liking of TV ads leading to positive brand attitude is more relevant to low involvement category products. These products include Fast Moving Consumer Goods. In order to generate positive brand feelings, commercials must first attract viewers positive feelings (Batra et al., 1998).

Past researches have well documented the increased interests of the researchers to explore consumers' affective reactions to ads rather than their cognitive reactions. Brand attitude have both affective and cognitive components, which are emotional and utilitarian in nature. Both these components influence purchase intention. Emotional component is considered relatively more important for low involvement products (Batra; Mackenzie; Peterson; Satow; Zajonc, as cited in Leather et al., 1994).

Cacioppo and Petty (as cited in Wilkie, 1994) explained advertising effects framework in their Elaboration Likelihood Model. This model stressed that the process of persuasion will be fundamentally different when consumers elaborate on an ad than when they do not. In this framework two paths of persuasion are possible, the central route and the peripheral route. The central route to persuasion reflects the consumers who pay attention to the main ad arguments, think about it, and strengthen their brand attitude. On the other hand peripheral route to persuasion involves little or no thinking for ad's arguments about the brand, instead the consumer attends to other aspects of the ad, including scenery, music, model and endorser. The tentative feelings of enjoyment, interest or liking might affect attitude, but are not strongly held. They further explained that when involvement is high, the central route is more likely but when involvement is low, the peripheral route is more apt to be operating. The consumers do not think about the attributes of product as projected by the ad rather they associate certain feelings, liking or disliking of ad with the brand and bring change in their brand attitude. Thus feelings evoked by TV ads lead to favorable brand attitude. Mackenzie (as cited in Aaker et al., 1992) pointed out that brand attitude is influenced by ad attitude, and brand attitude affects the purchase intention.

Purchase Intent

It is defined as the buyer's self-instruction to purchase the brand. It is an anticipated, conscious planning of the final buyer response. Depending on the advertising objectives the intention could be to propose, recommend, choose, buy or use the brand more often (Rossiter & Percy, 1998). Purchase intent, however, is different for buyers expected to act on a low-involvement brand attitude than the buyers expected to act on high-involvement brand attitude. For buyers' low-involvement brand choice, favorable brand attitude is sufficient to automatically stimulate purchase intention in

repeat purchases. Laroche (as cited in Rossiter & Percy, 1998) concluded that low-involvement brand attitude seems to sharply increase brand choice once a moderately favorable brand attitude is available.

Act of Purchase

Every buyer wants to make rational purchase decisions as it involves the consumers hard earned money and their need satisfaction is also at stake. TV Ads can guide the consumers to make good purchase choices. Belch and Belch (1998) pointed out that advertising stimulates problem recognition, information search, evaluation of alternatives and purchase decision.

TV ads ensure that consumers have top-of-mind brand awareness. Frequent repetition of TV ads keeps on reminding the consumers about brand features. When consumers develop liking for incentive ads quick purchase may follow due to incentive value, execution excellence of ads and need satisfaction (Belch & Belch, 1998).

The Viewers

TV ads have wide range of viewers. Their appeal and exposure is equally available to different segments of viewers. Young adults studying in the University and residing in the hostels are also influenced by TV Ads. These students are busy in their studies and watch only the selected TV programs broadcast during prime time. They watch entertainment and informational programs of their choice and are in 'low-involvement commercial reception situation'. TV ads having excellent execution cues, glamorous celebrities, refined music and attractive colors, information and knowledge about Fast Moving Consumer Goods (FMCG), succeed in pursuing these viewers to get influenced. Since these students stay away from their homes and manage FMCG at their own, therefore, TV ads entice them to make to buy the brand and or remain loyal to it.

Rationale of the Study

Attitudes play a vital role in consumer behavior. Whereas the positive brand attitude will elicit consumer purchase intent or purchase behavior, the negative attitude will repeal the same. In order to form or change the attitude of target audiences the marketers resort to numerous strategies to create favorable consumers' brand attitude. Television advertising is one of those methods used by the marketers to influence the consumers' attitude towards the advertised brand. Viewers, however, generally do not watch TV to gratify their desire for watching TV ads. They are interested to watch the informational or entertainment TV programs they like and ads are inserted to the footage at an appropriate place to attract the viewers' attention. The more popular the TV program the higher will be the clutter of ads. This is to ensure that brand information reaches maximum viewers in shortest possible time. Wide coverage and spectacular TV appeals enable the advertisers to reach out the viewers at far-flung areas.

In order to develop a positive brand attitude the viewers must like the ad first. TV ads shown during the prime time must have certain psychological attributes, which force the viewers to watch the ads. Consumers develop liking for the ads after watching these on TV. Marketing research has well documented the evidence that people watching commercials need to like them in order to be persuaded (Arens, 1996). Positive ad attitude helps in formation of likeable brand. Repeated exposure further enhances the like-ability of the ad and preference for the brand. Such liking for the brand emerges as a result of cognitive processing which goes on in the mind of consumer after watching every ad exposure. Hence a potential purchase activity called purchase intention takes place in the consumer's mind. The act of purchase, dependent upon economic affordability, is seen as the extent of liking of a brand, leading to its adoption. However, repeat purchase behavior will be more reality oriented, as the initial purchase either satisfies the physical and psychological needs of the consumer or

otherwise. Consumer satisfaction is indicated through the repeat purchase behavior. TV ads viewed after initial repeat purchase will help in developing the brand loyalty among the consumers.

Contents of certain TV ads contain information about the incentives offered to the consumers. Some of the incentives are attractive enough to gain the attention of the viewers who may like to try their luck through the purchase of products like FMCGs and also get the benefits of incentives. Lucky draws promise valuable gifts and are popular among Pakistani consumers. Hence liking of some of the TV ads may have relationship with incentives. Usually the marketers offer incentives to ensure quick sales of their products. Consumer satisfaction and purchase intention lead to brand repeat purchase, which may be attributed to the attractive incentives, low cost and superior quality. It may also be dependent upon message appeal, color, music, nostalgia, image, life style, price and possession status etc. Research has been conducted to explore the impact of liking of ads on brand attitude, purchase intention and purchase decisions but no such research has been conducted in Pakistan exploring the psychological reasons for purchase intent, purchase decision and brand loyalty based on liking of TV ads.

Economic and social conditions of society directly influence the consumer behavior. Advertising reflects the social status and economic soundness of society. In developed countries like USA and UK the consumers due to their advanced social and economic background look for intangible benefits of products and services like happiness, convenience, good health and self-esteem. In developing countries like Pakistan the consumers due to their low socio-economic profile tend to look for more tangible benefits including low price, incentive offers and additional benefits in the ads. Chan (1995) pointed out that consumer behavior in China had undergone rapid modification due to social and economic reforms. As the Chinese became more affluent and experienced consumers their purchase decisions became lower risk events. The

advertising content changed from a product-centered theme emphasizing product characteristics to an audience-centered theme emphasizing life style and self-image.

In Pakistan the consumers due to low income and weak purchasing power are fixed in an “enough to eat status” and accord low priority to preferences like life style and ideal self-image. They look for incentive offers to get additional benefits of their purchases. Chan (1995) reported that as Chinese society moved from Wen Bao (enough to eat) to Xiao Kang (well-to-do) society, consumer started to look for intangible benefits of products and services and this changed the contents of advertising from direct informational to emotional appeal. Investigating the impact of Incentive versus Non-Incentive ads on consumers would help determine consumers’ trends towards advertising as dictated by socio-economic conditions in Pakistan.

Advertising Research Foundation (ARF) in USA has conducted extensive research on Likeability of Ads. Similarly advertising researchers in UK and other parts of Europe have also researched Likeability of TV Ads effectiveness. These researches cannot be generalized in Pakistan due to cultural differences, the manner in which the products are marketed by consumers in USA, UK and Pakistan. Most of the consumers in Pakistan are poor, low paid or jobless, illiterate and raw workers with least consumer rights protection. The low purchasing power distinguishes them from consumers of US/UK in terms of poor life style looking for cheap and low prestige products and basic necessities. Their perception of Likeability as a construct is absolutely different from consumers in US/UK.

Constituents of Likeability formed through research process in US/UK do not carry same meanings for Pakistani consumers who lack understanding of English language and its cultural linkages.

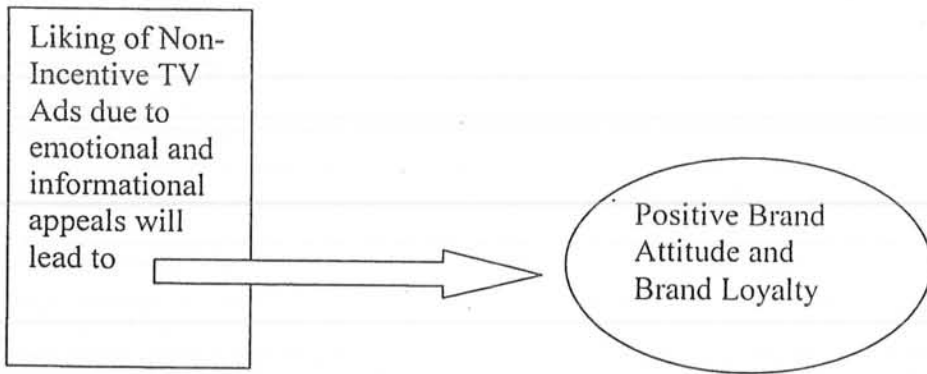
Certain aspects of Likeability such as eroticism and sexual appeals are well researched in US/UK. These aspects of Likeability are considered sensitive and

touching the social values of consumers in Pakistan, therefore, Pakistani consumers feel embarrassed, emotionally charged and somewhat irritated if openly exposed or asked to respond to these aspects of Likeability. Hence results of US/UK researches cannot be generalized in Pakistan and there is a dire need to study the concept of Likeability of TV Ads in Pakistani context. Chan (1995) reported that popularity of screening international commercials as part of UK series hosted by Chris Tarrant, Jasper Carrot and Clive James bears testimony of the fact that there are distinct differences between the responses of UK viewers to US and UK commercials. Caffyn and Rogers (as cited in Leather, 1995), concluded that US based research on TV Ads Likeability could not be generalized in UK due to cultural differences and the manner in which products are marketed by consumers in US/UK. Despite sharing common English language by consumers in US and UK the concept of Likeability is differently perceived in both these countries. Hence US based Likeability research could not be generalized in UK or for that matter in Pakistan.

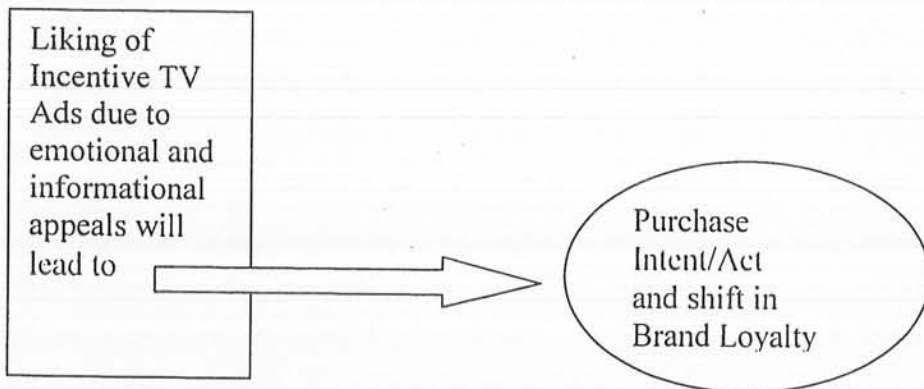
TV is a powerful persuasive medium. It is glamorous, alluring, elegant, fascinating and excitingly prestigious to attract viewers of all ages. TV ads with informational and emotional appeals bring pleasant and ravishing feelings for educated youth residing in university hostels away from their homes, parents and siblings. These viewers while watching TV programs are in 'low commercial-reception-situation', however, they have considerable aesthetic sense and acumen to appreciate the creative dimensions and execution excellence of TV ads. FMCGs are low involvement purchases and are essentially required by university hostel residents. TV ads showing FMCGs will have an effective appeal for these viewers. Feelings evoked by ads are likely to be associated with brand resulting into creation of purchase intent. In Pakistan the impact of TV ads appeals has not been studied. Present study is aimed at exploring the impact of psychological attributes of TV ads on consumer purchase decision.

Conceptual Framework

- a. *Non Incentive TV ads.* Liking of Non-Incentive Ads will lead to positive Brand Attitude and Brand Loyalty.

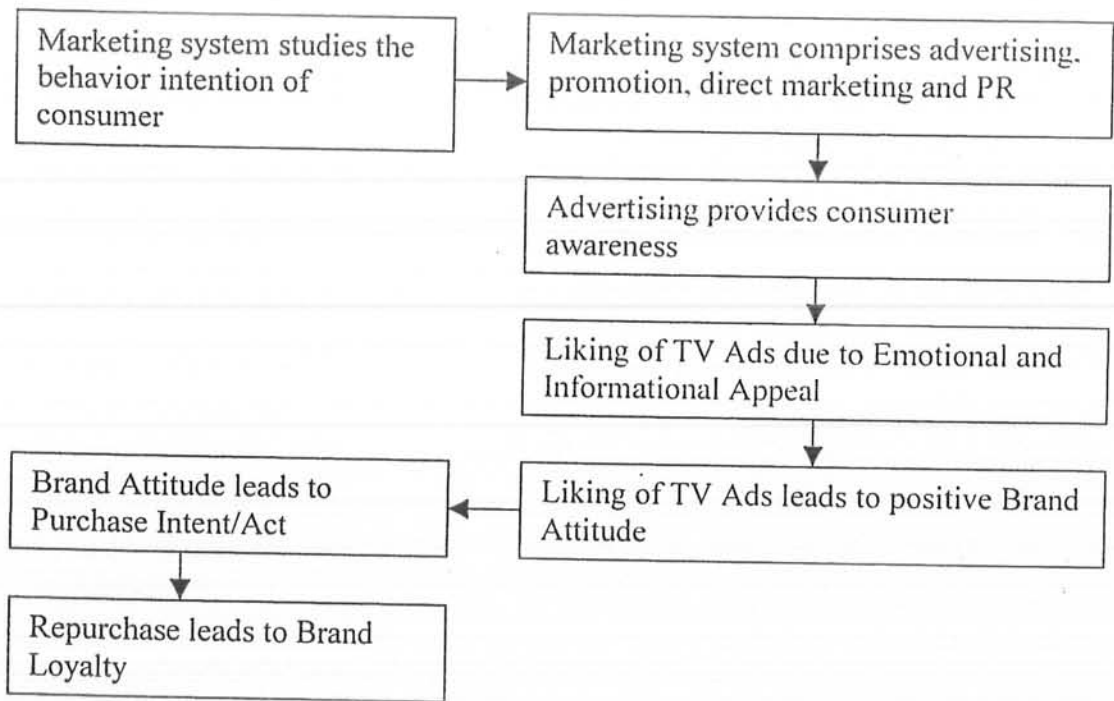


- b. *Incentive TV ads.* Liking of Incentive Ads will lead to Purchase Intent and Shift in Brand Loyalty.

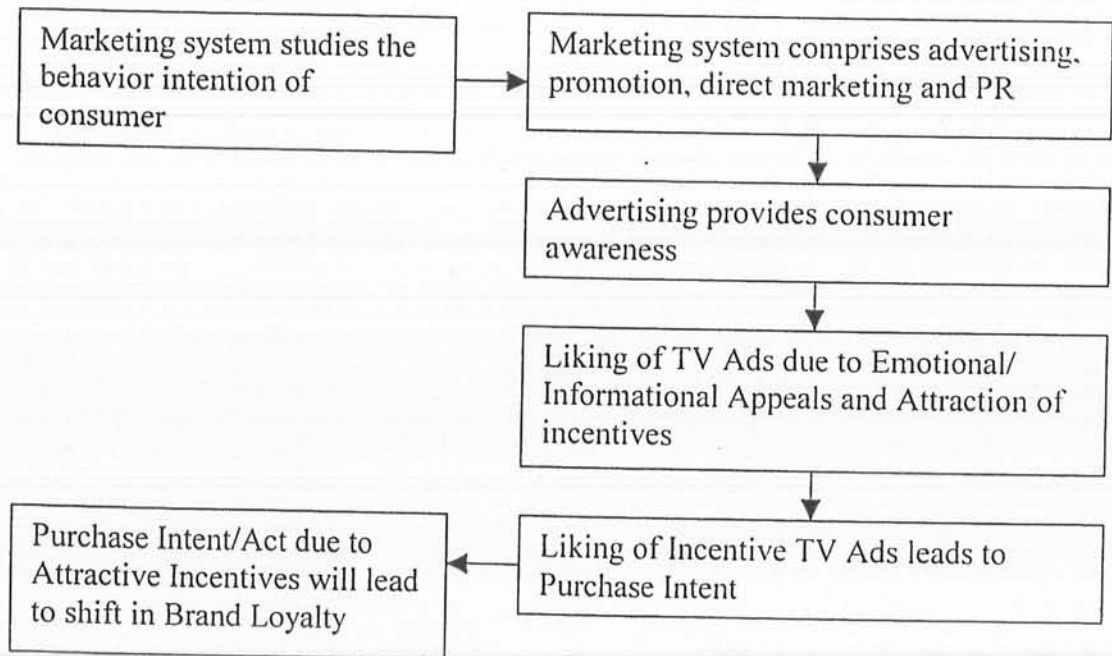


Operational Scheme

a. *Non Incentive TV Ads*



b. *Incentive TV Ads*



**OBJECTIVES AND
RESEARCH DESIGN**

OBJECTIVES AND RESEARCH DESIGN

Objectives of the Research

The purpose of the study was (a) to investigate the extent to which liking of television commercials (TV ads) pertaining to Fast Moving Consumer Goods (FMCGs) leads to formation of positive attitude towards the brand, (b) to study the impact of Incentive TV ads on consumer's Brand Loyalty, (c) to analyze the effects of Emotional and Informational Appeals of TV ads on Future Purchase Intent of the consumers, and (d) to analyze the impact of Liking of TV ads, Brand Attitude, Brand Awareness and Purchase Intent on viewers' Brand Loyalty. In the absence of scales to measure the objectives of research, it was deemed necessary to develop the indigenous scales.

It was decided to select the sample viewers representing both the genders, falling in the same age group, having equal educational level and the similar experience of watching TV broadcasts. Hence the university students of postgraduate level, residing in hostels were selected as the sample viewers.

Hypotheses

Following hypotheses were formulated for the study:

1. Liking of TV ads will lead to formation of positive attitude towards the brand, enhancement of brand awareness, and better purchase intent.
2. Due to liking of TV ads there will be difference between viewers' Previous Purchase Pattern and Future Purchase Intent.
3. Due to the impact of Emotional Appeal of TV ads viewers' scores on Future Purchase Intent will be higher than Previous Purchase Pattern.

4. Due to the impact of Informational Appeal of TV ads, viewers' Future Purchase Intent will be increased as compared to Previous Purchase Pattern.
5. Due to the impact of Factors of Emotional Appeal of TV ads, viewers' Future Purchase Intent scores will be higher than Previous Purchase Pattern.
6. Due to the impact of Factors of Informational Appeal of TV ads, viewers' Future Purchase Intent will be higher than their scores on Previous Purchase Pattern.
7. Due to liking of Incentive TV ads, viewers' scores on Future Brand Loyalty will be higher than Previous Brand Loyalty.
8. The impact of Brand Attitude, Brand Awareness, Purchase Intent and Liking of TV ads will lead to viewers' Brand loyalty.

Research Design

The study was carried out in two specific domains i.e., study-1 and study-2, each with independent samples. Details are as under:

Study – 1 (The Pilot Study)

a. Phase - I

Selection of sample TV Ads. In order to select the sample TV ads following actions were completed: -

- *Selection of TV Channel.* A decision was made to select the TV channel to record the TV ads.
- *Recording Time and Period.* It was decided to record the TV ads at a specific time. The period of recording TV ads from the selected TV Channel at a predetermined time was also decided.
- *Drawing the sample TV Ads.* In order to draw population parameter of TV ads and draw the sample TV ads following short studies were conducted:

- Categories of TV ads.
- Selection of FMCG TV ads.
- Viewers' Degree of Appeal Study.
- Viewers' Frequency of Consumption Study.
- Contents of TV ads Appeal Study.
- Final Selection of Non-Incentive and Incentive TV ads.

b. *Phase - II*

Selection of Sample Viewers. Selection criteria for the sample viewers were:

- It was decided to select the sample viewers from five public universities of Pakistan. Five universities were selected: one each from each province of Pakistan and the federal capital Islamabad.
- Total of 200 post-graduate-level girls and boys students residing in university hostels were selected as sample.
- Equal number of girls and boys were selected.
- Sample viewers were of the same age bracket and educational background.
- Sample viewers were regular audience of the PTV broadcasts.
- Viewers were exposed to ads shown by PTV during prime time.
- Viewers with zero exposure of TV programs were excluded from the study (few University students do not watch TV programs and hence have zero exposure of TV commercials).

c. *Phase III*

Instrument Development. Following scales were developed:

- (1) Scale to measure the Likeability of TV ads including Non-Incentive and Incentive ads.
- (2) Scale to measure the Brand Attitude, Brand Awareness and Purchase Intent.

- (3) Scale to measure viewers' Previous Purchase Patterns and Future Purchase Intent.
- (4) Scale to measure the impact of Emotional and Informational Appeals of ads.
- (5) Scale to measure the impact of Factors of Emotional and Informational Appeals of TV ads.
- (6) Scale to measure the Brand Loyalty.

Study 2 (The Main Study)

a. Phase I

Data Collection. The data for main study was collected from five public universities of Pakistan. The viewers were shown the video recording of TV ads and their responses obtained on the questionnaires given to them for the purpose.

b. Phase II

Analysis of Results. The results were analyzed using test of mediation, t-test, correlation coefficient, ANOVA and regression analysis.

c. Phase III

Hypotheses Testing. As per the analysis of results the hypotheses were tested.

Definition of the Variables

Fast Moving Consumer Goods (FMCGs)

The purchases of FMCGs involve low-level consumer decisions and are quickly purchased as against the durable goods. These are quickly consumable and perishable items. Being routine purchases do not create much of the post purchase dissonance among the consumers. In Pakistan generally the housewives and children decide about

the FMCGs. Sometimes these goods are accompanied with incentives and attractions for the consumers. Bovee (1986) argued that FMCGs are (a) relatively inexpensive goods, which expire quickly and have a short shelf life, (b) get consumed at a very fast rate with recurring need to repurchase (c) present least risk to the consumers (d) consumers have scanty knowledge of brand, they tend to accept any brand and usually make least or no comparison of price and quality.

Non-Incentive TV Ads

These ads offer brand information to the viewers. These are paid ads by the sponsors concerned who purchase TV time for the purpose.

Incentive TV Ads

The incentives are positioned in the ads as a function of promotional strategy designed to ensure quick sales. These are also paid ads by the sponsors concerned who purchase TV time to present their brand along with the incentives.

Advertising Appeals

Two main types of advertising appeals are as under:

- a. ***Informational Appeals.*** These appeals focus on the consumer's utilitarian need for the brand and emphasize features of brand. The advertisers using informational appeal generally attempt to convince consumers that their brand has a particular attribute or provides a specific benefit that satisfies their needs. Contents of informational appeals include quality, price, nutrition value, packaging, taste, performance, availability, safety and new idea.
- b. ***Emotional Appeals.*** These appeals relate to the consumers' social and psychological needs for purchasing a brand. Many consumers' purchase decisions are emotional, and their feelings about a brand can be more important than knowledge of brand features. Thus ads using emotional appeals attempt to attract

the attention of the viewers. The most commonly used motives and needs forming emotional basis of advertising appeals include humor, warmth, nostalgia, eroticism, provocation, color and music. Emotional appeals are made with the hope that the positive feelings evoked by the ads will be transferred to the brand.

Likeability of TV Ads

It refers to the viewers' preference for TV ads which may be due to the impact of music, color, superb acting by a favorite celebrity or the overall creativity of the ad.

Brand Attitude

Learned predispositions to respond favorably or unfavorably to a brand is called brand attitude. This attitude is based on beliefs about the brand attributes such as price, service level and quality etc.

Brand Awareness

This refers to consumer's knowledge about the brand attributes and its different characteristics. Consumers' knowledge about the brand may be due to the ad exposure, personal experience, and information gained family, friends or media.

Purchase Intention

It is the consumers' predisposition to buy a certain brand. Consumers' holding favorable brand attitude has higher purchase intent. Purchase intent of the consumers is a step forward to buying but still falls short of actual buying.

Consumers' Purchase Patterns

- a. ***Previous Purchase Pattern.*** This pattern indicates the consumers' preference for the purchase of a brand. It is the extent to which the brand had been purchased by the consumers in the past.

- b. ***Future Purchase Intent.*** It is consumers' predisposition to purchase a particular brand for future consumption. It indicates the extent to which the consumer stands convinced to buy a particular brand in future after watching the TV ad.

Brand Loyalty

It is the preference for a particular brand that results in its repeated purchase. When consumers purchase a specific brand all or most of the time they are said to be brand loyal.

- a. ***Previous Brand Loyalty.*** It refers to the extent up to which the viewers indicate their Previous Brand Loyalty for a particular brand.
- b. ***Future Brand Loyalty.*** The extent to which viewers feel their Future Brand Loyalty for a brand will be increased or decreased after watching the TV ads.

METHOD

METHOD

The main objectives of the study were as follows:

- To find out the extent to which liking for the TV ads pertaining to FMCGs leads to formation of positive attitude towards the brand.
- To study the impact of Incentive TV ads on consumers' Brand Loyalty.
- To analyze the effects of Emotional and Informational Appeals of TV ads on Future Purchase Intent of the consumers.
- To analyze the impact of Liking of TV ads, Brand Attitude, Brand Awareness and Purchase Intent on viewers' Brand Loyalty.

In order to study the above-mentioned objectives the research effort was spread over two domains i.e., study-1 and study-2 involving multi-stage procedural phases.

Study - 1

Phase - I

Objectives

The objectives of this phase of study were as under:

- To define the population parameters of TV ads.
- To select the representative sample of TV ads.

Procedure

Following steps were taken to draw the sample of TV ads from all commercials (ads) shown on Pakistan Television (PTV) during prime time:

Step 1

Selection of TV Channel. A decision was made to select TV channel from which the ads were to be recorded. In Pakistan, four TV channels are operative, namely PTV, PTV2, PTV World and Channel 3. At the time when the study started there was no concept of private TV channels. All the channels were state controlled. These channels were almost similar for their coverage range, credibility, availability, national status and popularity among the viewers, therefore the PTV, which was the original channel of the country, was selected for recording the ads. Moreover, as relatively more people watch PTV, therefore, it attracts the large number of advertisers.

Step 2

Recording Time. PTV transmissions start at 6:00 PM and end at 11: 30 or 12: 00 PM. It was decided to record the ads telecast between 7:30 PM to 9:00 PM. This is considered the prime time for PTV transmissions and maximum viewers of all ages in Pakistan watch entertainment or informational programs during this time. Hence major clutter of TV ads is also likely to be watched by maximum viewers during prime time.

Step 3

Recording Period. PTV programs and serials are scheduled on quarterly basis and TV ads are cluttered around entertainment serials and informational programs. TV serials and programs pick up their popularity among the viewers within initial three to four episodes. Their popularity graph remains almost constant after first three to four episodes. Hence, maximum advertisers tend to sponsor TV serials and programs after initial three to four episodes, thereby, adding to the clutter of the TV ads. It was decided to record ads for a period of only one-month, of a randomly selected quarter of the year, when first four episodes of a popular program or serial had been shown. The period

selected for recording of ads was from 10 July to 10 August 2001. During this period 976 ads were recorded. To eliminate the bias from broadcast frequency of commercials, repeated ads were excluded. Similarly different versions of the same ad were also rejected. This gave us 194 out of 976 initially recorded ads. It was also decided that ads showing FMCGs will be selected for the study.

Step 4

Drawing the Sample TV Ads. From the above universe of TV ads, representative sample ads were drawn. The effort comprised multi phased process of small studies.

- *Categories of TV Ads.* Categories of TV ads were made as per the advertised brand. The procedure involved selection of suitable name for the ad category, counting the number of products falling within the purview of every category and recording total number of ads found in each category. This gave us 19 categories, 86 products and 194 ads (see Appendix-A).
- *Selection of FMCGs.* From the above list of categories, the ads of FMCGs were selected. The procedure simply entailed the elimination of all those ads, which represented brands other than the FMCGs. This gave us 125 FMCG ads including Non-Incentive and Incentive TV ads (see Appendix-B). Categories of video recorded ads were reduced to 8 (see Appendix-C).
- *Viewers' Degree of Appeal Study.* From all the recorded FMCG ads, only the ads of those brands were selected which had, high appeal to both the genders. This was established through a small study, conducted on 30 students, 15 each girls and boys of postgraduate level residing in University hostel. They were asked to watch TV ads in a classroom setting. A TV set along with a video cassette player (VCP) was arranged to show the video clipping of the TV ads. The participants were given following instructions:

“You are provided with a list of TV ads flashed on prime time of PTV. These ads will be shown to you on the TV screen, as per the sequence given in the list. You are required to rate these ads in the light of the statement ‘I would like to see this TV ad time and again’ on 5 point rating scale where 1 stands for minimum and 5 denotes maximum. Please put tick (✓) mark on the choice found suitable by you.”

Format on which viewers’ responses on degree of appeal of TV ads were obtained is given in Appendix-D. Mean rating of the respondents’ scores ($N=15$) was taken for girls and boys viewers. Incentives TV ads were separated from the Non-Incentive TV ads in this study. Top 20 each Non-Incentive and Incentive TV ads, having high appeal to both girls and boys viewers were selected (see Appendixes E and F respectively).

▪ *Frequency of Consumption Study.* After having selected top 20 each Non-Incentive and Incentive TV ads having high appeal to the viewers, a small study was conducted to select the ads of the brands most frequently consumed by the viewers in their everyday life. This study was conducted on 15 girls and 15 boys students of postgraduate level of National Institute of Psychology (NIP), Quaid-e-Azam University (QAU) Islamabad, residing in hostels. These were the same students who participated in Viewers’ Degree of Appeal Study for TV ads. In this study students were shown two lists of ads containing 20 each Non-Incentive and Incentive TV ads. First the Non-Incentive TV ads were shown to the viewers. Incentive TV ads were shown to the viewers in the same sitting with a short pause that the respondents could shift to the second list of ads. A TV set along with VCP was arranged to show the video clippings of the recorded TV ads to the viewers. The participants were given the following instructions:

“You are provided with two lists of TV ads flashed during PTV prime time.

These lists have been serially numbered as lists ‘A’ and ‘B’ for Non-

Incentive and Incentive TV ads respectively. These ads will be shown to you on TV screen, as per the sequence given in the lists. You are required to watch these ads and indicate 'how frequently you consume the advertised brands', on 5 point rating scale where 1 stands for minimum and 5 denotes maximum. Please put tick (✓) mark on the choice found suitable by you".

Instructions to the viewers for both Non-Incentive and Incentive TV ads were the same and the respondents offered their choices by putting tick marks (✓) after watching both lists of ads. Mean ratings of girls and boys scores were taken (see Appendixes G & H). Ads were further short listed by selecting top 10 in mean ratings of viewers' responses (see Appendixes I & J). This was done because (1) Most of the ads got low scores on liking, frequency of purchase and contents of appeals studies. (2) Long list of 125 FMCG ads was sorted to manageable numbers.

▪ *Content Appeal Study.* A small study was conducted to determine the contents appeal of ads. TV ads appeals were grouped into two categories of emotional and informational appeals. Informational contents were derived from the most widely used classification system of informational cues and rational appeal of TV ads given by Resnik and Stern (as cited in Pelsmacker & Geuens, 1997) and the categories of emotional contents were taken from the list of emotional appeals of TV ads suggested by Pelsmacker and Geuens (1997). The contents of emotional and informational appeal of TV ads were endorsed against the list of top ten Non-Incentive and Incentive ads. Six Judges, who were M.Phil and PhD Scholars at NIP QAU Islamabad, were requested to watch the video clipping of these ads and rate the emotional and informational contents found in each ad shown to them on TV screen. The Judges were given following instructions:

"You are provided with a list of PTV prime time ads duly endorsed with the contents of emotional and informational appeal against each ad. You will be

shown these ads on TV screen as per the sequence given in the lists. You are requested to watch these ads and indicate the degree of emotional and informational appeal for every ad on 5 point rating scale where 1 stands for minimum and 5 denotes maximum. In case you find any additional contents other than those mentioned in the lists, make a mention of these in the space provided at the end of the list and also evaluate these additional ad contents on 5 point rating scale.”

The judges watched video clipping of recorded ads in a classroom setting where a TV set along with VCP was arranged. Since every ad shown to the judges did not qualify for every content of emotional and informational appeal as enlisted against each ad, therefore, top six each Non-Incentive and Incentive ads with maximum content credence of both emotional and informational appeals were selected. For mean ratings of judges’ scores see Appendix-K. Since the population of TV ads included all the ads, which have already been telecast by PTV at different times of transmission, therefore, it was assumed that the viewers have already been exposed to these TV ads. In order to control the effect of previous exposure of ads on the viewers, the ads showing both versions of Non-Incentive and Incentive ads were rejected. Selected ads were those having only one version of Non-Incentive or Incentive. List of finally selected ads is given below:

S/No Non Incentive Ads	Incentive Ads
(1) Season Canola Oil.	Habib Cooking Oil.
(2) Tuc Biscuits.	Fifty-Fifty Biscuits.
(3) Close Up Ultra Whitening Toothpaste.	Colgate Toothpaste.
(4) Lipton Yellow Label Tea.	Brook Bond Tea.
(5) Lux Soap.	Breeze Soap.
(6) Sun Silk Shampoo.	Bio Amla Shampoo.

Thus, during this phase of study a list of 12 ads, six Non-Incentive and six Incentive ads was obtained for use in the main study.

Phase-II

Selection of Sample Viewers

Selection of sample viewers was completed from five public universities of Pakistan. Four universities were selected, one each from the four provinces of Pakistan namely Balochistan, NWFP, Punjab and Sindh while the fifth university was selected from the federal capital, i.e., QAU Islamabad. Total of 200 post-graduate level girls and boys students from different departments, residing in the university hostels were selected. These students were of the same age bracket and educational backgrounds. Equal number of girls and boys were selected as the sample viewers. The main reason to select the university students living in the hostels was that these students living away from their homes and parents were taking independent decisions for the purchase of FMCGs. More over the university students being young adults have similar behavior to that of actual consumers. In addition university associations with the consumer goods are considered permanent. As the young students are expected to jump into the practical life and manage their own affairs regarding selection and consumption of FMCGs, therefore, they are more likely to become brand loyal. It was also found convenient to get the sample viewers in the form of university students living in the hostels. Hence they were selected as the sample viewers.

University hostels provide the facility of TV to hostel resident students for information and entertainment purposes. These TV sets are placed inside or in the vicinity of students dining halls. Students residing in hostels regularly watch PTV broadcasts before and after their dinner. They regularly watch PTV prime time programs.

Phase - III

Development of the Instrument

Objectives. The instrument was developed to measure the following:

- The impact of liking of TV ads on brand attitude, brand awareness and purchase Intent
- The impact of TV ads Appeals on consumers' Purchase Patterns.
- The effects of Incentive TV ads, on Brand Loyalty.
- The impact of Liking of TV ads, Brand Attitude, Brand Awareness and Purchase Intent on Brand Loyalty.

Background Preparation.

This implied the conduct of more than one sub studies to develop the instrument for the main study. The process involved review of the literature, brainstorming and discussions with the supervisor and selected judges at NIP, QAU Islamabad. Different aspects of the study as related to the development of instrument were discussed and decisions made to conduct small studies. Scales developed through a multi phased selection and assessment procedure are mentioned below.

1. *Scale to Measure Brand Attitude, Brand Awareness and Purchase Intent.* This entailed development of three sub scales to measure the viewers' Brand Attitude, Brand Awareness and Purchase Intent for products shown in the ad.
 - *Sub Scale Brand Attitude.* In order to measure the viewers' Brand Attitude, 10 question statements were prepared. These were taken from the bank of questions and scales for easy reference, suggested by Engel, Blackwell, and Miniard, (1995). Six judges who were M.Phil and Ph. D scholars at NIP, QAU Islamabad, were requested to read these question statements and indicate the degree up to which these represented the measure of viewers' Brand Attitude. They were given the following instructions:

“You are provided with a questionnaire having 10 statements about viewers’ Brand Attitude. You are requested to read these question statements carefully and indicate the extent up to which these statements measure the Brand Attitude, on 5 point rating scale where 1 represents minimum and 5 denotes maximum”.

The question statements rated 3 and below by any one of the Judges were rejected. Consequently only 2 out of 10 initially pooled items were selected and 8 items were rejected for being low in the rating score. These items are enlisted in the form of questionnaire at Appendix-L.

▪ ***Sub Scale Brand Awareness.*** To measure the Brand Awareness of the viewers, initially 10 items were pooled in the form of question statements. These items were derived from a bank of questions and scales for easy reference given by Engel et al (1995). Six judges who were M.Phil and Ph D scholars at NIP, QAU Islamabad, were requested to read these statements and indicate the degree up to which these measure the viewers’ awareness of the advertised brand. Following instructions were given to the Judges:

“You are provided with a questionnaire containing 10 statements about Brand Awareness. You are requested to read these question statements carefully and indicate the degree up to which these measure the Brand Awareness, on 5 point rating scale where 1 represents minimum and 5 denotes maximum.”

The question statements rated 3 and below by any one of the six judges were rejected. Consequently 3 out of 10 initially pooled items were selected. These are given in the form of a questionnaire in Appendix-L.

▪ ***Sub Scale Purchase Intent.*** In order to measure the viewers’ Purchase Intent of the advertised brand, initially 10 items were pooled from a bank of questions and scales

for easy reference as suggested by Engel et al. (1995). Six judges who were M.Phil and Ph D scholars at NIP, QAU Islamabad, were requested to read these statements and indicate the extent up to which these measured the viewers' Purchase Intent. Following instructions were given to the participant Judges:

“You have been provided with a questionnaire containing 10 question statements about the viewers' Purchase Intent of the advertised brand. You are requested to read these question statements carefully and indicate the extent up to which these measure the viewers' Purchase Intent, on 5 point rating scale where 1 represents minimum and 5 denotes maximum.”

The question statements rated 3 and below by any one of the six judges were rejected. Consequently 3 out of 10 initially pooled items were selected. These are given in the form of a questionnaire in Appendix-L.

2. *Development of Likeability Scale.* This entailed development of two sub scales to measure the likeability of Non-Incentive and Incentive TV ads. Details are as under:

▪ *Sub Scale Non-Incentive TV ads.* To measure the viewers' liking for the TV ads initially 20 items were pooled from the bank of questions and scales for easy reference, given by Engel et al. (1995). Six judges who were M.Phil and Ph D scholars at NIP, QAU Islamabad were requested to read these question statements and indicate the degree up to which these measure the likeability of Non-Incentive TV ads. The instructions given to the Judges were as under:

“You are provided with a list of question statements about liking of Non-Incentive TV ads. You are requested to read these statements and indicate the extent up to which these measure the viewers' liking of TV ads on 5 point rating scale where 1 represents minimum and 5 denotes maximum”.

The question statements rated 3 and below by any one of the six judges were rejected. Resultantly 9 out of 20 question statements were selected. 11 items were

rejected for being rated 3 and below. The selected 9 question statements are given at Appendix-M.

- **Sub Scale Incentive TV ads.** To measure the viewers' liking for TV ads initially 20 items were pooled from the bank of questions and scales for easy reference, suggested by Engel et al. (1995). Six judges, (M.Phil and Ph D scholars at NIP, QAU Islamabad) were requested to read these question statements and indicate the degree up to which these measure the likeability of Incentive TV ads. Following instructions were given to the Judges:

“You are given a list of questions about liking of Incentive TV ads. You are requested to read these question statements and indicate the extent up to which these measure the viewers' liking of TV ads on 5 point rating scale where 1 represents minimum and 5 denotes maximum”.

The question statements rated 3 and below by any one of the six judges were rejected. Consequently 9 out of 20 question statements were selected. 11 items were rejected for being rated 3 and below. Selected items are given at Appendix-N.

3. **Scale to Measure the Viewers' Purchase Patterns.** For the purpose of this study the viewers' purchase patterns were considered as previous purchases and future purchase intent. Hence, two sub scales were developed to measure the viewers' Previous Purchase Pattern and Future Purchase Intent. Details are given below:

- **Sub Scale Previous Purchase Pattern.** For this scale 20 items were pooled initially. The source of deriving these question statements was a bank of questions and scales for easy reference, suggested by Engel et al. (1995). Six Judges who were M.Phil and Ph D scholars at NIP, QAU Islamabad, were requested to read these question statements and indicate the degree up to which these measure the Previous Purchase Pattern of the viewers. Following instructions were given to the participant Judges:

“You are issued with a list of question statements about the Previous Purchase Pattern of the viewers. You are requested to read these question statements and indicate the extent up to which these measure the Previous Purchase Pattern of the viewers on 5 point rating scale where 1 represents minimum and 5 denotes maximum”.

The question statements rated 3 and below by any one of the six judges were rejected. Resultantly 10 question statements were rejected for being rated 3 and below. Selected 10 question statements are given at Appendix-O.

▪ ***Sub Scale Future Purchase Intent.*** For this scale initially 20 items were pooled from a bank of questions and scales for easy reference, suggested by Engel et al. (1995). Six judges who were M.Phil and Ph D scholars at NIP, QAU Islamabad, were requested to read these question statements and indicate the degree up to which these measured the Future Purchase Intent of the viewers. Following instructions were given to the Judges:

“You are issued with a list of 20 question statements about the Future Purchase Intent of the viewers. You are requested to read these question statements carefully and indicate the degree up to which these measure the Future Purchase Intent of the viewers on 5 point rating scale where 1 represents minimum and 5 denotes maximum”.

The questions rated 3 and below by any one of the six judges were rejected. Hence, 10 question statements were selected and 10 items were rejected for being rated 3 and below. The selected 10 question statements are given in Appendix-P.

4. ***Validation of Previous Purchase Pattern and Future Purchase Intent.*** Although the contents and factors of Previous Purchase Pattern and Future Purchase Intent were the same except that the former used past tense and the latter was in future tense, yet in order to further ensure that viewers differences on these two scales were not due to the

makeup of these scales an additional validation study was conducted. This study involved measuring both Previous Purchase Pattern and Future Purchase Intent with no intervening stimuli. Both the scales were presented to 30 students of postgraduate level (2nd semester MBA) of QAU, Islamabad in two different sessions. Following instructions were given to the respondents:

“You have been provided with two lists of question statements pertaining Previous Purchase Pattern and Future Purchase Intent. You are requested to read each question statements of Previous Purchase Pattern and compare it with the corresponding question statements of Future Purchase Intent and report any difference in their makeup in YES or NO form. The difference due to the use of tenses may be ignored”.

The procedure was repeated after 10 days with the same students and it was found that the respondents have not marked any difference in the makeup of scales for Previous Purchase Pattern and Future Purchase Intent in both the attempts.

5. *Scale to Measure Viewers' Brand Loyalty.* For the purpose of this study the viewers' Brand Loyalty has been divided into Previous and Future Brand Loyalty. Previous Brand Loyalty referred to the already existing loyalty for a particular brand. Viewers' ratings showing their future purchase propensity pointed towards the Future Brand Loyalty. Two sub scales to measure the viewers' Previous Brand Loyalty and Future Brand Loyalty were developed. Details are given below:

- *Sub Scale Previous Brand Loyalty.* To measure the viewers' Previous Brand Loyalty, a questionnaire containing 20 items was prepared from the bank of questions and scales for easy reference, given by Engel et al. (1995). Six Judges (M.Phil & Ph D scholars at NIP, QAU Islamabad) were requested to read these question statements carefully and indicate the degree up to which these measure viewers' Previous Brand Loyalty. Following instructions were given to the Judges:

“You are issued with a list of 20 question statements about viewers’ Previous Brand Loyalty. Please read these statements carefully and indicate the degree up to which these measure viewers’ Previous Brand Loyalty on 5 point rating scale where 1 represents minimum and 5 denotes maximum”.

The question statements rated 3 and below by any one of the six judges were rejected. Only 7 out of initially 20-pooled items were selected and 13 items were rejected for being rated 3 and below. Selected 7 question statements are given in Appendix-Q.

- ***Sub Scale Future Brand Loyalty.*** To measure the viewers’ Future Brand Loyalty, initially a list of 20 items list was prepared from the bank of questions and scales for easy reference, suggested by Engel et al. (1995). Six Judges (M.Phil and Ph D scholars at NIP, QAU Islamabad) were requested to read these question statements and indicate the degree up to which these measure viewers’ Future Brand Loyalty. Following instructions were given to the participant Judges:

“You are issued with a list of 20 question statements about viewers Future Brand Loyalty. Please read these question statements carefully and indicate the degree up to which these measure viewers’ Future Brand Loyalty on 5 point rating scale where 1 represents minimum and 5 denotes maximum”.

The questions rated 3 and below by any one of the six judges were rejected. This way 7 out of initially 20 pooled items were selected and 13 statements were rejected for being rated 3 and below. Selected 7 statements are given in Appendix-R.

6. ***Scale to Measure TV Ads Appeals.*** In order to develop this scale the contents of TV ads were grouped into Emotional and Informational Appeals. Two sub scales to measure the impact of Emotional and Informational Appeals of TV ads were developed.

- ***Contents of Emotional Appeal of TV Ads.*** Following steps were undertaken:

a. *Derivation of Categories of Emotional Appeal.* First of all the categories of Emotional Appeal of TV Ads were prepared. For this purpose initially 10 categories were pooled from the list of Emotional Appeal of TV ads, suggested by Pelsmacker and Geuens (1997). These categories were enlisted against all the selected Non-Incentive and Incentive TV ads for evaluation by the Judges. Six Judges who were M.Phil and Ph D scholars at NIP, QAU Islamabad, were requested to watch the video clipping of the recorded ads and indicate the degree up to which the category of Emotional Appeal was found in the TV ads. A TV set along with a VCP was arranged to show the ads to the participants. Following instructions were given to the Judges:

“You are provided with a list of categories of Emotional Appeal of TV ads duly enlisted against 12 TV ads including six each Non-Incentive and Incentive ads. You will be shown a video clipping of the recorded ads, on TV screen. You are requested to watch the TV ads carefully and indicate the degree up to which the categories of Emotional Appeal were instituted in every ad that you watched, on 5 point rating scale where 1 represents minimum and 5 denotes maximum”.

The categories of Emotional Appeal rated 1 and above were selected. In other words any ad having slightest element of the Emotional Appeal was selected. Resultantly 6 out of initial 10-pooled categories of emotional contents of TV ads were selected and the remaining 4 were rejected for being unable to get score rating 1 and above. The selected 6 categories of Emotional Appeal of ads are given in Appendix-S.

b. *Formulation of Question Statements.* For every selected category of Emotional Appeal 5-7 question statements were prepared from a bank of questions and scales for easy reference, suggested by Engel et al. (1995). Six Judges who were M.Phil and Ph D scholars at NIP, QAU Islamabad, were requested to read these statements and indicate

the degree up to which these elucidated the concerned category of the emotional appeal of TV ads. The instructions given to the participant Judges are as under:

“You are provided with a list of categories of emotional contents of TV ads. 5 to 7 question statements describe each category. You are requested to read the categories and the question statements carefully and indicate the extent up to which the question statements explained the relevant category on 5 point rating scale where 1 represents minimum and 5 denotes maximum”.

The question statements rated 3 and below by any one of the judges were rejected. Resultantly 2 to 3 out of initial 5 to 7 pooled question statements were selected. Selected 7 categories of emotional contents of TV ads along with the respective questions are given at Appendix-T.

- ***Contents of Informational Appeal of TV Ads.*** Following steps were taken:
 - a. *Derivation of Categories of Informational Appeal.* First of all categories of Informational Appeal of TV ads were prepared. For this purpose initially 15 categories were pooled through brain storming, review of literature and from classification system of Informational Cues and Rational Appeal of TV ads given by Resnik and Stern (as cited in Pelsmacker & Geuens, 1997). These categories were enlisted against the 12 selected TV ads for evaluation by the Judges. Six Judges who were M.Phil and Ph D scholars at NIP, QAU Islamabad, were asked to watch the video clipping of the recorded ads and indicate the degree up to which these categories of Informational Appeal were found in the TV ads. A TV set along with a VCP was arranged to show the ads to the participants. Following instructions were given to the Judges:

“You are provided with a list of categories of Informational Appeal of TV ads for 12 ads including six each Non-Incentive and Incentive ads. You will be shown a video clipping of these ads, on TV screen. You are requested to watch these ads carefully and indicate the degree up to which the categories

of Informational Appeal were instituted in every ad that you watched, on 5 point rating scale where 1 represents minimum and 5 denotes maximum”.

The categories of Informational Appeal rated 1 and above were selected. In other words any ad having slightest element of the Informational Appeal was selected. Resultantly 9 out of initially pooled 15 categories of informational contents of TV ads were selected. The selected categories of Informational Appeal of TV ads are given in Appendix-U.

b. *Formulation of Question Statements.* For every selected category of Informational Appeal of TV ads, 5-7 question statements were prepared from a bank of questions and scales for easy reference, suggested by Engel et al. (1995). Six Judges who were M.Phil and Ph D scholars at NIP, QAU Islamabad, were requested to read these statements and indicate the degree up to which these elucidated the concerned categories of Informational Appeal of TV ads. The instructions given to the participant Judges are:

“You are provided with a list of categories of Informational Appeal of TV ads. Every category has been described with 5-7 question statements. You are requested to read the categories and the question statements carefully and indicate the extent up to which these explained the concerned category on 5 point rating scale where 1 represents minimum and 5 denotes maximum”.

The question statements rated 3 and below by any one of the judges were rejected. Resultantly 2 to 3 out of initially pooled 5-7 question statements under all the categories, were selected. Selected 9 categories of Informational Appeal of TV ads along with the respective question statements are given at Appendix-V. The final instrument used in the study is given in Appendix-W.

Study - 2

a. Phase I

Data Collection

In this study the instrument (Appendix-W) was used upon the randomly selected 200 viewers, 100 each girls and boys students. They were all post-graduate level students residing in their respective university hostels. Viewers were selected from 5 public universities of Pakistan: one university each from four provinces of Pakistan and the federal capital Islamabad were selected. From every university 20 each girls and boys students residing in their respective hostels were selected. They were students of different disciplines and were studying in their respective department. The participation in the study was voluntary, however, once the students decided to participate, they were not allowed to leave before the completion of the questionnaire. The participants were offered with light refreshments on completion of the questionnaire. The viewers were shown the video clipping of the sample TV ads in a classroom setting using college educational television (ETV) set and the VCP. Special permission of the controlling authorities of both girls and boys hostels were sought before engaging the students to watch the TV ads and give their responses on the questionnaire. The process involved clearance from the Campus Provost and Hostel Wardens. The data was collected in two different sessions on two different days as girls and boys' viewers belonged to different hostels located at different places under different hostel wardens. They were asked to watch the video clippings of recorded TV ads in a pre selected randomly changed order and offer their responses on 5 point rating scale where 1 represents minimum and 5 denotes maximum. The video clippings were so arranged that every time the viewers completed their responses on a particular sub scale they were shown another video

clipping of the same TV ads in a different order to get responses for the next sub scale. The process continued till the completion of the last questionnaire.

b. Phase-II

Analysis of the Results

The analysis was conducted using Mean scores, SD, paired t-test, test of mediation, correlation coefficient, ANOVA and regression. Details are as under:

1. Correlation between liking of TV ads, Brand Attitude, Brand Awareness and Purchase Intent based on pooled scores of Non-Incentive and Incentive ads.
2. ANOVA to find out effect of Liking of TV ads on Brand Attitude, Brand Awareness and Purchase Intent.
3. Correlation between liking of TV ads, viewer's Previous Purchase Pattern and Future Purchase Intent.
4. Regression analysis showing impact of Liking of Non-Incentive and Incentive ads on Future Purchase Intent.
5. ANOVA to find out the effect of Liking of Incentive ads and gender on Future Purchase Intent.
6. Test of mediation between Emotional and Informational Appeals on Future Purchase Intent.
7. ANOVA to find out the effect of Emotional & Informational Appeals and gender on Future Purchase Intent.
8. Paired *t*-test and correlation between factors of Emotional and Informational Appeals of TV ads and Future Purchase Intent.
9. Regression analysis to predict the impact of factors of Emotional & Informational Appeals of Non-Incentive and Incentive ads on Future Purchase Intent.
10. *t*-test and correlation between Liking of Incentive ads and Brand Loyalty.

11. Regression analysis to predict the impact of Liking of ads, Brand Attitude, Brand Awareness and Purchase Intent on consumers' Brand Loyalty.

c. Phase – III

Hypotheses Testing

The hypotheses were tested for their truth or otherwise as suggested by the analysis of the results.

Reliability

For reliability alpha coefficient was found for all the derived and developed scales. The results revealed that alpha coefficient reliability was between .70 and .84 (see Appendix X) for all the scales. Churchill (1979) contended that Cronbach Alpha values are adequate to measure internal consistency of a reliable scale, (as cited in Kline, 1986).

Validity

The validity of the scales was based on the construct value of the questionnaires and categories. Since all the question statements were situational in nature therefore their face validity was considered sufficient enough to produce the valid results. Empirical results of evaluation of scales, contents of emotional and informational appeals, categories and question statements by judges made the scales valid.

Nunnally (1967), pointed out that measurement of concepts requires a process of precisely assigning scores are numbers to the attributes of people or objects. The purpose is to convey information about the concept being measured.

Psychometric experts have reported three basic approaches to establishing validity including face or content validity, criterion validity and construct validity (as cited in Engel et al, 1995).

Kline Paul (1979) pointed out that if the test consists of defining English words and if one is able to show the test items constitute a sample of most common nouns, verbs etc. in the proportions found in the language and if the instructions are clear, then the test is ipsofacto valid.

Kline Paul (1986) concluded that content validity only be assured by getting experts in the field to state what they regard as the vital material, converting this into test items and then repeating the same. Cattell (1946) in the construction of 16 PF test also attempted to ensure content validity, (as cited in Kline, 1986).

RESULTS

RESULTS

SECTION - 1

The study has been conducted to find out how far liking of TV ads leads to formation of positive attitude towards the brand, enhancement of brand awareness and increased purchase intent. It also endeavors to find out the difference between Previous Purchase Pattern and Future Purchase Intent. The study attempts to find out the impact of Emotional and Informational Appeals of TV ads on viewers' Previous Purchase Pattern and Future Purchase Intent. It also investigates the impact of Incentive TV ads on consumers' Brand Loyalty. Finally the study attempts to find out the impact of Brand Attitude, Brand Awareness, Purchase Intent and Liking of TV ads on Brand Loyalty.

Mean scores, Standard Deviation and frequency distribution have been obtained for initial level of analysis to understand the viewers' responses on scales (a) Liking of TV ads; (b) Brand Attitude, Brand Awareness and Purchase Intent; (c) Previous Purchase Pattern and Future Purchase Intent; (d) Previous Brand Loyalty and Future Brand Loyalty; (e) Emotional Appeal and Informational Appeal of TV ads. For exploratory data analysis see Table-1.

Initially the results were analyzed on the basis of scores on individual ads using correlation, t-test and regression analysis. Since individual ads are not relevant to the overall analysis, therefore, the results of individual ads were pooled into Non-Incentive and Incentive groups. Hence the problem of clarity and brevity was also addressed. Individual ads' scores, however, have been given where pooled results are unable to give meaningful interpretations of the results.

Table-1*Exploratory Data Analysis Showing Mean and SD for different Variables*

Name of the Variable	Mean	SD
<i>Liking of TV ads</i>		
(1) Non-Incentive ads	254.70	6.11
(2) Incentive ads	250.45	3.89
<i>Brand Attitude</i>		
(1) Non-Incentive ads	171.40	5.60
(2) Incentive ads	111.30	5.50
<i>Brand Awareness</i>		
(1) Non-Incentive ads	198.74	5.35
(2) Incentive ads	167.24	5.60
<i>Purchase Intent</i>		
(1) Non-Incentive ads	196.80	4.50
(2) Incentive ads	166.40	5.50
<i>Previous Purchase Pattern</i>		
(1) Non-Incentive ads	245.68	12.96
(2) Incentive ads	165.40	12.62
<i>Future Purchase Intent</i>		
(1) Non-Incentive ads	288.62	10.86
(2) Incentive ads	287.33	5.14
<i>Emotional Appeal</i>		
(1) Non-Incentive ads	253.21	15.22
(2) Incentive ads	198.01	8.90

Continued...

Name of the Variable	Mean	SD
<i>Informational Appeal</i>		
(1) Non-Incentive ads	449.73	25.16
(2) Incentive ads	510.86	16.34
<i>Factors of Emotional appeal</i>		
<i>(1) Non-Incentive ads</i>		
(a) Color	53.92	3.88
(b) Music	54.42	3.70
(c) Humor	18.10	1.70
(d) Warmth	26.54	2.60
(e) Eroticism	39.99	2.84
(f) Provocation	47.39	4.51
<i>(2) Incentive ads</i>		
(a) Color	52.30	3.10
(b) Music	52.25	2.88
(c) Humor	18.13	1.46
(d) Warmth	26.86	2.11
(e) Eroticism	25.66	1.77
(f) Provocation	22.82	1.34
<i>Factors of Informational appeal</i>		
<i>(1) Non-Incentive ads</i>		
(a) Packing	80.83	6.07
(b) Nutrition Value	25.79	2.39
(c) Price	35.14	3.00

Continued...

Name of the Variable	Mean	SD
(d) Quality	70.24	3.82
(e) Taste	45.64	2.32
(f) Performance	52.32	4.13
(g) Availability	53.03	3.86
(h) Safety	35.86	3.07
(i) New Idea	53.42	3.10
<i>(2) Incentive ads</i>		
(a) Packing	78.46	4.54
(b) Nutrition Value	25.80	2.07
(c) Price	34.61	2.21
(d) Quality	68.62	2.73
(e) Taste	23.51	1.67
(f) Performance	52.13	3.17
(g) Availability	79.02	3.77
(h) Safety	34.39	2.10
(i) New Idea	52.60	3.00

SECTION – 2

Impact of Liking of TV Ads on Brand Attitude, Brand Awareness and Purchase Intent

The first hypothesis of the study states that liking of TV ads will lead to formation of positive attitude towards the brand, enhancement of brand awareness and improvement of purchase intent.

In order to find out the impact of viewers' Liking of the TV ads on Brand Attitude, Brand Awareness and Purchase Intent, correlations between Liking of ads, Brand Attitude, Brand Awareness and Purchase Intent, for six Non-Incentive ads (Season Canola Oil, Tuc Biscuits, Close Up Ultra Whitening Toothpaste, Yellow Label Tea, Lux Soap, Sun Silk Shampoo) and six Incentive ads (Habib Cooking Oil, Fifty-Fifty Biscuits, Colgate Toothpaste, Brook Bond Tea, Breeze Soap and Bio Amla Shampoo) have been found. Results of individual ads for both Non-Incentive and Incentive groups are pooled for finding correlation (see Table-2).

Table-2 shows positive and significant relationship between Liking of Non-Incentive TV ads, Brand Attitude ($r = .43, p < .001$) Brand Awareness ($r = .38, p < .001$) and Purchase Intent ($r = .49, p < .001$). Correlation coefficient between Liking of Incentive ads, Brand attitude and Brand Awareness is found non significant, however, relationship between Liking of Incentive ads and Purchase Intent is positively significant ($r = .18, p < .05$). Results of Non-Incentive ads supports the hypothesis that liking of ads will lead to formation of positive Brand Attitude, enhanced Brand Awareness and Purchase Intent. Liking of Incentive ads as related to Purchase Intent shows viewers' mind set to get additional benefits offered by Incentive ads.

Table 2

Correlation Between Liking of TV ads, Brand Attitude, Brand Awareness and Purchase Intent (N=200)

Type of Ads	Brand Attitude	Brand Awareness	Purchase Intent
Non-Incentive TV ads	.43***	.38***	.49***
Incentive TV ads	.06	.09	.18*

*** $p < .001$; ** $p < .01$; * $p < .05$.

Table 3

Gender wise Correlation Between Liking of TV ads, Brand Attitude, Brand Awareness and Purchase Intent (N=100)

Type of Ads	Brand Attitude		Brand Awareness		Purchase Intent	
	Boys	Girls	Boys	Girls	Boys	Girls
Liking of Non-Incentive ads	.03	.08	.04	.25*	.12	.13
Liking of Incentive ads	.03	-.11	-.13	.08	.07	.08

* $p < .05$

Gender wise correlation between Liking of ads, Brand Attitude, Brand Awareness and Purchase Intent are given in Table-3. The results show that girls' scores on Liking of Non-Incentive indicate positive and significant relationship between liking of ads and Brand Awareness. All other results are non significant.

Gender differences, however, in Liking of Non-Incentive and Incentive ads have been found by using t-test. Table-4 indicates significant difference between boys and girls liking of Non-Incentive ($t = 13.16, p < .001$) and Incentive ads ($t = 2.62, p < .01$).

Table 4*Gender wise Differences Between liking of Non-incentive and Incentive Ads (n=100)*

Type of Ads	Gender	Mean	SD	t	df
Liking of Non-Incentive ads	Boys	250.54	5.24	13.16***	198
	Girls	258.86	3.53		
Liking of Incentive ads	Boys	249.46	5.04	2.62**	198
	Girls	251.43	5.60		

*** p ; ** $p < .01$; * $p < .05$

In order to further explore the difference between the impact of Liking Non-Incentive and Incentive ads on Brand Attitude, Brand Awareness and Purchase Intent ANOVA has been applied (see tables 5-7). Since our variables of interest are Liking of TV ads, Brand attitude, Brand awareness and Purchase Intent therefore one ANOVA each for Non-Incentive and Incentive ads for the variables of interest has been conducted. Impact of Liking on Brand Attitude is given in Table-5. The results indicate significant impact of liking of Non-Incentive ads on Brand attitude ($F= 60.16, p < .0001$). Similarly the impact of Liking of Non-Incentive ads on Brand Awareness ($F= 42.66, p < .0001$) (see table- 6) and Purchase Intent ($F= 75.17, p < .0001$, as given in table-7) are significant. Results of Liking of Incentive ads with Brand attitude, Brand Awareness and Purchase Intent are found non significant. Intercept results are also non significant (see tables 5-7).

Table 5*ANOVA Showing the Effect of Liking of TV ads on Brand Attitude*

Sources of Variation	SS	df	MS	F	Sig
Liking of Non-Incentive ads	689.25	1	689.25	60.16	.000
Liking of Incentive ads	4.23	1	4.23	.37	n.s
Intercept	38.04	1	38.04	3.31	n.s
Error	2256.99	197	11.46		
Total	2484787.00	200			

 $R^2 = .25$; Adjusted $R^2 = .25$ **Table 6***ANOVA showing the effect of Liking of TV ads on Brand Awareness*

Sources of Variation	SS	df	MS	F	Sig
Liking of Non-Incentive ads	1040.56	1	1040.56	42.66	.000
Liking of Incentive ads	21.59	1	21.59	.88	n.s
Intercept	183.03	1	183.03	7.50	n.s
Error	4805.23	197	24.39		
Total	5632339.00	200			

 $R^2 = .20$; Adjusted $R^2 = .19$

Table 7*ANOVA showing the effect of Liking of TV ads on Purchase Intent*

Sources of Variation	SS	df	MS	F	Sig
Liking of Non-Incentive ads	1635.38	1	1635.38	75.17	.000
Liking of Incentive ads	60.46	1	60.46	2.78	n.s
Intercept	18.33	1	18.33	.84	n.s
Error	4285.73	197	21.76		
Total	5542365.00	200			

 $R^2 = .31$; Adjusted $R^2 = .30$

Liking of TV Ads and Difference Between Purchase Patterns

Second hypothesis states that due to Liking of TV ads there will be a difference between viewers' Previous Purchase Pattern and Future Purchase Intent. In order to measure the viewers' Previous Purchase Pattern, they were given a questionnaire (Appendix-O) to indicate the previous pattern of their purchases for the list of brands given to them for the purpose. They were then shown a video clipping of ads of the same brands. A questionnaire to measure the Future Purchase Intent (Appendix-P) was also given to them to mark their choices after watching video clipping.

Results of six non-Incentive and six Incentive ads were pooled into two main categories as individual ads are not relevant to the overall analysis but are only a test of the robustness of the methodology. This arrangement provided simply two groups of ads namely Non-Incentive and Incentives.

Relationship between Previous Purchase Pattern and Future Purchase Intent is found using correlation coefficient. The results indicated high correlation ($r = .77, p < .001$) between Previous Purchase Pattern and Future Purchase Intent due to Liking of Non-Incentive ads. The relationship between Previous Purchase Pattern and Future Purchase Intent for Incentive ads is also positively significant with moderate strength ($r = .38, p < .001$). The results supported the hypothesis that due to Liking of ads there will be difference between Previous Purchase Pattern and Future Purchase Intent.

Table 8

Correlation Between Previous Purchase Pattern and Future Purchase Intent due to Liking of TV Ads

Type of TV Ads	r
Liking of Non-Incentive Ads	.78***
Liking of Incentive Ads	.39***

*** $p < .001$

In order to further explore the impact of Non-Incentive and Incentive ads on Future Purchase Intent, regression analysis was conducted. Table 9 explains that Liking of Non-Incentive ads explain 59% of variance of Future Purchase Intent, as a significant predictor ($\beta = .68, p < .001$). The results of Incentive ads are found non significant.

Table 9

Regression Analysis Showing the Impact of Liking of Non-Incentive and Incentive Ads on Future Purchase Intent.

Predictor	<i>B</i>	Standard Error	Standard β	<i>t</i>
Non-Incentive ads	.38	.04	.68	9.33***
Incentive ads	9.46	.06	.11	1.50

$R^2 = .59$; Adjusted $R^2 = .59$; $F(2,192) = 14.27$; *** $p < .001$.

Table 10

Two way ANOVA showing the Effect of Liking of Incentive Ads and Gender on Future Purchase Intent

Source of Variation	<i>SS</i>	<i>df</i>	<i>MS</i>	<i>F</i>	<i>Sig</i>
Incentive ads	0.30	1	0.30	.005	.942
Gender	12170.03	1	12170.03	216.75	.000
Interaction	28050.14	1	28050.14	449.59	.000
Residual	116061.25	197			
Total	64551855.00	200			

$R^2 = .72$; Adjusted $R^2 = .72$.

The impact of Liking of Incentive ads and Gender on Future Purchase Intent has been explored using 2Way ANOVA. The results (see Table 10) indicate that the impact of Incentive ads on Future Purchase Intent is non significant. The effect of Gender on Future Purchase Intent, however, is found significant ($F = 216.75$; $p < .0001$). Similarly Interaction effect is also found significant ($F = 449.59$; $p < .0001$).

Emotional Appeal of TV ads and Purchase Patterns

Third hypothesis states that due to the impact of Emotional Appeal of TV ads, viewers' Future Purchase Intent will be higher than Previous Purchase Pattern. In order to determine the impact of Emotional Appeal of TV ads on viewers' Previous Purchase Pattern and Future Purchase Intent, a test of mediation was considered appropriate for the analysis. Since the hypothesis envisages that TV ads appeals mediate the effects on purchasing of liking for the advertisements, therefore, the stepwise hierarchical regression analysis of the dependent measure has been used.

Mediating Effect of Emotional Appeal

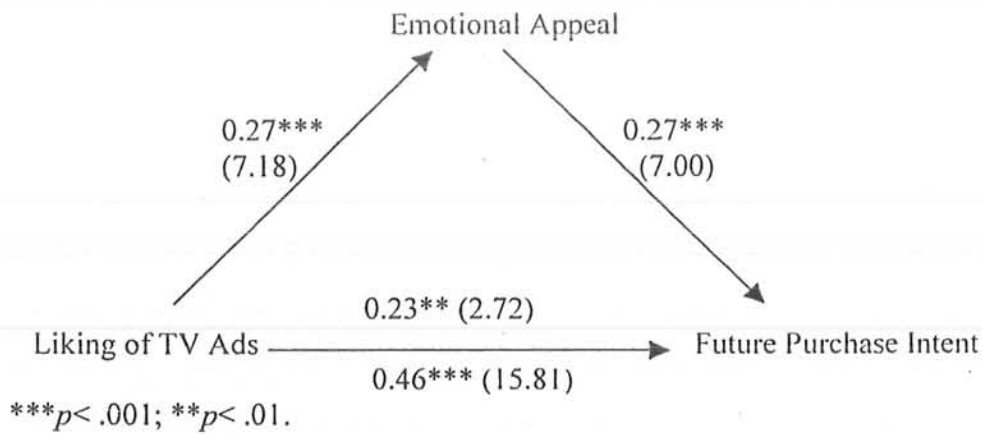
Step 1. In step 1 Previous Purchase Pattern is entered and it has been established the Liking of TV ads is a significant of Future Purchase Intent. For this a regression analysis has been used conducted using Liking of TV ads as the independent variable or the predictor variable and Future Purchase Intent as the dependent variable. The slope coefficient is found equal to 0.46 (standardized slope is equal to 0.75). The first condition of mediation is found satisfied ($t = 7.18; p < .001$).

Step 2. In this step it is measured that Liking of TV ads is significant predictor of Emotional Appeal. Regression analysis is conducted using Liking of TV ads as the predictor variable and Emotional Appeal as the outcome variable. The results indicate that slope coefficient is equal to 0.27 (standardized slope coefficient is equal to 0.44). Thus the second criterion for mediation is satisfied ($t = 7.18; p < .001$).

Step 3. Step investigated that Emotional Appeal is a significant predictor of Future Purchase Intent. Regression analysis is conducted using Emotional Appeal as the

predictor variable and Future Purchase Intent as the outcome variable. The results show that the slope coefficient is equal to 0.27 (standardized coefficient slope is equal to 0.43). The third condition for finding mediation is satisfied ($t= 7.00; p < .001$).

Step 4. In this step it is explored if Emotional Appeal is a complete mediator of the relationship between Liking of TV ads and Future Purchase Intent, the effect of Liking of TV ads, when controlling for Emotional Appeal, should be zero. If it is only a partial mediator, the effect will be merely reduced, not eliminated. The same analysis as that of previous step is used, but now the slope coefficient for Liking of TV ads is examined. This is now equal to 2.72 ($p < .01$). We cannot, conclude that Emotional Appeal is a complete mediator between Liking of TV ads and Future Purchase Intent. To this we would have to find this relationship to be zero or at least not significant. It is however, noteworthy that the slope has been reduced from 0.46 to 0.23, and we can therefore conclude that partial mediation has occurred. The amount of mediation is calculated by finding the difference in the slopes we found in steps 1 and 4, which is $0.46 - 0.23 = 0.23$. The hypothesis is sufficiently supported that due to the impact of Emotional Appeal of TV ads the Future Purchase Intent will be increased. The standardized path coefficients showing mediation effect of Emotional Appeal on Liking of TV Ads and Future Purchase Intent are given in the following figure:



Informational Appeal of TV ads and Purchase Patterns

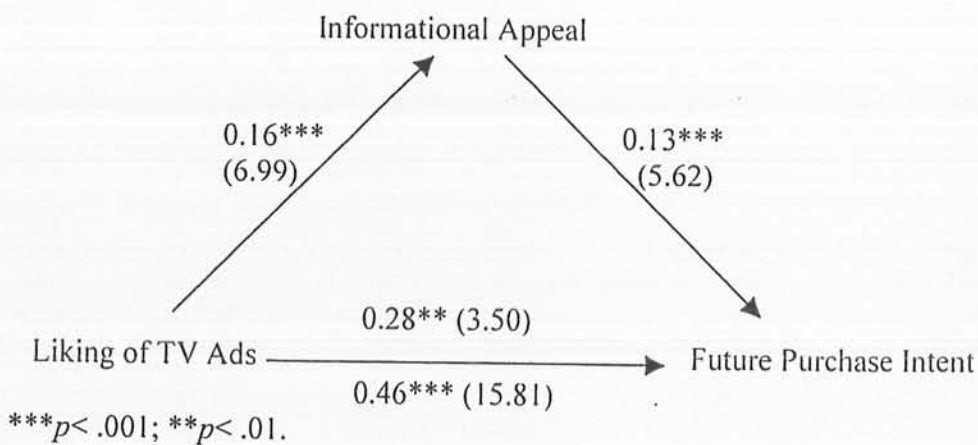
Fourth hypothesis states that the impact of Informational Appeal of TV ads, will increase the Future Purchase Intent of the viewers. It entails investigation of the mediating effect of Informational Appeal of liking of TV ads and Future Purchase Intent, through a stepwise hierarchical regression analysis as has been done to determine the mediating effect of Emotional Appeal. The results reveal that the effect of Informational Appeal is partially mediating on the relationship between Liking of TV ads and Future Purchase Intent. Slope coefficients for every step are given below:

Step 1. Predictor variable is Liking of TV ads and outcome variable is Future Purchase Intent. The slope coefficient is equal to 0.46 (Standardized slope coefficient is equal to 0.75). The t value is 15.81 ($p < .001$).

Step 2. Liking of TV ads is the predictor variable and Informational Appeal is the outcome variable. The slope coefficient is equal to 0.16 (Standardized slope coefficient is equal to 0.45). The value of the t is 6.99 ($p < .001$).

Step 3. This step shows that the Informational Appeal is significant predictor of Future Purchase Intent. Informational Appeal is the predictor variable and Future Purchase Intent is the outcome variable in the regression analysis. The slope coefficient is equal to 0.13 (Standardized slope coefficient is equal to 0.37). The value of the t is 5.62 ($p < .001$).

Step 4. This step showed if Informational Appeal was a complete mediator of the relationship between Liking of TV ads and Future Purchase Intent, the effect of Liking of TV ads, when controlling for Informational Appeal, should be zero. If it is only a partial mediator, the effect will be merely reduced, not eliminated. This is now 0.28 (Standardized slope coefficient is equal to 0.18). The value of the t is 3.50 ($p < .01$). Hence it is concluded that Informational Appeal is partial mediator of the relationship between Liking of TV ads and Future Purchase Intent. The slope has been reduced from 0.46 to 0.28. The amount of mediation found is 0.18. The standardized path coefficients showing mediation effect of Informational Appeal on Liking of TV Ads and Future Purchase Intent are given in the following figure:



In order to explore the effect of Emotional and Informational Appeals and Gender on Future Purchase Intent 2 Way ANOVA has been conducted. The results (see able-11) indicate that effects of Emotional ($F=5.24$; $p< .01$) and Informational ($F=1.04$; $p< .05$) Appeals on Future Purchase Intent are found significant. Gender ($F=91.46$; $p< .0001$) and Interaction effects ($F=424.01$; $p< .0001$) are also significant.

Table 11

Two ways ANOVA showing the Effect of Emotional & Informational Appeals and Gender on Future Purchase Intent

Source of Variation	SS	df	MS	F	Sig
Emotional Appeal	285.05	1	285.05	5.24	.003
Informational Appeal	82.32	1	82.32	1.04	.048
Gender	4972.55	1	4972.55	91.46	.000
Interaction	23051.93	1	23051.93	424.01	.000
Residual	10655.84	196			
Total	54551855.00	200			

$R^2 = .73$; Adjusted $R^2 = .72$.

SECTION 3

Factors of Emotional Appeal and Purchase Patterns

Emotional appeal of TV ads is constituted by certain factors such as color, music, provocation, eroticism, humor and warmth. It was intended to study the impact of each these factors on the purchase patterns of the viewers. Hence, it was hypothesized that due to the impact of Factors of Emotional Appeal of TV ads viewers' scores on Future Purchase Intent will be increased.

In order to determine the impact of Factors of Emotional Appeal of TV ads on Future Purchase Intent of the viewers, paired *t*-test was applied after taking upper and lower groups from the mean scores of the viewers on Factors of Emotional Appeal of TV ads, Previous Purchase Pattern and Future Purchase Intent. Correlation between scores of the viewers on Factors of Emotional Appeal of TV ads, Previous Purchase Pattern and Future Purchase Intent was also found. Paired *t*-test results and correlation between Factors of Emotional Appeal of TV ads, Previous Purchase Pattern and Future Purchase Intent for both Non-Incentive and Incentive TV ads of viewers' upper and lower groups are given in Tables 12 and 13 respectively. Paired *t*-test values and correlations have been conducted on the basis of individual ad scores.

The results (Tables 12-13) reveal that viewers' higher mean scores of Future Purchase Intent than mean scores of Previous Purchase Pattern on all Factors of Emotional Appeal, for all ads including six Non-Incentive and six Incentive ads.

Tables 12 and 13 indicate significant ($p < .01$; $p < .001$) results of paired *t*-test for Factors of Emotional Appeal of TV ads, Previous Purchase Pattern and Future Purchase

Intent of viewers' upper and lower groups taken from mean scores for all factors of Emotional Appeal. Significant ($p < .05$; $p < .01$; $p < .001$) correlation between the scores of viewers' upper and lower groups, on Factors of Emotional Appeal of ads, Previous Purchase Pattern and Future Purchase Intent for five Non-Incentive and three Incentive ads has been found. TV ads correlated with the respective Factors of Emotional Appeal are as under:

Non-Incentive TV ads

- Tuc Biscuits is correlated with color and music.
- Close Up Ultra Whitening Toothpaste is correlated with color, music, provocation, humor and warmth.
- Yellow Label Tea is correlated with color, music, provocation, eroticism, humor and warmth.
- Lux Soap is correlated with color and music.

Incentive TV ads

- Habib Cooking Oil is correlated with music.
- Colgate Toothpaste is correlated with humor and warmth.
- Brook Bond Tea is correlated with color, humor and warmth.

Over all the results (Tables 12-13) show viewers' higher scores on Emotional Appeal of Non-Incentive TV ads as compared to Incentive ads. Similarly more factors of Emotional Appeal of Non-Incentive ads are relevant for Future Purchase Intent of viewers than Incentive ads.

Table 12

Paired t-test and Correlation Between Factors of Emotional Appeal of TV ads, Previous Purchase Pattern and Future Purchase Intent for Upper Group (N = 200)

Ad Name	Emotional Factors	Purchase Patterns	M	SD	t	r(H)	n(H)	df
Non-Incentive Ads								
Season Canola Oil	Color	PPP	39.50	1.51	16.24***	.17	105	104
		FPI	45.33	4.63				
	Music	PPP	39.34	1.50	14.70***	.26**	111	110
		FPI	44.93	4.13				
Tuc Biscuits	Color	PPP	43.70	4.20	11.94***	.53***	77	76
		FPI	48.83	.91				
	Music	PPP	42.92	3.90	15.70***	.45***	96	95
		FPI	48.50	1.19				
Close Up Ultra Whitening Toothpaste	Color	PPP	39.21	1.70	32.33***	.45***	110	109
		FPI	47.70	3.06				
	Music	PPP	39.15	1.80	28.20***	.40***	114	113
		FPI	47.20	3.30				
	Provocation	PPP	46.40	1.40	39.90***	.28*	88	87
		FPI	48.20	1.93				
	Humor	PPP	39.13	1.70	26.21***	.47***	97	96
		FPI	47.10	3.40				
	Warmth	PPP	39.14	1.64	29.70***	.30***	120	119
		FPI	47.40	3.10				
Yellow Label Tea	Color	PPP	39.30	1.61	34.14***	.35***	101	100
		FPI	47.90	2.60				
	Music	PPP	43.20	3.70	14.80***	.21**	89	88
		FPI	48.73	.90				
	Provocation	PPP	43.20	3.64	15.42***	.35**	93	92
		FPI	48.70	.84				
	Eroticism	PPP	43.41	3.74	15.31***	.33***	101	100
		FPI	48.70	1.00				
	Humor	PPP	43.13	3.74	15.47***	.33***	92	91
		FPI	48.84	.80				
	Warmth	PPP	25.20	2.15	55.30***	-.24	44	43
		FPI	48.30	1.32				

Continued...

Ad Name		Emotional Factors	Purchase Patterns	<i>M</i>	<i>SD</i>	<i>t</i>	<i>r(H)</i>	<i>n(H)</i>	<i>df</i>
Lux Soap	Color	PPP		29.00	2.73	52.24***	.99*	60	59
		FPI		48.35	1.20				
	Music	PPP		29.00	.00	.00	.00	2	1
		FPI		48.53	1.15				
	Provocation	PPP		25.11	7.02	32.73***	-.01	99	98
		FPI		48.54	1.14				
Sun Shampoo	Silk	PPP		25.22	2.52	58.02***	-.19	51	50
		FPI		48.70	.09				
	Color	PPP		28.90	2.70	52.90***	-.17	65	64
		FPI		48.54	1.00				
	Music	PPP		.00	.00	.00	.00	00	00
		FPI		.00	.00				
	Provocation	PPP		29.43	1.55	30.76***	.37	14	13
		FPI		48.40	1.22				
	Eroticism	PPP		25.14	3.02	47.07***	.02	42	41
		FPI		48.40	1.10				
Incentive Ads									
Habib Cooking Oil	Color	PPP		29.11	1.75	75.24***	.05	61	60
		FPI		48.43	1.07				
	Music	PPP		.00	.00	.00	.00	00	00
		FPI		.00	.00				
Fifty-Fifty Biscuits	Color	PPP		29.11	1.75	75.24***	.05	61	60
		FPI		48.43	1.07				
	Music	PPP		.00	.00	.00	.00	100	99
		FPI		.00	.00				
Colgate Toothpaste	Color	PPP		29.11	1.75	75.24***	.05	61	60
		FPI		48.43	1.07				
	Music	PPP		.00	.00	.00	.00	00	00
		FPI		.00	.00				
	Humor	PPP		46.70	1.73	10.98***	.49***	50	49
		FPI		49.04	.86				
Warmth	PPP		40.00	1.15	6.48**	.91*	14	13	
	FPI		47.00	3.20					
Brook Tea	Bond	PPP		29.11	1.75	75.24***	.05	61	60
		FPI		48.43	1.07				

Continued...

Ad Name	Emotional Factors	Purchase Patterns	M	SD	t	r(H)	n(H)	df
Breeze Soap	Music	PPP	.00	.00	.00	.00	00	00
		FPI	.00	.00				
	Humor	PPP	46.70	1.73	10.98***	.49***	50	49
		FPI	49.04	.86				
	Warmth	PPP	40.00	1.15	6.48**	.91*	14	13
		FPI	47.00	3.20				
Color	PPP	29.11	1.75	75.24***	.05	61	60	
	FPI	48.43	1.07					
Bio Amla Shampoo	Music	PPP	.00	.00	.00	.00	00	00
		FPI	.00	.00				
	Provocation	PPP	29.43	1.55	30.76***	-.37	14	13
		FPI	48.40	1.22				
	Eroticism	PPP	25.14	3.02	47.07***	.02	42	41
		FPI	48.40	1.10				
Color	PPP	29.11	1.75	75.24***	.05	61	60	
	FPI	48.43	1.07					
Provocation	PPP	29.43	1.55	30.76***	-.37	14	13	
	FPI	48.40	1.22					
Eroticism	PPP	25.14	3.03	47.07***	.02	42	41	
	FPI	48.40	1.10					

* $p < .05$; ** $p < .01$; *** $p < .001$

Note: PPP=Previous Purchase Pattern; FPI=Future Purchase Intent; n(H)= Number of Upper Group; r(H)=Correlation of Upper Group

Table 13

Paired t-test and Correlation Between Factors of Emotional Appeal of TV ads, Previous Purchase Pattern & Future Purchase Intent for Lower Group (N = 200)

Ad Name	Emotional Factors	Purchase Patterns	M	SD	t	r(L)	n(L)	df
Non-Incentive Ads								
Season Canola Oil	Color	PPP	38.14	2.10	2.70***	.23	95	94
		FPI	42.50	4.32				
	Music	PPP	38.21	2.23	10.41***	.24*	89	88
		FPI	42.80	4.04				
Tuc Biscuits	Color	PPP	42.40	3.80	20.60***	.50***	123	122
		FPI	48.50	1.40				

Continued...

Ad Name	Emotional Factors	Purchase Patterns	<i>M</i>	<i>SD</i>	<i>t</i>	<i>r(H)</i>	<i>n(H)</i>	<i>df</i>
Close Up Ultra Whitening Toothpaste	Music	PPP	42.84	4.10	16.91***	.54***	104	103
		FPI	48.80	1.23				
	Color	PPP	37.80	2.00	11.30***	.22*	90	89
		FPI	43.00	4.34				
	Music	PPP	37.80	1.92	11.60***	.31**	86	85
		FPI	43.40	4.70				
Provocation	PPP	37.91	2.04	13.33***	.32***	112	111	
	FPI	43.50	4.62					
Humor	PPP	38.40	2.04	13.90***	.33***	103	102	
	FPI	44.10	4.70					
Yellow Label Tea	Warmth	PPP	37.70	2.10	10.60***	.33**	80	79
		FPI	42.80	4.60				
	Color	PPP	37.83	2.00	12.30***	.29**	199	198
		FPI	43.16	4.50				
	Music	PPP	43.10	3.80	17.07***	.40***	111	110
		FPI	48.80	1.00				
	Provocation	PPP	43.12	3.83	1.50***	.35***	107	106
		FPI	48.83	1.04				
	Eroticism	PPP	43.91	3.73	16.67***	.40***	99	98
		FPI	48.82	.91				
	Humor	PPP	43.20	3.80	16.42***	.40***	108	107
		FPI	48.70	.93				
Warmth	PPP	25.20	2.30	71.42***	.06	56	55	
	FPI	48.40	1.00					
Lux Soap	Color	PPP	28.55	2.73	41.06***	.03	40	39
		FPI	48.30	1.30				
	Music	PPP	30.40	1.60	45.80***	.47***	98	97
		FPI	48.00	.00				
	Provocation	PPP	32.00	.00	.00	.00	1	00
		FPI	47.00	.00				
Eroticism	PPP	25.12	2.50	60.53***	.14	49	48	
	FPI	48.10	1.40					
Sun Silk Shampoo	Color	PPP	29.10	3.20	6.65***	.27	35	34
		FPI	48.11	1.60				
	Music	PPP	25.62	2.65	64.35***	.18	100	99
		FPI	46.30	2.21				
	Provocation	PPP	30.53	2.60	58.76***	-.02	86	85
		FPI	48.64	1.20				
Eroticism	PPP	25.55	2.60	63.03***	.01	58	57	
	FPI	48.41	.96					

Continued...

Ad Name	Emotional Factors	Purchase Patterns	<i>M</i>	<i>SD</i>	<i>t</i>	<i>r(H)</i>	<i>n(H)</i>	<i>df</i>
Incentive Ads								
Habib Cooking Oil	Color	PPP	28.90	1.80	62.14***	.03	39	38
		FPI	48.40	.90				
	Music	PPP	25.62	2.65	64.35***	.13	100	99
		FPI	46.30	2.21				
Fifty-Fifty Biscuits	Color	PPP	28.90	1.80	62.14***	.03	39	38
		FPI	48.40	.90				
	Music	PPP	25.62	2.65	64.35***	.13	100	99
		FPI	46.30	2.21				
Colgate Toothpaste	Color	PPP	28.90	1.80	62.14***	.03	39	38
		FPI	48.40	.90				
	Music	PPP	25.62	2.65	64.35***	.13	100	99
		FPI	46.30	2.21				
	Humor	PPP	46.34	2.20	8.82***	.51***	50	49
		FPI	48.70	.91				
	Warmth	PPP	39.10	1.53	7.68***	-.11	96	95
		FPI	32.40	3.80				
Brook Bond Tea	Color	PPP	28.90	1.80	62.14***	.03	39	38
		FPI	48.40	.90				
	Music	PPP	25.62	2.65	64.35***	.13	100	99
		FPI	46.30	2.21				
	Humor	PPP	46.70	1.73	10.98***	.51***	50	49
		FPI	48.70	.91				
	Warmth	PPP	39.10	1.53	7.68***	-.11	96	95
		FPI	42.40	3.80				
Breeze Soap	Color	PPP	28.90	1.80	62.41***	.03	39	38
		FPI	48.40	.90				
	Music	PPP	25.62	2.65	64.35***	.13	100	99
		FPI	46.30	2.21				
	Provocation	PPP	30.53	2.60	58.76***	-.02	86	85
		FPI	48.64	1.20				
	Eroticism	PPP	25.55	2.60	63.03***	.01	58	57
		FPI	48.41	.96				
Bio Amla Shampoo	Color	PPP	28.90	1.80	62.14***	.03	39	38
		FPI	48.40	.90				
	Music	PPP	25.62	2.65	64.35***	.13	100	99
		FPI	46.30	2.21				
	Provocation	PPP	30.53	2.60	58.76***	-.02	86	85
		FPI	48.64	1.20				
	Eroticism	PPP	25.55	2.60	63.03***	.01	58	57
		FPI	48.41	.96				

p* < .05; *p* < .01; ****p* < .001

Note: PPP = Previous Purchase Pattern; FPI = Future Purchase Intent; n (L) = Number of Lower Group; r(L)=Correlation of Lower Group

Regression Analysis - Factors of Emotional Appeal on Future Purchase Intent

To investigate the impact of Factors of Emotional Appeal on Future Purchase Intent (see Tables 14-15) for both Non-Incentive and Incentive ads regression analysis was conducted. The ads were pooled into Non-Incentive and Incentive groups, thereby reducing the rows into two. Table-14 shows that results of Factors of Emotional Appeal of Non-Incentive ads as significant predictors explain 73% variance of Future Purchase Intent. The results of warmth ($\beta = .31$; $p < .0001$) and color ($\beta = .38$; $p < .0001$) as factors of Emotional Appeal of Non-Incentive ads are found significant.

Table-15 indicates that Factors of Emotional Appeal of Incentive ads, as significant predictors, explain 53% of variance of Future Purchase Intent. The results of warmth ($\beta = .18$; $p < .05$), humor ($\beta = .16$; $p < .05$) and music ($\beta = .20$; $p < .05$) as factors of Emotional Appeal of Incentive ads have significant impact on Future Purchase Intent. In other words two factors (warmth and color) for Non-Incentive ads and three factors (warmth, humor and music) for Incentive ads were found significant.

Table 14

Regression Analysis Showing Impact of Factors of Emotional Appeal of Non-Incentive TV Ads on Future Purchase Intent

Predictor	<i>B</i>	Standard Error	Standard β	<i>t</i>
Eroticism	.30	.23	.08	1.27
Warmth	1.30	.28	.31	4.62***
Humor	-.34	.45	-.05	-.77
Music	.32	.21	.11	1.52
Color	1.06	.20	.38	5.29***
Provocation	.51	.14	.06	1.12

$R^2 = .73$; Adjusted $R^2 = .51$

Table 15

Regression Analysis Showing Impact of Factors of Emotional Appeal of Incentive TV Ads on Future Purchase Intent

Predictor	<i>B</i>	Standard Error	Standard β	<i>t</i>
Eroticism	.35	.20	.12	1.79
Warmth	.43	.19	.18	2.30*
Humor	.55	.27	.16	2.02*
Music	.36	.15	.20	2.33*
Color	6.52	.13	.04	.49
Provocation	7.25	.24	.02	.31

$R^2 = .53$; Adjusted $R^2 = .26$

Regression Analysis - Factors of Informational Appeal on Future Purchase Intent

Regression analysis was conducted to investigate the impact of factors of Informational Appeal on Future Purchase Intent (see Tables 16-17) for both Non-Incentive and Incentive ads. The scores of six Non-Incentive and six Incentive ads were pooled into two groups of Non-Incentive and Incentive ads. The results show that four factors (price, performance, availability and new idea) of Informational appeal of Non-Incentive as and three factors of Informational Appeal of Incentive including ads quality, availability and new idea are found significant. Table-16 shows that results of Factors of Informational Appeal of Non-Incentive ads as significant predictors explain 60% variance of Future Purchase Intent. The results of price ($\beta = .23$; $p < .0001$), performance ($\beta = .20$; $p < .01$), availability ($\beta = .17$; $p < .01$), and new idea ($\beta = .29$; $p < .0001$) as factors of Informational Appeal of Non-Incentive ads are found significant.

Table-17 indicates that Factors of Informational Appeal of Incentive ads, as significant predictors, explain 35% of variance of Future Purchase Intent. The results of quality ($\beta = .12$; $p < .05$), availability ($\beta = .17$; $p < .05$), and new idea ($\beta = .22$; $p < .01$) as Factors of Informational Appeal of Incentive ads are found significant.

Table 16

Regression Analysis Showing Impact of Factors of Informational Appeal of Non-Incentive TV Ads on Future Purchase Intent

Predictor	<i>B</i>	Standard Error	Standard β	<i>t</i>
Packing	-3.19	.13	-.01	-.02
Nutrition Value	.24	.26	.05	.92
Price	.85	.26	.23	3.33***
Quality	.24	.19	.08	1.27
Taste	-.50	.34	-.08	-1.48
Performance	.52	.18	.20	2.83**
Availability	.48	.19	.17	2.59**
Safety	-.19	.24	-.05	-.76
New idea	.81	.19	.29	4.35***

$R^2 = .60$; Adjusted $R^2 = .58$

Table 17

Regression Analysis Showing Impact of Factors of Informational Appeal of Incentive TV Ads on Future Purchase Intent

Predictor	<i>B</i>	Standard Error	Standard β	<i>t</i>
Packing	6.87	.09	.01	.08
Nutrition Value	.13	.16	.05	.82
Price	.21	.15	.09	1.42
Quality	.23	.12	.12	1.96*
Taste	.24	.15	.11	1.65
Performance	.17	.13	.11	1.30
Availability	.23	.10	.17	2.30*
Safety	.21	.17	.08	1.25
New idea	.38	.13	.22	2.94**

$R^2 = .35$; Adjusted $R^2 = .32$

The regression analysis indicates that Factors of Informational Appeals of TV ads are significant predictors of Future Purchase Intent and explain different degrees of variance of Future Purchase Intent.

Since the results of most of the factors of both Non-Incentive and Incentive ads in pooled regression analysis are found non-significant therefore scores of individual ads were used for analysis using paired t-test after taking upper and lower groups from the mean scores of Factors of Informational Appeal, Previous Purchase Pattern and Future Purchase Intent. Correlation between viewers' scores on Factors of Informational Appeal, Previous Purchase Pattern and Future Purchase Intent was also found.

The results (see Appendix Y) reveal that the viewers' mean scores for Future Purchase Intent are higher than Previous Purchase Pattern for all Factors of Informational Appeal of TV ads, respecting all ads including six Non-Incentive and six Incentive ads. This incremental difference is more pronounced in case of Incentive ads as compared to Non-Incentive ads.

Values of paired t-test (Appendix Y) for Factors of Informational Appeal, Previous Purchase Pattern and Future Purchase Intent of viewers' upper and lower groups, taken from the mean scores, indicate significant ($p < .01$; $p < .001$) difference between viewers' Previous Purchase Pattern and Future Purchase Intent.

Results (Appendix Y) show significant relationship ($p < .05$; $p < .01$; $p < .001$) between viewers' scores on Factors of Informational Appeal, Previous Purchase Pattern and Future Purchase Intent for six Non-Incentive and three Incentive ads. Factors of Informational Appeal found significantly high in the ads are as under: -

a. *Non-Incentive TV ads*

- *Season Canola Oil*. It is correlated with quality, nutritional value, price, taste, performance, availability and safety.
- *Tuc Biscuits*. It is correlated with Packing, nutritional value, price, quality, taste, performance, availability and safety.
- *Close Up Ultra Whitening Toothpaste* is correlated with packing, quality, performance and new idea
- *Yellow Label Tea*. It is correlated with packing, quality, performance and new idea.

- *Lux Soap* is found significantly correlated with price.
- *Sun Silk Shampoo*. It is correlated with packing, price, quality, performance, availability, safety and new idea.

b. *Incentive TV ads*

- *Habib Cooking Oil* is found correlated with packing, nutritional value, price, quality, taste, performance, availability and safety.
- *Colgate Toothpaste* is correlated with packing, quality, special offer, taste, performance, availability and new idea.
- *Breeze Soap* is found correlated with packing, price, quality, performance, availability, safety and new idea.

Impact of Incentive TV Ads on Brand Loyalty

Seventh hypothesis states that due to liking of Incentive TV ads, viewers' scores on Future Brand Loyalty will be higher than Previous Brand Loyalty. Paired t-test and correlation was applied to the scores of individual ads to find that of Liking of Incentive ads will increase the Future Brand Loyalty.

The results (Table 18) indicate that mean scores of Future Brand Loyalty are higher than Previous Brand Loyalty for all Incentive ads. Paired t-test values show significant ($p < .001$) difference between Previous and Future Brand Loyalty for all Incentive ads. Relationship between Liking of Incentive ads, Previous and Future Brand Loyalty is significant ($p < .001$) for two Incentive ads, i.e., Habib Cooking Oil ($r = .33$) and Breeze Soap ($r = .35$).

Table 18

Values of t-test and Correlation Between Liking of Incentive TV Ads, Previous Brand Loyalty & Future Brand Loyalty (N=200)

Ad Name	Patterns of Loyalty	M	SD	t	r
Habib Cooking Oil	Previous Brand Loyalty	19.58	2.81	68.95***	.33***
	Future Brand Loyalty	33.00	1.68		
Fifty-Fifty Biscuits	Previous Brand Loyalty	18.58	2.37	80.36***	-.09
	Future Brand Loyalty	37.71	1.03		
Colgate Toothpaste	Previous Brand Loyalty	18.55	2.68	73.88	.02
	Future Brand Loyalty	33.70	1.22		
Brook Bond Tea	Previous Brand Loyalty	18.55	2.68	73.88***	.02
	Future Brand Loyalty	33.70	1.12		
Breeze Soap	Previous Brand Loyalty	19.33	2.60	77.42***	.35***
	Future Brand Loyalty	33.10	1.52		
Bio Amla Shampoo	Previous Brand Loyalty	18.58	2.36	85.71***	-.02
	Future Brand Loyalty	33.79	.84		

* $p < .05$; ** $p < .01$; *** $p < .001$

Pooled Correlation Between Liking of TV Ads and Brand Loyalty

In order to determine the relationship between Liking of ads and Brand Loyalty the viewers' scores of six Non-Incentive and six Incentive ads were pooled into two main groups of Non-Incentive and Incentive ads. Correlation between Liking of ads including Non-Incentive & Incentive ads and Future Brand Loyalty was found. Two pooled rows of correlation between Liking of Non-Incentive ads & Future Brand Loyalty and Liking of Incentive ads & Future Brand Loyalty given in Table-19.

The results (see Table-19) indicate positive and highly strong relationship ($r = .77$, $p < .001$) between Liking of Non-Incentive ads and Future Brand Loyalty. Results of

Incentive ads also show positive and moderately strong correlation ($r = .37, p < .01$) between Liking of Incentive ads and Future Brand Loyalty.

Table 19

Pooled Correlation Between Liking of TV Ads and Future Brand Loyalty.

Types of Ads	<i>r</i>
Liking of Non-Incentive TV Ads	.77***
Liking of Incentive TV Ads	.37**

*** $p < .001$; ** $p < .01$

Impact of Brand Attitude, Brand Awareness, Purchase Intent and Liking of TV Ads on Brand Loyalty

Eighth hypothesis states that Brand Attitude, Brand Awareness, Purchase Intent and Liking of ads will lead to the viewers' Brand Loyalty. The hypothesis suggests that Brand Attitude, Brand Awareness, Purchase Intent and Liking of ads are the independent variables and Brand Loyalty is the dependent variable. Multiple regression analysis has been applied, to find the impact of Brand Attitude, Brand Awareness, Purchase Intent and Liking of ads on viewers' Future Brand Loyalty. Table-20 shows results of regression analysis for the impact of Brand Attitude, Brand Awareness, Purchase Intent and Liking of Non-Incentive ads, on Brand Loyalty. The results reveal that the Brand Attitude ($\beta = .21; p < .001$), Purchase Intent ($\beta = .21; p < .05$) and Liking of ads ($\beta = .33; p < .001$) explain percentage of 51 percentage of variance of Future Brand Loyalty (see Table-20). Results of Brand Awareness are found non-significant.

Table 20

Multiple Regression Analysis Showing Impact of Brand Attitude, Brand Awareness, Purchase Intent and Liking of Non-Incentive TV Ads Leading to Brand Loyalty

Predictor	<i>B</i>	Standard Error	Standard β	<i>t</i>
Brand Attitude	.41	.15	.21	2.70**
Brand Awareness	.16	.11	.12	1.50
Purchase Intent	.29	.13	.21	2.21*
Liking of Ads	.28	.05	.33	5.65***

$R^2 = .51$; Adjusted $R^2 = .50$; $F(4, 196) = 49.90$.

Table-21 shows results of regression analysis for the impact of Brand Attitude, Brand Awareness, Purchase Intent and Liking of Incentive ads, on Future Brand Loyalty. The results reveal that Liking of ads ($\beta = .18$; $p < .001$) and Purchase Intent ($\beta = .23$; $p < .05$) explain 51 percentage of variance of Future Brand Loyalty (see Table-21). Results of Brand Attitude and Brand Awareness are found non-significant.

Table 21

Multiple Regression Analysis Showing Impact of Brand Attitude, Brand Awareness, Purchase Intent and Liking of Incentive TV Ads Leading to Brand Loyalty

Predictor	<i>B</i>	Standard Error	Standard β	<i>t</i>
Brand Attitude	.12	.10	.12	1.28
Brand Awareness	2.52	.07	.04	.36
Purchase Intent	.16	.08	.23	1.94*
Liking of Ads	7.68	.03	.18	2.44**

$R^2 = .23$; Adjusted $R^2 = .21$; $F(4, 196) = 14.41$.

DISCUSSION

DISCUSSION

The study is aimed at achieving four major objectives. First, to explain the phenomenon of liking of TV ads leading to formation of positive Brand Attitude. Second, to study the effects of emotional and informational appeals of TV ads on consumers Future Purchase Intent. Third, to understand the impact of Incentive TV ads on consumers Brand Loyalty. Fourth, to analyze the impact of Liking of TV ads, Brand Attitude, Brand Awareness and Purchase Intent on Brand Loyalty.

In this chapter it will be discussed as to how the likeability of TV ads will lead to formation of positive brand attitude. Effect of emotional and informational appeals of ads on consumers previous purchase patterns and future purchase intent will be discussed. The impact of incentive ads on brand loyalty will be discussed. The impact of factors such as Liking of TV ads, Brand Attitude, Brand Awareness and Purchase Intent on consumer Brand Loyalty will also be discussed.

Impact of Liking of TV Ads

The research explores the phenomenon of Liking of TV ads leading to formation of positive Brand Attitude, enhancement in Brand Awareness and improvement in viewers Purchase Intention.

The impact of Liking of TV ads on viewers' Brand Attitude, Brand Awareness and Purchase Intent is determined by finding correlation coefficient between viewers' scores on Liking of TV ads, Brand Attitude, Brand Awareness and Purchase Intent. The results of Non-Incentive ads indicate positively significant relationship between Liking of ads, Brand Attitude, Brand Awareness and Purchase Intent of viewers. Thus supporting the hypothesis that Liking of TV ads will lead to formation of positive Brand

Attitude enhanced Brand Awareness and improved Purchase Intent. According to Mehrabian's immediacy principle people get more involved with things they like and things that appeal to them. Similarly they avoid things that do not appeal to them or that induce pain and fear (as cited in Littlejohn, 1983).

Results of Incentive ads indicate that liking of ads is correlated with Purchase Intent and hence partially support the hypothesis. This indicates the tendency of Pakistani consumers to disregard the audience-centered themes of ads such as life style, self-image, preferences and liking etc when additional benefits in the form of Incentives are offered. This propensity is attributed to low socio-economic profile of consumers and entails a separate study to determine the type of consumers inclined to get incentives. Chan (1995) concluded that socio-economic reforms in China brought rapid modification in consumer behavior.

Impact of Liking of TV Ads on Brand Attitude

Nicely created ads induce pleasant and enjoyable feelings among viewers. These feelings point towards the viewers' emotional warmth and radiance for ads. While making purchases viewers may recall ad features from their memory. Thus viewers' liking of an ad will show positive attitude for the brand. The study found a positively significant relationship between viewers' Liking of ad and Brand Attitude for Non-Incentive ads, thereby supporting the hypothesis.

Wells and Moriarty (1998) suggested that people do watch ads if these are nicely created. Such ads evoke delightful and lovely feelings among viewers. Aaker and Stayman (1998) pointed out that people watching commercials need to like them in order to be persuaded. Aaker (1992) and Belch (1998) concluded that ad attitude is influenced by viewers' feelings towards ad. This feeling affects product related attitude, which then affects the intention to buy or not to buy a product. Shimps (1981) and

Mitchell & Olson (1981) argued that consumers while watching commercials react to these ads. This reaction to ads indicates their attitudes towards brands. Chan (1995) concluded that advertising is a means of influencing consumer attitudes and purchase behaviors in a variety of interlinked ways such as enhancing brand awareness, communicating brand benefits and creating positive attitudes and images. Pelsmacker and Geuens (1997) also found that ads shown in an appreciable TV context result in a positive brand attitude.

Impact of Liking of TV ads on Brand Awareness

Usually we seek information that we think will achieve our immediate or long-term goals. When a consumer watches TV for entertainment or amusement, immediate goals are involved but when a consumer watches ads to make purchases of high involvement, long-term goals are involved. Exposure of ads on random basis refers to the perception below awareness threshold (Halonen & Santrock, 1996). Liking of TV ads attracts viewers' attention and therefore enhances brand awareness. High level of program involvement greatly increases both viewer-ship and impact of TV ads (Clancy, as cited in Hawkins et al., 1995). This indicates that TV program sponsored by ads are of high involvement. Data supported the hypothesis that Liking of TV ads will lead to enhanced Brand Awareness. Relationship between Liking of TV ad and Brand Awareness is found positive for Non-incentive ads.

Gender wise correlation between Liking of Non-Incentive ads and Brand Awareness indicates that Brand Awareness of girls' viewers is better than boys. This indicates the tendency of girls to pay more attention to FMCGs as compared to boys who tend to show less interest in low involvement consumer goods like FMCGs. Pelsmacker and Geuens (2002) in working paper on 'Media Context and Advertising

Effectiveness' found that low involvement individuals perceived ads embedded in a congruent context as clearer and more likable. High involvement individuals perceived ads embedded in a contrasting context with clarity and high likeability. They further suggested that as opposed to print environment, in a TV context ad content and brand recall are also positively influenced by a positively appreciated context.

In order to increase brand awareness among the consumers, the advertisers use TV ads. This entails allocation of huge advertising budget. The results of Non-Incentive ads confirm that liking of TV ads enhances viewers' Brand Awareness. Chan (1995) argued that TV ads are used to (1) increase brand awareness, (2) communicate brand attributes and benefits, (3) create a favorable brand attitude and image, (4) link up the brand with peers and group norms, and (5) to induce trial and repeat purchase.

Impact of Liking of TV ads on Purchase Intent

The results support the hypothesis that Liking of TV ads will lead to the improved Purchase Intent of the viewers.

Liking of TV ads, cluttered around the viewers' program of preference, will generate consumers' positive feelings for the advertised brand. These feelings will reflect the viewers' design or intention to make purchase on first available opportunity or on need arousal or as and when they can afford buying. Intention is necessary mediating response between attitude and behavior. It varies in different situations of consumer behavior. For example Purchase Intention during low involvement situations will be different in their intensity as compared to high involvement situations. Bagozzi concluded that in high involvement situations, favorable attitudes do not lead to behavior unless a definite intention is generated following the attitude (as cited in Rossiter & Percy, 1998). Laroche and Bijoux pointed out that in low involvement

situations a very favorable brand attitude is sufficient to automatically stimulate brand purchase intent (as cited in Rossiter & Percy, 1998).

The present study finds that Non-Incentive and Incentive ads show positive and significant correlation between Liking of TV ad and Purchase Intent. Results of ANOVA also confirm that Liking of Non-Incentive and Incentive Ads have significant impact on consumers Purchase Intent. The impact of Liking of Incentive ads points towards the consumers' tendency to take advantage of the incentive offer. Rossiter and Percy (1998) concluded that when a promotion offer is made, the buyer must decide immediately whether to take advantage of the incentive offer or not.

Marketers' quick sale strategy involves promotional offers in the form of incentives. Advertisers tend to communicate incentive offers to the consumers through TV ads. Incentive offers entice brand loyal and new consumers to make purchases. Some times incentives are so attractive that consumers disregard the brands of their choice and resort to incentive induced purchases. Viewers develop liking for incentives offered by ads and purchase intent then immediately follows. Some researchers may consider this a case of shifting brand loyalty. Though brand loyalty does not get shifted so quickly and single act of incentive induced purchase cannot constitute or replicate the act of shift in brand loyalty. Dodson et al. (1978) mentioned that repurchase rates are typically lower after an incentive induced purchase than a non-promotional purchase. Neslin and Shoemaker (1989) found that lower purchase rates after promotional purchases have little to do with brand loyalty. It simply reflects the type of customers attracted by incentives.

Belch and Belch (1998) pointed out that in consumer purchase decision, a stage comes when the consumer must stop searching for and evaluating information about alternative brand in the evoked set and make a purchase decision. As an outcome of alternative evaluation stage the consumer may develop a purchase intention. Purchase

intentions are generally based on matching of purchase motive with attributes of brands under consideration. Purchase intentions involve motivation, perception, attitude formation and integration.

In this study Liking of TV ads is relevant for boys and girls viewers. It shows their predisposition to buy as a result of using more simplified rules called heuristics. Peter and Olson (as cited in Belch & Belch, 1998) argued that heuristics are easy to use and highly adaptive to specific environmental situations. Peter (as cited in Belch & Belch, 1998) stated that consumers Purchase Intent is based on overall impression of the brand. This suggests that consumers have affective impressions of brands stored in memory that can be accessed at the time of purchase.

Impact of Liking of TV ads on Purchase Patterns

For the purposes of this study Previous Purchase Pattern and Future Purchase Intent have been considered as the main purchase patterns of viewers. It is assumed that due to Liking of TV ads viewers' Future Purchase Intent will be higher.

The data supports the hypothesis that due to Liking of TV ads viewers' Future Purchase Intent will be higher than the Previous Purchase Pattern. It means that viewers' liking of the ads is not only because of the previous purchases but they have developed higher purchase intention due to liking of ads. Results of Non-Incentive and Incentive ads (Table 8) supported the hypothesis.

A regression analysis has been conducted to find out the impact of Liking of Non-Incentive and Incentive ads on Future Purchase Intent. The results indicate that 59% of variance of Future Purchase Intent is explained by Liking of Non-Incentive ads as the significant predictor (Table 9). Regression analysis, however, indicates that results of Incentive ads are found non significant.

The data shows that Future Purchase Intent of both girls and boys viewers is higher than their respective scores on Previous Purchase Pattern. To find out the impact of exposure of TV ads, both girls and boys samples were initially given only the list of products with brand name to obtain their scores on Previous Purchase Pattern. They are then shown the video clipping of TV ads of the same products to get their responses on Future Purchase Intent. Viewers' higher scores on Future Purchase Intent as compared to Previous Purchase Pattern are due to the effect of ads exposure.

The ads shown to the viewers are those already broadcast by PTV during prime time. The viewers are exposed to these ads while watching the program of their preference. The brands shown by TV ads are also familiar. Exposure of TV ads through video clipping acts as a reminder for ad features and brand attributes for the viewers, as they offer responses on Future Purchase Intent. It also refreshes viewers' memory about their existing attitude towards ads and creates interest in ads as well as brands. Machleit et al. (1993) presented brand interest construct as a measure of ad effectiveness. The aim was to address the need for concrete theorizing regarding the way affective advertising works to support the mature brand. They found that brand interest reduced boredom for low level, frequently purchased products and suggested that brand interest would become relevant in high-risk product categories in which consumers are likely to engage in limited external search prior to purchase.

TV ads certainly enhance viewers' brand interest and likeable ads influence viewers' brand attitude. Gardner; Mackenzie et al.; Miniard et al.; Mitchell and Olson; Mittal (as cited in Machleit, 1993) provided supporting evidence for ad-brand attitude linkage in which a single exposure to a likeable ad influenced brand attitudes.

The results of ANOVA (Table 10) indicate the effect of Liking of Incentive ads and Gender on Future Purchase Intent. The results of Incentive ads are found non significant, however, Gender and Interaction effects on Future Purchase Intent are found

significant. This implies that Gender wise preferences on Liking of Incentive ads for Future Purchase Intent are relevant.

TV ads Appeals and Purchase Pattern

TV is powerful and persuasive medium of communication with underlying characteristics of audio-visual appeal. Its dramatic effects enable the advertisers to communicate brand characteristics in a manner falling very close to the real life. Emotional and Informational appeals of TV ads influence the viewers purchase patterns.

Impact of Emotional Appeal on Purchase Patterns

It is hypothesized that due to the impact of Emotional Appeal of TV ads viewers' Future Purchase Intent will be higher than Previous Purchase Pattern. The analysis of data reveals that Future Purchase Intent for Non-Incentive and Incentive ads is higher than Previous Purchase Pattern. This is due to the impact of emotional appeal of TV ads contents on viewers. The viewers' responses on Previous Purchase Pattern are obtained on a list of ads and their responses on Future Purchase Intent are obtained after showing them the video clipping of TV ads. The Non-Incentive and Incentive ads showing higher Future Purchase Intent are: Season Canola Oil, Tuc Biscuits, Close Up Ultra Whitening Toothpaste, Yellow Label Tea & Sun Silk Shampoo and Habib Cooking Oil, Colgate Toothpaste & Breeze Soap.

Mediating Effect of Emotional Appeal on Future Purchase Intent

The hypothesis implied that TV ads appeals mediate the effects liking of ads on purchasing, hence a test of mediation has been used in which step wise hierarchical

regression analysis of dependent measure is conducted. For mediating effect of Emotional appeal it has been established that (1) Liking of TV ads is a significant predictor of Future Purchase Intent (2) linking of TV ads is a significant predictor of Emotional Appeal (3) Emotional Appeal is a significant predictor of Future Purchase Intent (4) Emotional Appeal is a complete and or partial mediator of relationship between Liking of TV ads and Future Purchase Intent. The data shows that Emotional Appeal of ads is a partial mediator of Future Purchase Intent.

Baron and Kenny (1986) and Judd and Kenny (1981) have discussed four steps in establishing mediation: (1) To show that initial variable is correlated with outcome. This step establishes that there is an effect that may be mediated. (2) Show that initial variable is correlated with the mediator. This step essentially involves treating the mediator as if it were an outcome variable. (3) Show that the mediator affects the outcome variable. It is not sufficient just to correlate the mediator with the outcome; the mediator and the outcome may be correlated because they are both caused by the initial variable. Thus, the initial variable must be controlled in establishing the effect of the mediator on the outcome. (4) To establish that mediator variable completely mediates the relationship between initial and outcome variables, the effect of initial variable on outcome variable controlling for mediating variable should be zero. If all of these four steps are met, then the data are consistent with the premise that mediating variable completely mediates the relationship between initial and outcome variables, and if the first three steps are met but the step 4 is not, then partial mediation is indicated.

Hoyle and Kenny (1999) showed that the power of the test of path between initial and mediating variables is maximal when path between the mediator and the outcome variables is somewhat larger than the path between initial variable and the mediator.

Impact of Informational Appeal on Purchase Patterns

The purpose of any advertising is to communicate details of brand attributes to consumers and to convince them logically that consumers needs can best be addressed through the purchase and use of these brands. TV as a communication vehicle is best suited to broadcast advertising for the selected brands. It was, therefore, hypothesized that due to Informational Appeal of TV ad viewers' scores on Future Purchase Intent will be higher than Previous Purchase Pattern.

Viewer's responses on Previous Purchase Pattern are obtained before showing them video clipping of ads for getting their ratings on Future Purchase Intent. The mean scores of Future Purchase Intent are found higher than those of Previous Purchase Pattern for all ads including six Non-Incentive and six Incentive ads. This incremental difference of Future Purchase Intent over Previous Purchase Pattern is more pronounced in case of Incentive ads as compared to Non-Incentive ads.

Mediating Effect of Informational Appeal on Future Purchase Intent

The hypothesis implied that Informational Appeal of TV ads mediate the effects on consumers' Future Purchase Intent. Hence a test of mediation has been used in which stepwise hierarchical regression analysis of dependent measure has been conducted. For mediating effect of Informational appeal it has been established that (1) Liking of TV ads is a significant predictor of Future Purchase Intent (2) Linking of TV ads is a significant predictor of Informational Appeal (3) Informational Appeal is a significant predictor of Future Purchase Intent (4) Informational Appeal is a complete and or partial mediator of relationship between Liking of TV ads and Future Purchase Intent. The data show that Informational Appeal of ads is partial mediator of Future Purchase Intent.

Mittal and Olson (1981) used LISERAL estimates for regression models to analyze the data to explore brand belief and ad attitude as mediators of brand attitude and purchase intent. Similarly, Mittal (1990) used regression analysis and covariance to investigate the mediating effects of attribute beliefs on brand attitude and purchase intent. Smith (as cited in Baron & Kenny, 1986) has developed another method to estimate reverse mediation effects using stepwise hierarchical regression analysis of dependent measure. Both the mediator and the outcome variables are treated as outcome variables, and they may mediate the effect of each other. The Smith approach entails that there must be a different variable that is known to cause each of them but not the other. So a Variable must be found that is known to cause the outcome but not the mediator. These variables are called instrumental variables.

Resnik and Stern (1977) studied the level of information content in advertising and operationally defined an ad as informative if it contained one or more of fourteen possible information cues suggested by them. These cues include price, quality, performance, availability, special offer, taste, nutritional value, packaging, guarantees/warranties, safety, results of research and new idea. In this study some of these cues were present in Informational Appeal of TV ads. Chan (1995) concluded that in China informative commercials are seen to be more successful in creating brand awareness. The image-oriented TV ads in China simply illustrate that advertisers are more aware of customers' needs. Due to indirect communication of informative ads through emotional appeal Chinese consumers have moved from "enough to eat" society to a "well-to-do" society.

Impact of Factors of Emotional Appeal on Purchase Patterns

Factors of Emotional Appeal of TV ads are: color, music, provocation, eroticism, humor and warmth. The purchase patterns for the purposes of this study included Previous Purchase Pattern and Future Purchase Intent. The study plan envisages finding

the impact of each factor of emotional appeal of TV ads on viewers' Future Purchase Intent. It is hypothesized that due to the impact of Factors of Emotional Appeal of TV ads, viewers' Future Purchase Intent will be higher than the Previous Purchase Pattern.

The analysis of the data indicates that viewers are found inclined to draw intangible benefits from the ads showing brand of their preference, such as happiness, pleasure, entertainment, convenience and comfort etc. Mean scores, *SD* reveal that viewers' Future Purchase Intent is found higher than Previous Purchase Pattern. This is due to the exposure of TV ads having emotional content loading.

Color

Color appeal induces good mood in the viewers. It helps them form positive image for the observed object. TV ads present suitable combinations of sight and sound and hence attract and hold the attention of viewers. Advertisers, therefore, tend to select colors having emotionally striking appeal for viewers. Viewers while watching TV programs of their preference for entertainment or informational purposes also get exposed to TV ads clutter and with repeated display of colored ads develop positive feelings for brand. Bellizzi and Hite (as cited in Hawkins et al., 1995) concluded that red color is effective to attract consumers' attention and interest. Having attracted and held the attention of viewers the colored ads influence consumers' purchase intent. Wells and Moriarty (1998) concluded that ads with color get more attention than do ads without color. Today advertisers use colored ads to attract attention, provide realism, establish moods, and build brand identity.

The analysis based on individual ad scores revealed that color as a factor of Emotional Appeal of TV ads is positively correlated with viewers' Future Purchase Intent (see Tables 12 and 13). These included only Non-Incentive ads, i.e., Tuc Biscuits,

Close Up Ultra Whitening Toothpaste, Yellow Label Tea and Lux Soap. Color appeal for six Incentive and two Non-Incentive ads is found non-significant.

Regression analysis of pooled Non-Incentive ads to find the impact of Factors of Emotional Appeal of ads on Future Purchase Intent indicate (see Table 14) that color is a significant predictor ($\beta = .38$) of Future Purchase Intent. The results of Incentive ads are found non significant. This shows that while processing Incentive ads the consumers do not look for intangible themes like colors and moods etc. They look for the good offer.

Music

Melodious tunes provide serenity and pleasure to the listeners. The persuasive nature of musical appeal helps man to engage his acoustic sense with harmonious interest. Music therefore improves the memory of listeners. The sound effect of music conveys a setting and perspective, which is vital to create cheering images in our mind. The subjective and qualitative interpretation of musical mellow influences moods of audiences who can then give better performance. Bruner (as cited in Wells & Moriarty, 1998) suggested that music influences consumer's mood, which influences consumption behaviors. Music can also be used behind the dialogue to create mood and establish the setting. Scott concluded that music is an important part of many TV commercials and can play a variety of roles. In many ads, music provides a pleasant background or helps create appropriate mood (as cited in Wells & Moriarty, 1998).

Belch and Belch, (1998) concluded that music can be used to get attention, break through the advertising clutter, communicate a key selling point, help establish an image or position and add feelings. Gorn (as cited in Hawkins et al., 1995) pointed out that music could create positive mood that makes the consumer more receptive for advertising message. Beatty (as cited in Wells & Moriarty, 1998) suggested that jingles

create a friendly image for the brand. Jingles are important elements of TV ads, catchy songs about a product that usually carry advertising theme and a simple message. Jingle is very memorable and serves as a good reminder of products' flavor or image.

Present study found that music as a factor of Emotional Appeal of TV ads is significantly correlated with Future Purchase Intent of viewers. Tables 12 and 13 indicate positive and significant relationship between viewers' Future Purchase Intent and Emotional Appeal of five Non-Incentive ads. These ads are: Season Canola Oil, Tuc Biscuits, Close Up Ultra Whitening Toothpaste, Yellow Label Tea and Lux Soap. This correlation is taken on individual ads scores.

Regression analysis of pooled Non-Incentive and Incentive ads to find the impact of Factors of Emotional Appeal of ads on Future Purchase Intent is given in Tables 14-15. Music as a factor of Emotional Appeal is found significant ($\beta = .20, p < .05$) for Incentive ads only. This indicates that music as a factor of Emotional Appeal of Incentive ads is a significant predictor of Future Purchase Intent. The results of Non-Incentive ads are found non significant.

Provocation

The communication effects and different types of provocative stimuli have seldom been researched. Provocation could be verbal, pictorial, or combination of both verbal and pictorial nature. Vezina and Paul (as cited in Pelsmacker et al., 1997) studied three dimensions of provocation: the extent to which a stimulus is emotionally striking and provokes curiosity; the extent to which it transgresses a taboo or a norm, and the extent to which it contains ambiguity or is confusing or misleading.

Pelsmacker and Bergh (as cited in Pelsmacker & Geuens, 1997) added two more dimensions to Vezina and Paul's definition of provocation including provoking the feeling of irritation & exaggeration, and sexually aggressive. Consequently provocation

included ambiguity, emotionally striking, transgressing norm or taboo, sexually aggressive, provoking a feeling of disapproval. Wells and Moriarty (1998) reported that Calvin Klein ads were famous for their provocative appeal. These ads were found somewhat embarrassing but their provocative appeal was very strong.

Individual ads analysis show that Provocation as Factor of Emotional Appeal of Non-Incentive ads, i.e., Close Up Ultra Whitening Toothpaste and Yellow Label Tea is found significantly correlated with Future Purchase Intent (see Table 12 & 13). Hence the results of individual ads supported the hypothesis that due to provocation as Factor of Emotional Appeal of TV ads the Future Purchase Intent of the viewers will be higher.

Regression analysis of pooled Non-Incentive and Incentive ads (see Tables 14-15) shows that provocation as a predictor of Future Purchase Intent is found non significant for both Non-Incentive ($\beta = .06$) and Incentive ads ($\beta = .02$).

Humor

Humorous messages attract and hold consumers' attention. They enhance effectiveness by putting consumers in a positive mood, increasing their liking for the ad and creating positive feelings toward the product or service. Craig and Sternthal (as cited in Belch & Belch, 1998) suggested that an ad with humor could distract the receiver from counter-arguing against the message.

Few critics argue that funny ads draw people to humorous situation but distract them from brand attributes. It is also difficult to produce effective ads with humor and some attempts are too subtle for mass audience. Enrico and Goldman (as cited in Belch & Belch, 1998) argued that humorous ads might wear out faster than serious appeals.

There are valid reasons for and against the use of humor in advertising. Every product does not lend itself to a humorous approach. Weinberger and Zhang (as cited in Belch & Belch, 1998) found that effectiveness of humor depends on type of product and

audience characteristics. Weinberger and Campbell concluded that humor has been more prevalent and more effective with low-involvement, feeling products than high-involvement, thinking products (as cited in Belch & Belch, 1998). Speck (as cited in Pelsmacker & Geuens, 1997) proposed one of the most elaborate classifications of humorous message taxonomy. Its dimensions include the types & processes of humor, and the relation between humor and other message elements. Kelly and Lubalin (as cited in Loudon & Bitta, 1993) estimated that 15 to 42 percent of TV ads contain some form of humor, usually designed to attract attention. Sternthal and Craig (as cited in Loudon & Bitta, 1993) suggested that humorous messages in ads generally attract audience attention. Effectiveness of humor depends on the characteristics of target audience.

Data of individual ads (Tables 12-13) reveal that humor as a Factor of Emotional Appeal of two Non-Incentive ads i.e., Close Up Ultra Whitening Toothpaste ($r = .47, p < .001$) and Yellow Label Tea ($r = .40, p < .001$) and two Incentive ads i.e. Colgate Toothpaste ($r = .51, p < .001$) and Brook Bond Tea ($r = .51, p < .001$) is significantly correlated with Future Purchase Intent.

Regression analysis of pooled Non-Incentive and Incentive ads (Tables 14 & 15) to find the impact of Factors of Emotional Appeal of ads on Future Purchase Intent shows (see Table 15) that humor as a Factor of Emotional Appeal of Incentive ads is a significant predictor ($\beta = .16$) of Future Purchase Intent. The results of Non-Incentive ads are found non significant.

Warmth

It is a positive, mild and superficial emotion that implies a psychological arousal, and is caused by experiencing love, family affection or a friendly relationship, (Aaker et al, 1986). Compared with humor, warmth has not been studied intensively in marketing

literature, although Aaker; Abeelee and MacLachlan (as cited in Pelsmacker & Geuens, 1997) reported some research on warmth. Pelsmacker and Geuens (1997) suggested that nature of warmth included pictorial, verbal, or both dimensions and the type of warmth included core family, couple, woman and child, man and child, grand parents and child, children, friends, animals and others. Based on this classification system. Pelsmacker and Geuens (1997) studied the type of warmth in ads shown between 1975, 1985 and 1995 and found that this classification system became less and less relevant over time. They also found that high use of couples and friends in warm ads of 1975 had almost disappeared in 1995. No change in the percentage of use of children in warm ads was found whereas animals seemed to be used more and more. Aaker (as cited in Hawkins et al., 1995) concluded that affective interpretation is the emotional response triggered by an ad. Most Americans feel warmth when seeing pictures of young children with kitten.

The individual ads' data indicate that viewers' Future Purchase Intent is influenced by warmth as Factor of Emotional Appeal of TV ads. Correlation between the impact of warmth as Factor of Emotional Appeal of individual ads and Future Purchase Intent of viewers is significant for three ads including one Non-Incentive, i.e., Close Up Ultra Whitening Toothpaste and two Incentive ads, i.e., Colgate Toothpaste and Brook Bond Tea. The results support the hypothesis that due to warmth as Factor of Emotional Appeal of ads viewers' Future Purchase Intent will be higher.

Pooled regression analysis of Non-Incentive and Incentive ads for warmth as a Factor of Emotional Appeal shows that (see Tables 14 & 15) warmth in Non-Incentive ($\beta = .31$) and Incentive ads ($\beta = .18$) is a significant predictor of Future Purchase Intent.

Eroticism

The narrow definition of eroticism makes it identical to nudity and obscenity. LaTour; Reid; Soley & Kurzbard; and Soley and Reid (as cited in Pelsmacker &

Geuens, 1997) defined eroticism as the degree of nudity going from decently dressed through seductively dressed to semi-nude and completely nude. Sciglimpaglia suggested that eroticism could be measured going from verbal suggestion to the suggestion of sexual intercourse. Richmond and Hartmann proposed five erotic dimensions for advertising: (1) congruence between illustration and eroticism, (2) degree of fantasy with extremes of romantic and vulgar, (3) symbolism in male and female products, (4) functionality of eroticism with respect to product and (5) male & female orientation (as cited in Pelsmacker & Geuens, 1997).

Since the narrow definition of eroticism makes it identical to nudity or obscenity, therefore, in Pakistan it is not possible to collect data on the narrow perspective of the term. Hence in this study, it has been decided to use the term in its broader perspective, which included cues pertaining to suggestive or seductive looks, language, posture and provoking a feeling of irritation etc.

Pelsmacker and Geuens (1997) found that eroticism was less and less a matter of explicit nudity, and more and more a question of suggestion. The use of suggestive looks to generate an erotic atmosphere has increased. At the same time, erotic ads are targeted increasingly at women. Eroticism as Factor of Emotional Appeal of ads has been well researched in the past. Studies by Geuens (as cited in Pelsmacker & Geuens, 1997), offer huge literature on the use, nature and effectiveness of eroticism in advertising.

Results of individual ads reveal that relationship between eroticism as Factor of Emotional Appeal and Future Purchase Intent is significant only for one Non-Incentive ad, i.e., Yellow Label Tea. Correlation results of Incentive ads are found non significant.

Pooled regression analysis of Non-Incentive and Incentive ads to find the impact of eroticism as Factors of Emotional Appeal of ads on Future Purchase Intent show (see

Tables 14 & 15) that results of eroticism as a predictor ($\beta = .08$ for Non-Incentive and for Incentive ads $\beta = .12$) of Future Purchase Intent are non significant.

Impact of Factors of Informational Appeal on Purchase Patterns

It is hypothesized that due to the impact of Factors of Informational Appeal of ads, viewers' Future Purchase Intent will be higher than Previous Purchase Pattern. For the purposes of this study the Factors of Informational Appeal of ads are: packing, nutritional value, price, quality, taste, performance, availability, safety, and new idea. Previous Purchase Pattern and Future Purchase Intent are the purchase patterns. The study plan envisages finding out the impact of each Factor of Informational Appeal of ads on viewers Future Purchase Intent. Viewers' scores on Previous Purchase Pattern are obtained on a list of ads including six each Non-Incentive and Incentive ads. A video clipping of the same ads is then shown to viewers to get their responses on Future Purchase Intent scale.

Mean scores, *SD* and *t*-test values indicate that viewers' Future Purchase Intent is higher than Previous Purchase Pattern. This is due to the exposure of TV ads having higher appeal of informational cues. Correlation between Factors of Informational Appeal of ads, Previous Purchase Pattern and Future Purchase Intent for six Non-Incentive and three Incentive ads is found significant (see Appendix Y).

Packaging

The packages not only attract and hold the consumer's attention but also communicate information on how to use the product. Belch and Belch (1998) mentioned that package is often the consumer's first exposure to the product, so it must be made favorable. Design factors such as size, shape, color, and lettering all contribute to the appeal of a package and can be as important as a commercial in determining what

goes from the store shelf to the consumer's shopping cart. Belch and Belch (1998) pointed out that many products use packaging to create a distinctive brand image and its identity. Pelsmacker and Geuens (1997) and Resnik and Stern (1977) used package as one of the cues in classification system of informational contents of ads. Packaging can also make a product more convenient to use. Belch and Belch (1998) mentioned that Procter & Gamble introduced Crest Neat Squeeze Dispenser, which sucks the extra toothpaste back into the container when you let go.

The data pertaining to individual ads scores support the hypothesis that due to the impact of packaging as Factor of Informational appeal of TV ads viewers' Future Purchase Intent will be higher than Previous Purchase Pattern. Packaging as Factor of Informational Appeal of ads is found in all twelve ads. Relationship, however, between 'packaging' as Factor of Informational Appeal of ads and viewers' Future Purchase Intent is found positively significant (Appendix Y) for eight ads. These ads include five Non-incentives, i.e., Season Canola Oil, Tuc Biscuits, Close Up Ultra Whitening Toothpaste, Yellow Label Tea and Sun Silk Shampoo and three Incentive ads, i.e., Habib Cooking Oil, Colgate Toothpaste & Breeze Soap.

Nutritional Value

Nutritional value of the products is an important factor considered by the consumers. TV ads providing information about the nutritional value of the product are observed by the viewers with interest and concern. Pelsmacker and Geuens (1997) and Resnik and Stern (1977) used 'nutritional value' as one of the cues in the classification system of information contents of ads. Pelsmacker and Geuens (1997) concluded that different types of information cues in different product categories, such as nutritional value and taste are found in food, while safety is almost the exclusive territory of car ad.

In United States the Nutritional Claims and Education Act dictates that labels be made easy for consumers' understanding (Belch & Belch, 1998).

Results indicated that due to the impact of 'nutritional value' as Factor of Informational Appeal of ads, viewers' Future Purchase Intent was higher than Previous Purchase Pattern. Four ads contained the content of 'nutritional value' and correlation coefficient between 'nutritional values' as Factor of Informational Appeal of ads and Future Purchase Intent for three ads is found positively significant (Appendix Y). These ads included two Non-Incentive ads, i.e., Season Canola Oil & Yellow Label Tea and one Incentive ad, i.e., Habib Cooking Oil.

Price

The real information in which consumers are much interested is the price. All consumers aspire to buy products and goods offered at rational prices. Psychologically consumers feel satisfied to find that their hard earned money has been favorably exchanged with the purchased brand and that the benefits offered by the purchase commensurate with the value of money spent. Pelsmacker & Geuens (1997) and Resnik and Stern (1977) used 'price' as one of the cues in the classification system of informational contents of ads. Lambert and Shapiro (as cited in Loudon & Bitta, 1994) developed experimental situations where only price of a product was allowed to change across various testing situations. They found that consumers preferred higher priced alternatives, especially when brands quality was expected to differ considerably.

TV ads showing realistic prices and worthwhile incentives attract the attention of viewers. Elmer found that pricing helps in overcoming marketing myopia. Westenoorp (as cited in Bearden et al, 1995) developed a scale called Price Sensitivity Meter to incorporate customer input for the determination of prices. This scale measured the

points at which buyers consider a price too expensive or so cheap that they would question the product's quality.

The data reveals that due to the impact of 'price' as Factor of Informational Appeal of TV ads, viewers' Future Purchase Intent was found higher (Appendix Y) than Previous Purchase Pattern. Price as a content of TV ads is found in eight ads. Data shows that relationship between 'price' as Factor of Informational Appeal of ads and viewers' Future Purchase Intent is positively significant (Appendix Y) for six ads including four Non-Incentive ads, i.e., Season Canola Oil, Tuc Biscuits, Lux Soap & Sun Silk Shampoo, and two Incentive ads, i.e., Habib Cooking Oil & Breeze Soap.

Quality

Pelsmacker and Geuens (1997) suggested that quality has always been an important argument in advertising and approximately one-third of all cues are quality related. Pelsmacker and Geuens (1997) and Resnik and Stern (1977) used 'quality' as one of the cues of classification system of Informational Appeal of ads. Meta-analysis results of Abernethy and Franke (as cited in Pelsmacker & Geuens, 1997) found 'price' as the most frequently used cue (30%), followed by 'performance' (25%) and both 'quality' & availability (20%). Pelsmacker and Geuens (1997) later in their study found 'price, quality, and performance' in almost the same order of merit. They concluded that 'hard-sell' arguments are more intensively used, and 'soft-sell' claims increasingly less.

The individual ads scores show that correlation coefficient between 'quality' as Factor of Informational Appeal of ads and Future Purchase Intent is positively significant for five Non-Incentive ads, i.e., Season Canola Oil, Tuc Biscuits, Close Up Ultra Whitening Toothpaste, Yellow Label Tea & Sun Silk Shampoo and three Incentive ads, i.e., Habib Cooking Oil, Colgate Toothpaste & Breeze Soap.

Taste

Pelsmacker and Geuens (1997) and Resnik & Stern (1977) used 'taste' as one of the cues in the classification system of information contents of ads. Taste as a cue of Informational Appeal of ads is more relevant to 'food' and low-involvement products of routine consumption. Pelsmacker and Geuens (1997) conducted a study on emotional appeals and informational cues in Belgian magazine ads and concluded that taste as an informational cue is found in ads showing food products.

People have their own ideas as to what constitutes good taste? What is good taste to some may be objectionable to others. Taste also varies in different age groups of consumers. Lippert (as cited in Wells & Moriarty, 1998) suggested that the famous Calvin Klein ad was found exciting and appealing for viewers of 16-24 years age group, but most old consumers viewed it with dismay.

Wells and Moriarty (1998) found that TV ads for certain products like jeans, pantyhose, bras and girdles, laxative and feminine hygiene aids etc produce higher levels of distaste and embarrassment as TV has the ability to bring a spokesperson into our living rooms to talk to us about the unmentionables. Hence viewers complain that the ads are distasteful. In Pakistani culture such ads are not acceptable therefore advertisers exclude those contents of ads, which touch consumers cultural and social values.

Data pertaining to individual ads scores found that relationship between 'taste' as Factor of Informational Appeal of ads and viewers' Future Purchase Intent is positively significant for four ads including two Non-Incentive i.e., Season Canola Oil & Tuc Biscuits and two Incentive ads, i.e., Habib Cooking Oil & Colgate Toothpaste.

Performance

TV ads explain to the viewers about the product details and also impress upon that the functions of the product are impressive. These details actually refer to the 'performance' of brand or product. Pelsmacker and Geuens (1997) and Resnik and Stern (1977) used 'performance' as one of the cues in the classification system of Informational Appeal of TV ads. Maddox (as cited in Hawkins et al, 1995) suggested instrumental and symbolic dimensions of product performance. Instrumental performance relates to the physical functioning of the product whereas symbolic performance refers to the image-enhancement dimension of the product performance. Gelb; Swan and Combs; and Westbrook (as cited in Hawkins et al, 1995) studied the relationship between performance expectations, actual performance, and satisfaction with clothing purchases. They concluded that dissatisfaction is caused by a failure of instrumental performance, while complete satisfaction also requires the symbolic functions to perform at or above the expected levels.

Results based on individual ads scores indicated that due to impact of 'performance' as Factor of Informational Appeal of ads, viewers' Future Purchase Intent is found higher than Previous Purchase Pattern. Correlation between 'performance' as Factor of Informational Appeal of ads and viewers' Future Purchase Intent is found positively significant for five Non-Incentive ads, i.e., Season Canola Oil, Tuc Biscuits, Close Up Ultra Whitening Toothpaste, Yellow Label Tea & Sun Silk Shampoo and three Incentive ads, i.e., Habib Cooking Oil, Colgate Toothpaste and Breeze Soap.

Availability

Most consumers feel good when they find that the product of their choice is available. This factor may facilitate formation of store loyalty. Availability as Factor of

TV ads claims that the brand is available at convenient places of purchase, for a specific or considerable period of time and that phone contacts or references are also available. Pelsmacker and Geuens (1997) and Resnik and Stern (1977) used 'availability' as one of the cues in classification system of information contents of TV ads.

Ten TV ads contain the availability factor. The paired *t*-test results indicated that due to the impact of 'availability' as Factor of Informational Appeal of ads, viewers' Future Purchase Intent is found higher than Previous Purchase Pattern. Relationship between 'availability' as Factor of Informational Appeal of ads and viewers' Future Purchase Intent is found positive and significant for six ads including three Non-incentives, i.e., Season Canola Oil, Tuc Biscuits & Sun Silk Shampoo and three Incentive ads, i.e., Habib Cooking Oil, Colgate Toothpaste & Breeze Soap. The data support the hypothesis that due to the impact of availability as Factor of Informational Appeal of ads, viewer's Future Purchase Intent will be higher than Previous Purchase Pattern.

Safety

Pelsmacker and Geuens (1997) and Resnik and Stern (1977) used 'safety' as one of the cues in the classification system of information contents of ads. Pelsmacker and Geuens (1997) found that safety was almost exclusive territory of car ads just as nutritional value and taste were relevant to food products. The concept of 'safety' as Factor of Informational Appeal of ads is studied to find out that there is no risk in the use of product and that the product name is the symbol of safety. The results show that due to safety as Factor of Informational Appeal of ads, viewers' Future Purchase Intent is found higher than Previous Purchase Pattern. Significant correlation found between safety as Factor of Informational Appeal of ads and Future Purchase Intent for three Non-Incentive (Season Canola Oil, Tuc Biscuits & Sun Silk Shampoo) and two

Incentive ads (Colgate Toothpaste & Breeze Soap) support the hypothesis that due to impact of 'safety' as Factor of Informational Appeal of ads, viewers' Future Purchase Intent will be higher.

New Idea

In advertising the process of ideation is used to come up with an original or creative idea. The novelty of idea certainly attracts the attention of viewers who are basically interested to watch TV program of their preference and not ads. During commercial breaks viewers tend to engage themselves in different activities to avoid ad exposures, thereby presenting new challenges to advertisers. On the other hand advertisers use creative strategies to attract viewers' attention. Russell (as cited in Wells & Moriarty, 1998) noted that ads idea is expressed in a way that grabs audience's mind. Idea, however, becomes important to viewers if it is relevant, original and impact creating.

Wells and Moriarty (1998) suggested that ideation sessions are used for new-product development and naming, positioning, strategic planning, cost cutting, and reengineering, as well as development of advertising big ideas. Pelsmacker and Geuens (1997) and Resnik and Stern (1977) used 'new idea' as one of the cues in classification system of information contents of ads.

Data based on individual ads scores indicated that due to the impact of 'new idea' as Factor of Informational Appeal of ads, viewers' Future Purchase Intent is found higher than Previous Purchase Pattern. Correlation between 'new idea' as Factor of Informational Appeal of ads and Future Purchase Intent is found positively significant for three Non-Incentive (Close Up Ultra Whitening Toothpaste, Yellow Label Tea & Sun Silk Shampoo) and two Incentive ads (Colgate Toothpaste & Breeze Soap).

Regression analysis of pooled scores of Non-Incentive and Incentive ads provided the evidence that three factors of Informational appeal of Non-Incentive ads including price ($\beta = .23, p < .001$), performance ($\beta = .20, p < .01$) and availability ($\beta = .17, p < .01$) are the significant predictors of Future Purchase Intent (see Table 16). Similarly for Incentive ads three factors including quality ($\beta = .12, p < .05$), availability ($\beta = .17, p < .05$) and new idea ($\beta = .22, p < .01$) are found as the significant predictors of Future purchase Intent.

Impact of Incentive TV ads on Brand Loyalty

Incentives TV ads refer to those ads, which offer additional benefits to the viewers in terms of savings, gifts, coupons, and extra items within the same buy. For the purposes of this study the Brand Loyalty has been studied in terms of Previous and Future Brand Loyalty. Viewers' Previous Brand Loyalty is obtained on a list of Incentive ads issued to them for getting their responses. The viewers' are then shown a video clipping of the same ads to get their responses on Future Brand Loyalty as influenced by the impact of Incentive ads.

It is hypothesized that due to the impact of Incentive ads, viewers Future Brand Loyalty will be higher than Previous Brand Loyalty. The mean scores, *SD*, paired *t*-test and correlation analysis revealed that viewers' Future Brand Loyalty is higher than Previous Brand Loyalty (Table 18) for all Incentive ads.

Relationship between Incentive ads, Future Brand Loyalty and Previous Brand Loyalty is found positively significant for two ads including Habib Cooking Oil and Breeze Soap. Hence, the results of these two ads support the hypothesis. Correlation between Future Brand Loyalty and Previous Brand Loyalty for one Incentive ad, i.e., Colgate Toothpaste is found negatively significant. This inverse relationship between

Incentive ads and Future Brand Loyalty indicate that viewers Brand Loyalty will be decreased if scores for Incentive ads are high and vice versa. This aspect needs further investigation through a separate study.

Waggoner (as cited in Engel et al. 1995) reported that General Motors used Incentive ads to successfully enter the credit card market, which led to 86 percent increase in accounts between 1992 and 1993. Similarly packaged goods manufacturers often rely on incentives in the form of coupons for influencing sales, distributing nearly 300 billion coupons in 1993. Gibson (as cited in Engel et al., 1995) reported that a company discovered a 50-cent coupon on a tube of toothpaste yielded a \$348,000 loss, however, a 40-cent coupon for the same item provided \$147,000.

Dodson (as cited in Engel et al., 1995) concluded that repurchase rates are typically lower after an incentive induced purchase than a non-promotional purchase. Scott (as cited in Engel et al., 1995) suggested that lower repurchase rates after promotional purchases may have little to do with reduced attitudes and loyalty. Rather, it may simply be a reflection of the type of customers that are attracted by incentives. Vakratsas and Ambler (1999) found that advertising has a stronger effect on consumers with high behavioral loyalty.

Advertising leads to brand loyalty is a big claim and needs to be supported by empirical evidence. It certainly has its role to attract, remind and entice consumers to develop positive attitude toward the brand, which can be studied as one of the contributing factors of Brand Loyalty. Wells and Moriarty (1998) suggested that likeability as an important indicator of positive attitude, signals how people respond to a product or a message? An ad will build positive attitude for new product and maintain existing positive attitude for successful mature products. When a product is liked well enough by consumers to generate repeat sales, it is called brand loyalty.

The question of sales promotion activities to ensure quick sales of the products vis-à-vis advertising through media has been the controversial strategic decisions haunting the marketers. Arens, (1996) pointed out that advertising creates market value for a brand and promotion creates market volume. McDonald (as cited in Arens, 1996) found that advertising, unlike sales promotion, is an integral part of what makes a brand saleable. Advertising also reinforces the brand loyalty and maintains market share.

Marketers need to balance sales promotion with advertising. Incentive ads point towards this balanced strategy of the marketers where incentives are positioned in the ad to attract the attention of the people.

Incentives and promotional offers certainly attract and entice consumers to make purchases of products other than their preferred brands. This does not mean that the use of incentives have shifted the loyalties of the consumers. Mazursky (as cited in Hawkins et al., 1995) suggested that even when loyal customers do buy a different brand to take advantage of a promotional deal, they generally return to their original brand for their next purchase.

Product use is the best measure to evaluate consumer satisfaction. Oliver (1999) suggested that consumer satisfaction and brand loyalty are linked inextricably. Although loyal consumers are most typically satisfied, satisfaction does not universally translate into loyalty. Mela (as cited in Vakratsas & Ambler, 1999) concluded that advertising helps a brand by making consumers less price sensitive and decreasing the size of non-loyal segment. Promotion, conversely, make non-loyal consumers, more price sensitive. Tellis (1988) reviewed many studies on TV ads exposures and brand loyalty. He concluded that brand loyalty was a significant moderator of effects of ad exposure, with buyers responding more strongly to brands to which they were loyal.

Impact of Brand Attitude, Brand Awareness, Purchase Intent and Liking of TV ads on Brand Loyalty

It is hypothesized that the impact of viewers' Brand Attitude, Brand Awareness, Purchase Intent and Liking of TV ads will lead to Brand Loyalty. Multiple regression analysis (Tables 20 & 21) of pooled scores of Non-Incentive and Incentive ads provide evidence that viewers' Brand Attitude, Brand Awareness, Purchase Intention and Liking of TV ads are the significant predictors of Brand Loyalty.

Multiple regressions is used to predict the variance in an interval dependent, based on linear combinations of interval, dichotomous, or dummy independent variables. Multiple regressions can establish that a set of independent variables explains a proportion of the variance in a dependent variable at a significant level, i.e., significance test of R^2 , and can establish the relative predictive importance of the independent variables by comparing beta weights.

In the present study it is hypothesized that Brand Attitude, Brand Awareness, Purchase Intent and Liking of TV ads will lead to the viewers' Brand Loyalty. The results of multiple regression analysis for each of these factors leading to the formation of Brand Loyalty have been discussed. Details are given below.

Brand Attitude

In multiple regression analysis more than one independent variables are used to predict the expected value of dependent variable. Thus increasing the overall percentage of variance in dependent variable that can be accounted for. Rubin (as cited in Glaser, 2000) found that the birth weight of a baby (Y, in grams) can be partly predicted from the number of cigarettes smoked on a daily basis by both the baby's mother (X_1) and baby's father (X_2).

It was investigated how far viewers' Brand Attitude will lead to Brand Loyalty. Regression analysis (Table 20) indicates that viewers' Brand Attitude for Non-Incentive ads is found significant predictor ($\beta = .21, p < .01$) of Brand Loyalty. The results support the hypothesis that impact of viewers' brand attitude will lead to Brand Loyalty. For Incentive ads Brand Attitude as predictor of Brand Loyalty is found non significant (see Table 21).

Brand loyalty also implies a strong predisposition of consumers towards the brand. Past researches provided well-documented evidence about the relationship between ad attitude and brand attitude. Lutz (as cited in Mittal, 1990) pointed out that brand attitudes formed upon exposure to advertising are outcomes of brand beliefs engendered by brand ad. Several empirical studies by Gardner; Mackenzie; Mitchell; Park and Young (as cited in Mittal, 1990) have established that ad attitude contributes to brand attitude. In yet another empirical study Mitchell and Olson (1981) concluded that ad attitude is a stronger predictor of brand attitude.

Cacioppo and Petty (as cited in Tellis, 1988) suggested that subject's prior disposition is an important moderator of ad response. If the subject is a loyal user of the brand or is otherwise familiar with it, the positive response to exposure is likely to be higher and the optimum number of exposure lower. Assael; Engel and Blackwell; and Calder (as cited in Tellis, 1988) found that the mediating role of Brand Loyalty may be due to several factors such as exposure, attention, use and cognitive elaboration.

Park and Young hypothesized that when subjects are affectively involved, ad attitude has greater effect on Brand Attitude. Similarly Burton and Liechtenstein viewed ad attitude as a peripheral process, operative mainly in a low involvement condition (as cited in Banwari, 1990). Present study deals with TV ads showing FMCGs entailing low involvement of consumers purchase decision. The data supported the hypothesis that Brand Attitude leads to Brand Loyalty.

Brand Awareness

In the regression analysis (see Tables 20-21) of pooled scores of Non-Incentive ($\beta = .12$) and Incentive ads ($\beta = .04$) it has been found that Brand Awareness is not significant predictor of Brand Loyalty. The aspect needs further probe through a separate empirical study based on a bigger sample of ads.

Purchase Intent

The data (see Tables 20-21) provide adequate evidence that Purchase Intent is a significant predictor of Brand Loyalty for Non-Incentive ($\beta = .21, p < .05$) and Incentive ads ($\beta = .23, p < .05$). These results are based on pooled scores of Non-Incentive and Incentive ads. The analysis of results support the hypothesis that viewers Purchase Intent will lead to Brand Loyalty.

Sawyer found that repetition of supportive ads affected the Purchase Intent of users more than that of nonusers of the brand. A study on the Ad Tel data showed that brand users had a sharply increasing probability of purchase with increasing exposure to TV ads, whereas nonusers had only a small initial increase. Similarly Raj found that more loyal consumers of the brand had higher aggregate sales response to advertising (as cited in Tellis, 1988).

Purchase Intention is one of the important aspects of problem recognition phase of consumer purchase decision. It directly corresponds to the consumers' Brand Attitude. Positive attitude toward brand will quickly trigger repurchase behavior of the consumer. Hence, it can be concluded that Purchase Intention also acts as a strong predictor of Brand Loyalty. In a twelve months longitudinal study Pratt interviewed 100 consumers to compare their buying intention and behaviors. He found that 44 percent of the respondents who showed "definite intention to buy Mr. Coffee Appliance" actually bought a coffee maker during the period of study (as cited in Loudon & Bitta, 1994).

For products having short purchase cycle such as convenience foods and paper towels, consumer purchase decision will require more constant level of advertising as compared to products infrequently purchased such as refrigerators and furniture. Present study explores the possibility of Brand Loyalty as indicated by Purchase Intention of products of low consumers' involvement goods such as FMCGs. The data provide enough evidence to conclude that Purchase Intention is one of the factors leading to Brand Loyalty.

Liking of TV ads

The results (Tables 20 & 21) indicate that Liking of Non-Incentive and Incentive ads is significant predictor of Brand Loyalty. Multiple regression analysis conducted on the basis of pooled scores of ads shows that Liking of Non-Incentive ($\beta = .33, p < .001$) and Incentive TV ads ($\beta = .18, p < .01$) is significant predictor of Brand Loyalty. The results of Non-Incentive and Incentive ads support the hypothesis that viewers Liking of ads will lead to their Brand Loyalty.

Liking of TV ads helps viewers to develop a positive attitude for the brand. If brand is new consumers tend to try it sheer out of curiosity and upon finding the brand worthwhile they develop positive brand attitude. For brand loyal consumers TV ads exposures create a reminder effect for viewers. The present study deals with ads showing brands already used by viewers who are also brand loyal to some extent. It is assumed that Brand Attitude can be a predictor of Brand Loyalty. Due to positive Brand Attitude consumers seriously consider to repurchase the same brand. They also feel satisfied after every purchase. Mitchell and Olson (1981) found that brand attitudes are not solely a function of attribute beliefs that are formed about the brand, but may also be influenced by consumers' general liking for ad itself. Wells and Moriarty (1998) suggested that positive opinions held by consumers about brand make them want to

repeat their purchase of the brand. In fact likeability is an important indicator of positive attitude. It signals how people respond to a product? Advertisers will try to build positive attitudes for few products and maintain existing attitudes for successful mature products. Wells and Moriarty (1998) suggested that when a product is liked well enough by consumers to generate repeat purchase behavior it is called Brand Loyalty. Arens (1996) argued that pleasure providing ads can enhance interest in brand and reduce the variety-seeking tendencies of consumers. Thus it is argued that Liking of TV ads lead to Brand Loyalty.

Conclusions

Major conclusions of the study are given below.

1. Liking of TV ads is an experience, which leads to formation of positive Brand Attitude, increased Brand Awareness and enhanced Purchase Intention. The data provides the evidence that liking of TV ads has positively significant impact on Brand Attitude, Brand Awareness and Purchase Intention of viewers.
2. Due to the impact of the Liking of TV ads, viewers' Future Purchase Intent has been found higher. This indicates consumers' preference for audience-centered themes of ads such as life style, self-image, self-esteem and taste.
3. The study finds that viewers' Future Purchase Intent is improved due to the impact of Incentive ads shown to the viewers. Relationship between viewers' liking of Incentive ads and increased Purchase Intent indicates the tendency of Pakistani consumers to ignore the audience-centered messages of ads such as life style, self-image, personal preferences and liking etc when additional benefits are available with the purchases. This is due to low socio-economic profile of consumers and entails further probe through a separate study.

4. Emotional Appeal of TV ads positively influences the Future Purchase Intention of viewers. This shows that Pakistani consumers due to Emotional Appeals of TV ads form predisposition for Purchase Intent. The research findings by Advertising Research Foundation (ARF) USA that liking due to emotional appeal is a measure of TV ads effectiveness are supported in the present study.
5. The study finds that the impact of Informational Appeal of TV ads on viewers' Future Purchase Intention is positive. The factors of Informational Appeal of ads as predictors of Purchase Intent, researched by ARF are supported in this study.
6. Incentive TV ads have shown least impact on viewers' Brand Loyalty. The scores of respondents are found higher for Future Brand Loyalty as compared to Previous Brand Loyalty for Incentive ads. These score simply indicate the type of consumers desirous of taking advantage of incentive offer, by giving high rating to Future Brand Loyalty. It can also be concluded that liking of Incentive TV ads may enhance established Brand Loyalty.
7. Positive Brand Attitude, immediacy of Purchase Intention and Liking of TV ads are found significant predictors of Brand Loyalty.

Limitations of the Study

Following are the limitations of the study:

1. Sample TV ads were selected from the already broadcast commercials of PTV Prime Time. The viewers were already exposed to these ads and it was not possible to determine and control the exact degree of prior exposure of ads experienced by the respondents, as viewers could not recall the exact number of times they had seen the ads. It was assumed that respondents watching TV programs must have been exposed to these ads.

2. Individuals having zero exposure of TV programs were excluded from the sample. In Pakistan there are people including University students who do not watch TV programs, therefore, they have no exposure of TV ads.
3. Sample viewers were taken from the university students living in the hostels. These students represented only young adults of postgraduate level. The sample, however, did not represent the day scholars studying in the same university. Since TV ads are flashed for all age groups' consumers irrespective of their academic background, therefore, ideally speaking the sample selection should have been done from all the consumer segments. Sample representation was restricted to university students living in hostels itself was also one of the limitations of study. This limitation, however, is not very serious as results can be generalized on other consumers.
4. Impact of Liking of TV ads including Non-Incentive and Incentive ads on viewers' Brand Loyalty is an interesting question. The study explored the impact of Liking of ads on existing brands with a degree of brand awareness and did not explore it for fresh products having new brand names and or newly made ads.
5. Only high appeal ads were selected as the sample ads. The reasons for selecting high appeal ads were that (a) large collection of ads were required to be systematically winnowed down to manageable numbers; (b) most of the ads were given low scores therefore high appeal was used as a sample selection criterion.

Suggestions for Future Studies

Following suggestions are made for future investigations:

1. Impact of liking of TV ads on viewers' Brand Attitude, Purchase Intention and Brand Loyalty should be studied for newly launched products with new brand names.

2. TV ads must be created afresh and shown to the viewers to get their responses.
3. Future study should be longitudinal, spread over at least twelve months' time, based on viewers interviews to compare their responses on watching the TV ads and actual purchases & repurchases made.
4. It would be an interesting and meaning full study if Pakistan is considered as a brand and an appropriate advertising campaign is launched to enhance viewers' brand loyalty for Pakistan.

Implications of the Study

The study has implication for consumers, advertisers, policy makers, and media.

Consumers. Generally consumers are interested to make good bargain in exchange of the money they spent on FMCGs. This study offers following advantages to the consumers:

- a. Educate themselves about emotional and informational appeals of TV ads.
- b. Get conscious of ads claims and evaluate their truth.
- c. Be able to see through the advertisers' objectives by watching TV ads carefully and guarding against any possible deceptions.
- d. Find themselves in a better position to appreciate entertaining or emotional contents of ads and gratify informational needs sought through TV ads

Advertisers. In order to be successful the advertisers are faced with extra ordinary challenges of producing a creative ad to attract the viewers' attention and entice them to develop purchase intent or buy the brand. Following suggestions may be found useful: -

- a. Target University students with suitably created ads through electronic media.
- b. University students can be persuaded to become brand loyal to FMCG and other high involvement brands through appropriate advertising. Once made

loyal or won over these consumers will show longer history of brand loyalty during their practical life.

- c. Create entertaining and informational TV ads to attract the viewers' attention and facilitate brand sale.
- d. Suitable combination of emotional and informational contents of nicely created ad will help the advertisers to meet their objectives.
- e. Ad claims should be based on credible truth to provide confidence to the consumers.
- f. Incentive ads must make correct and true claims.
- g. Good incentives offered by TV ads will enhance viewers' brand awareness and brand loyalty.

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APPENDIXES

**List of Commercials Shown on PTV Prime Time
from 10 July to 10 August 2001**

- | | | |
|--|--------------------------------------|--|
| 1. Abbot Rational Cream | 24. Coopex | 47. Habib Cooking Oil |
| 2. Advantage Oral
B.Toothbrush | 25. Dalda Banaspati Ghee | 48. Habib Banaspati Ghee |
| 3. Arial Washing Powder | 26. Dalda Cooking Oil | 49. Hacks Drops |
| 4. Azadi Soap | 27. Dettol Soap | 50. Haj Mola Candy |
| 5. B.P. Jelly Belly | 28. Diplomat Cigarettes | 51. Head & Shoulder
Shampoo |
| 6. Bio Amla Shampoo | 29. English A.L. Shampoo | 52. Hilal Candy |
| 7. Bonus Washing Powder | 30. English Fairness Snow | 53. Hilal Cool Yar Toffee |
| 8. Breeze Soap | 31. English Toothpaste | 54. Hilal Khopra Candy |
| 9. Brite Total Surf | 32. English Turmeric
Cream | 55. Hilal Mintela Gum |
| 10. Brook Bond Tea | 33. ENO | 56. Johar Joshanda |
| 11. Butter Puff Biscuits | 34. Every Day Milk
Powder | 57. K-2 Cigarettes |
| 12. Butter Scotch Candy | 35. Express Power Powder | 58. Kala Cola Hair Tonic |
| 13. Camy Soap | 36. Fair & Lovely Cream | 59. Kashmir Banaspati Ghee |
| 14. Candy Biscuits | 37. Family Sonay Ki Barish | 60. Kisan Khalas Ghee |
| 15. Candy Land Bubble
Gum | 38. Family Planning -
Precautions | 61. Kiwi Shoe Polish |
| 16. Candy Land Sorini | 39. Fauji Corn Flake | 62. Knor Chicken Cubes |
| 17. Candy Lu Biscuits | 40. Fauji Custard | 63. Lemon Max Bar |
| 18. Capstan Cigarettes | 41. Finis | 64. Life Buoy Gold Soap |
| 19. Cerelac-Nestle Brand | 42. Fusion Candy | 65. Life Buoy Anti
Dandruff Shampoo |
| 20. Cheer Up Toffee | 43. Gala Biscuits | 66. Liril Soap |
| 21. Close Up Ultra
Whitening Toothpaste | 44. Gillette Artic Ice | 67. Lux Soap |
| 22. Coca Cola | 45. Gold Flake Cigarettes | 68. Macleans Toothpaste |
| 23. Colgate Toothpaste | 46. Gold Leaf Cigarettes | 69. Max Soap |

- | | | |
|-----------------------------------|---------------------------------|--------------------------------|
| 70. Medicam Dark Brown Hair Color | 89. Prince Biscuits | 108. Stillman Bleach Cream |
| 71. Meggi Noodles | 90. Princeton Cigarettes | 109. Sufi Soap |
| 72. Milco Lu Biscuits | 91. Red & White Cigarettes | 110. Sufi Soya Bin Cooking Oil |
| 73. Mitchells Tomato Ketchup | 92. Rex Detergent Bar | 111. Sun Silk Shampoo |
| 74. Morven Gold Cigarettes | 93. Ringo Biscuits | 112. Supreme Karak Tea |
| 75. Natural Touch Me Toothpaste | 94. Rock n Roll Toffee | 113. Surf Excel Surprise |
| 76. Nestle Milk Pack | 95. Rooh Afza | 114. Tang Juice |
| 77. Nestle Nido Milk Powder | 96. Royal Cigarettes | 115. Tapal Danedar Tea |
| 78. New Natural Toothpaste | 97. Safeguard Soap | 116. Tibet Snow Cream |
| 79. Oral B. Toothpaste | 98. Saafi- Hamdard Brand | 117. Tiffin Biscuits |
| 80. Pantene Pro V. Shampoo | 99. Samsol Hair Color | 118. Tropic Juice |
| 81. Peak Freanz Gluco Biscuits | 100. Samsol Shampoo | 119. Tuc Biscuits |
| 82. Pepsi | 101. Scotch Brite | 120. Walls Kulfi |
| 83. Pepsodent Toothpaste | 102. Seasons Canola Cooking Oil | 121. Wheel Washing Powder |
| 84. Pert Plus Shampoo | 103. Selsun Blue Shampoo | 122. Wills King Cigarettes |
| 85. Planta Cooking Oil | 104. Selsun Gold Shampoo | 123. Yellow Label Tea |
| 86. Poly Color Hair Line | 105. Shahi Delux Saunf | 124. Zeera Plus Biscuits |
| 87. Polo Spray | 106. Smile Biscuits | 125. Zil Dish Wash Bar |
| 88. Politan C. Spray | 107. Sparkle Toothpaste | |

List of Categories of Ads Shown on PTV Prime Time

Serial	Categories of Ads	Number of Products	Number of Ads
1.	Agriculture	6	15
2.	Cigarette	1	10
3.	Clothes/Napes	1	1
4.	Cosmetics	5	13
5.	Detergent	3	15
6.	Electronics	4	10
7.	Food and Beverage	27	74
8.	Insecticide	3	3
9.	Magazine	1	1
10.	Medicine	3	3
11.	Milk	1	4
12.	POL	2	2
13.	Shampoo	10	10
14.	Shaving Cream	1	1
15.	Shoes/Shoes Polish	3	3
16.	Soap	11	12
17.	Social Service	2	2
18.	Tooth Brush	1	2
19.	Tooth Paste	1	13
Total		86	194

**List of Categories of Fast Moving Consumers Goods (FMCGs) Ads
Shown on PTV Prime Time**

Serial	Categories of Ads
1.	Cigarettes
2.	Cosmetics
3.	Detergent
4.	Food and Beverage: -
	a. Banaspati Ghee
	b. Biscuits
	c. Baby Food
	d. Chewing Bubble Gum
	e. Chocolate and Toffee
	f. Cooking Oil
	g. Custard, Noodles
	h. Drinks
	i. Indigenous Dry Fruit
	j. Medicines
	k. Milk / Milky Products
	l. Quick Cooking Items
	m. Tea
5.	Shampoo
6.	Soap
7.	Toothbrush
8.	Toothpaste

Viewers Liking of PTV Prime Time Ads Showing Fast Moving Consumer Goods (FMCGs)

Instructions for Viewers

“You are provided with a list of TV Ads flashed on prime time of PTV. These ads will be shown to you on the TV screen, as per the sequence given in the list. You are required to rate these ads in the light of the statement “**I would like to see this TV Ad time and again**”, on a 5 point rating scale where 1 stands for minimum and 5 denotes maximum. Please put tick (✓) mark on the choice found suitable by you”

Name of TV Ad	<u>5 Point Rating Scale</u>				
	(1)	(2)	(3)	(4)	(5)
1. Abbot Rational Cream	()	()	()	()	()
2. Advantage Oral B. Toothbrush	()	()	()	()	()
3. Ariel Washing Powder	()	()	()	()	()
4. Azadi Soap	()	()	()	()	()
5. B.P. Jelly Belly	()	()	()	()	()
6. Bio Amla Shampoo	()	()	()	()	()
7. Bonus Washing Powder	()	()	()	()	()
8. Breeze Soap	()	()	()	()	()
9. Brite Total Surf	()	()	()	()	()
10. Brook Bound Tea	()	()	()	()	()
11. Butter Puff Biscuits	()	()	()	()	()
12. Butter Scotch Candy	()	()	()	()	()
13. Camy Soap	()	()	()	()	()
14. Candy Biscuits	()	()	()	()	()
15. Candy Land Bubble Gum	()	()	()	()	()
16. Candy Land Sorini	()	()	()	()	()
17. Candy Lu Biscuits	()	()	()	()	()
18. Capstan Cigarettes	()	()	()	()	()

(and so on up to serial 125 as mentioned in Appendix ‘B’)

**List of Top-20 PTV Prime Time Non-Incentive Ads Showing
High Appeal to Girls and Boys Viewers (N = 30)**

S.No.	Name of the Ad	Mean Rating	
		Boys	Girls
1.	Season Canola Oil	4.13	4.46
2.	Tuc Biscuits	4.00	4.60
3.	Close Up Ultra Whitening Toothpaste	3.93	4.00
4.	Lux Soap	3.93	3.93
5.	Dalda Banaspati	3.93	3.90
6.	Pepsi	3.86	4.06
7.	Sun Silk Shampoo	3.80	3.83
8.	Lipton Yellow Label Tea	3.80	3.86
9.	Coca Cola	3.80	3.86
10.	Fair Lovely Cream	3.80	3.83
11.	Super Habib Cooking Oil	3.80	3.83
12.	Tapal Danedar Tea	3.66	3.66
13.	Butter Scotch Candy	3.60	4.13
14.	Dalda Planta Cooking Oil	3.53	3.80
15.	Camy Soap	3.46	4.06
16.	K-2 Cigarettes	3.45	2.50
17.	Nestle Nido Milk Pack	3.43	3.66
18.	Hilal Mintela Gum	3.42	3.66
19.	Liril Soap	3.40	3.66
20.	Candy Biscuit	3.40	3.63

List of Top-20 PTV Prime Time Incentive Ads Showing High Appeal to Girls and Boys Viewers (N = 30)

Serial	Name of Ad	Mean Rating	
		Boys	Girls
1.	Pepsi	4.10	4.46
2.	Breeze Soap	4.00	4.46
3.	Coca Cola	3.93	4.40
4.	Habib Cooking Oil	3.93	3.93
5.	Colgate Toothpaste	3.50	3.90
6.	Brook Bond Tea	3.46	3.83
7.	Fifty-Fifty Biscuits	3.33	3.80
8.	Bio Amla Shampoo	3.13	3.60
9.	Candy Land Dino Bubble Gum	2.86	3.00
10.	Knor Chicken Cube	2.80	3.00
11.	Royal Cigarettes	2.66	1.46
12.	Express Power Powder	2.53	2.86
13.	Tullo Banaspati	2.53	2.80
14.	Nestle Cerelac	2.53	2.33
15.	Fauji Custard Powder	2.46	2.26
16.	Zil Dish Wash Bar	2.33	2.26
17.	Wheel Washing Powder	2.06	2.60
18.	Macleans Toothpaste	1.93	2.13
19.	Rex Detergent Bar	1.80	1.60
20.	Red & White Cigarettes	1.46	1.13

List of Top 20 PTV Prime Time Ads Showing Frequently Consumed Products By Girls and Boys Viewers (N = 30)

Non-Incentive Ads				
Boys Responses			Girls Responses	
S.No	Products	Mean	Products	Mean
1.	Pepsi	4.46	Lipton Yellow Label Tea	4.53
2.	Lux Soap	3.60	Lux Soap	4.33
3.	Lipton Yellow Label Tea	3.53	Pepsi	4.26
4.	Tuc Biscuits	3.33	Tuc Biscuits	3.53
5.	Coca Cola	3.33	Coca Cola	3.46
6.	Close Up Ultra Whitening Toothpaste	3.33	Close Up Ultra Whitening Toothpaste	3.46
7.	Candy Biscuits	3.13	Sun Silk Shampoo	3.26
8.	Season Canola Cooking Oil	3.06	Candy Biscuits	3.20
9.	Sun Silk Shampoo	3.06	Season Canola Cooking Oil	3.20
10.	Dalda Banaspati	3.00	Dalda Banaspati	3.13
11.	Butter Scotch Candy	2.80	Liril Soap	2.66
12.	Fair and Lovely Beauty Cream	2.73	Fair and Lovely Beauty Cream	2.66
13.	Super Habib Cooking Oil	2.66	Super Habib Cooking Oil	2.53
14.	Liril Soap	2.26	Dalda Planta Cooking Oil	2.46
15.	Dalda Planta Cooking Oil	2.20	Nestle Nido Milk Pack	2.46
16.	Nestle Nido Milk Pack	2.06	Butter Scotch Candy	2.33
17.	Camy Soap	1.86	Tapal Danedar Tea	2.33
18.	Tapal Danedar Tea	1.53	Camy Soap	2.00
19.	Hilal Mintela Gum	1.33	Hilal Mintela Gum	1.66
20.	K-2 Cigarettes	1.33	K-2 Cigarettes	1.00

List of Top 20 PTV Prime Time Ads Showing Frequently Consumed Products By Girls and Boys Viewers (N = 30)

S.No	Incentive Ads			
	Boys Responses Products	Mean	Girls Responses Products	Mean
1.	Pepsi	4.26	Pepsi	4.53
2.	Coca Cola	4.00	Colgate Toothpaste	4.26
3.	Colgate toothpaste	3.60	Brook Bond Tea	4.00
4.	Brook Bond Tea	3.60	Bio Amla Shampoo	4.00
5.	Fifty-Fifty Biscuits	3.33	Coca Cola	3.86
6.	Bio Amla Shampoo	3.33	Breeze Soap	3.86
7.	Breeze Soap	3.20	Fifty-Fifty Biscuits	3.33
8.	Habib Cooking Oil	3.00	Habib Cooking Oil	3.20
9.	Tullo Banaspati	2.33	Knor Chicken Cube	2.40
10.	Express Power Powder	2.00	Fauji Custard Powder	2.26
11.	Fauji Custard Powder	1.86	Tullo Banaspati	2.20
12.	Wheel Washing Powder	1.86	Macleans Toothpaste	2.06
13.	Nestle Cerelac	1.73	Candy Land Dino Bubble Gum	1.73
14.	Rex Detergent Bar	1.73	Wheel Washing Powder	1.73
15.	Macleans Toothpaste	1.73	Nestle Cerelac	1.60
16.	Knor Chicken Cube	1.60	Express Power Powder	1.40
17.	Candy Land Dino Bubble Gum	1.53	Rex Detergent Bar	1.26
18.	Zil Dish Wash Bar	1.46	Zil Dish Wash Bar	1.20
19.	Royal Cigarettes	1.46	Red & White Cigarettes	1.00
20.	Red & White Cigarettes	1.40	Royal Cigarettes	1.00

List of Top 10 PTV Prime Time Non-Incentive Ads Showing Product Consumption Frequency of Girls and Boys Viewers (N = 30)

S.No	Boys Responses		Girls Responses	
	Products	Mean	Products	Mean
1.	Pepsi	4.46	Lipton Yellow Label Tea	4.53
2.	Lux Soap	3.60	Lux Soap	4.33
3.	Lipton Yellow Label Tea	3.53	Pepsi	4.26
4.	Tuc Biscuits	3.33	Tuc Biscuit	3.53
5.	Coca Cola	3.33	Coca Cola	3.46
6.	Close Up Ultra Whitening Toothpaste	3.33	Close Up Ultra Whitening Tooth paste	3.46
7.	Candy Biscuits	3.13	Sun Silk Shampoo	3.26
8.	Season Canola Cooking Oil	3.06	Candy Biscuit	3.20
9.	Sun Silk Shampoo	3.06	Season Canola Cooking Oil	3.20
10.	Dalda Banaspati	3.00	Dalda Banaspati	3.13

List of Top 10 PTV Prime Time Incentive Ads Showing Product Consumption Frequency of Girls and Boys Viewers (N = 15)

S.No	Boys Responses		Girls Responses	
	Products	Mean	Products	Mean
1.	Pepsi	4.26	Pepsi	4.53
2.	Coca Cola	4.00	Colgate Toothpaste	4.26
3.	Colgate Toothpaste	3.60	Brook Bond Tea	4.00
4.	Brook Bond Tea	3.60	Bio Amla Shampoo	4.00
5.	Fifty-Fifty Biscuits	3.33	Coca Cola	3.86
6.	Bio Amla Shampoo	3.33	Breeze Soap	3.86
7.	Breeze Soap	3.20	Fifty-Fifty Biscuits	3.33
8.	Habib Cooking Oil	3.00	Habib Cooking Oil	3.20
9.	Tullo Banaspati	2.33	Knor Chicken Cube	2.40
10.	Express Power Powder	2.00	Fauji Custard Powder	2.26

**PTV Prime Time TV Ads Showing High Ratings of Judges (N = 6)
on Contents of Emotional & Informational Appeal**

S.No.	Name of Ads	Mean Rating	S.No.	Name of Ads	Mean Rating
Non-Incentive Ads					
1.	Season Canola Oil		4.	Yellow Label Tea	
a.	Emotional Contents		a.	Emotional Contents	
(1)	Colour =	2.6	(1)	Colour =	2.8
(2)	Music =	2.2	(2)	Music =	3.6
b.	Informational Contents.		(3)	Provocation =	2.2
(1)	Packaging =	3.4	(4)	Eroticism =	2.6
(2)	Nutrition Value =	3.4	(5)	Humour =	2.6
(3)	Price =	3.0	(6)	Warmth =	3.6
(4)	Quality =	3.0	b.	Informational Contents	
(5)	Taste =	2.8	(1)	Packaging =	3.2
(6)	Performance =	2.6	(2)	Quality =	3.2
(7)	Availability =	2.6	(3)	Performance =	3.0
(8)	Safety =	2.2	(4)	New Idea =	3.2
2.	Tuc Biscuits		5.	Lux soap	
a.	Emotional Contents		a.	Emotional Contents	
(1)	Music =	3.2	(1)	Colour =	2.4
(2)	Color =	2.8	(2)	Music =	2.8
b.	Informational Contents		(3)	Provocation =	3.4
(1)	Packaging =	2.8	(4)	Eroticism =	4.0
(2)	Nutrition Value =	3.6	b.	Informational Contents	
(3)	Price =	2.2	(1)	Packaging =	3.0
(4)	Quality =	3.8	(2)	Price =	2.8
(5)	Taste =	4.0	(3)	Quality =	3.0
(6)	Performance =	3.4	(4)	Performance =	2.6
(7)	Availability =	2.8	(5)	Availability =	3.2
(8)	Safety =	2.8	(6)	Safety =	3.0
3.	Close Up Ultra Whitening Toothpaste		(7)	New Idea =	2.6
a.	Emotional Contents.		6.	Sun Silk Shampoo	
(1)	Colour =	2.2	a.	Emotional Contents	
(2)	Music =	2.2	(1)	Color =	2.8
(3)	Provocation =	3.0	(2)	Music =	3.2
(4)	Eroticism =	3.8	(3)	Provocation =	3.0
(5)	Humour =	2.6	(4)	Eroticism =	2.8
(6)	Warmth =	2.4	b.	Informational Contents	
b.	Informational Contents		(1)	Packaging =	2.4
(1)	Packaging =	2.8	(2)	Price =	2.2
(2)	Quality =	2.2	(3)	Quality =	3.6
(3)	Performance =	2.6	(4)	Performance =	3.0
(4)	New Idea =	3.0	(5)	Availability =	2.8
			(6)	Safety =	2.8
			(7)	New Idea =	2.2

S.No.	Name of Ads	Mean Rating	S.No.	Name of Ads	Mean Rating
Incentive Ads					
7.	Habib Cooking Oil		10.	Brook Bond Tea	
	a. Emotional Contents			a. Emotional Contents	
	(1) Color =	2.6		(1) Colour =	2.8
	(2) Music =	2.4		(2) Music =	3.6
	b. Informational Contents			(3) Humour =	2.2
	(1) Packaging =	2.8		(4) Warmth =	3.6
	(2) Nutrition Value =	2.6		b. Informational Contents	
	(3) Price =	3.8		(1) Packaging =	3.2
	(4) Quality =	2.4		(2) Quality =	3.2
	(5) Taste =	3.8		(3) Taste =	3.8
	(6) Performance =	2.2		(4) Performance =	3.8
	(7) Availability =	3.0		(5) Availability =	3.4
	(8) Safety =	2.2		(6) New Idea =	3.2
8.	Fifty-Fifty Biscuits		11.	Breeze Soap	
	a. Emotional Contents			a. Emotional Contents	
	(1) Colour =	2.4		(1) Colour =	2.4
	(2) Music =	2.6		(2) Music =	2.8
	b. Informational Contents			(3) Provocation =	3.4
	(1) Packaging =	3.2		(4) Eroticism =	4.0
	(2) Nutrition Value =	2.4		b. Informational Contents	
	(3) Price =	2.4		(1) Packing =	3.0
	(4) Quality =	3.4		(2) Price =	2.8
	(5) Taste =	4.2		(3) Quality =	3.0
	(6) Performance =	2.8		(4) Performance =	2.6
	(7) Availability =	3.0		(5) Availability =	3.2
	(8) Safety =	2.4		(6) Safety =	3.0
				(7) New Idea =	2.6
9.	Colgate Toothpaste		12.	Bio Amla Shampoo	
	a. Emotional Contents			a. Emotional Contents	
	(1) Colour =	2.2		(1) Colour =	2.8
	(2) Music =	2.2		(2) Music =	3.2
	(3) Humour =	2.6		(3) Provocation =	3.0
	(4) Warmth =	2.4		(4) Eroticism =	2.8
	b. Informational Contents.			b. Informational Contents	
	(1) Packaging =	2.8		(1) Packaging =	2.4
	(2) Quality =	2.2		(2) Price =	2.2
	(3) Taste =	2.4		(3) Quality =	3.0
	(4) Performance =	2.6		(4) Performance =	3.0
	(5) Availability =	2.8		(5) Availability =	2.8
	(6) New Idea =	3.0		(6) Safety =	3.6
				(7) New Idea =	2.8

**Scale to measure viewers' Brand Attitude,
Brand Awareness and Purchase Intent**

a. Brand Attitude

- (1) My feelings are positively aroused every time I see the ad of this brand.
- (2) The TV Ad claims about the brand are true.

b. Brand Awareness

- (1) I frequently see this ad on the TV.
- (2) I am aware of this brand.
- (3) I first became aware of this brand through TV Ads.

c. Purchase Intent

- (1) I am interested to try this product as shown in the TV Ad.
- (2) My purchase interest positively influenced by this ad.
- (3) The brand shown in this ad is comparatively better than other brands.

Scale to Measure Viewers' Likeability of Non-Incentive TV Ads

Question Statements

1. I like this TV Ad.
2. I like the brand offered by the TV Ad.
3. I like the ad more than the brand.
4. The ad offer is strong enough to arouse the feelings of purchase.
5. The quality of the TV Ad is good.
6. The brand offered by the TV Ad satisfies my need.
7. I repent after the purchase of advertised product.
8. The TV Ad does not create the feelings of purchase.
9. The TV Ad offers greater stimulus to repurchase this brand.

Scale to Measure the Viewers' Likeability of Incentive TV Ads

Question Statements

1. I like this Incentive TV Ad.
2. I like the incentive offered by the TV Ad.
3. I like the incentive more than the advertised product.
4. Incentive offered by the TV Ad is strong enough to arouse the feelings of purchase.
5. The quality of the incentive is good.
6. Incentive offered by the ad satisfies my need.
7. I repent after the purchase of advertised incentive brand.
8. The incentive does not create the feelings of purchase.
9. Incentive offers greater stimulus to repurchase this brand.

Scale to Measure Viewer's Previous Purchase Pattern

Question Statement

1. I wished to purchase this very brand every time the need aroused.
2. I engaged in effortful search for this brand.
3. I shun the trial of competitive brand.
4. I was deeply committed to repurchase this brand even when the brand was absent.
5. I turned off the competitive messages in defense of this brand.
6. I tended to purchase other brands when this brand was not available.
7. Purchase of this brand gave me pleasure and satisfaction.
8. I liked to watch the ads of this brand.
9. Every time I saw the ad of this brand my Purchase Intent was further evoked.
10. I discussed and shared the pleasure of buying this brand with other brand loyal consumers.

Scale to Measure Viewer's Future Purchase Intent

Question Statement

1. I will purchase this very brand every time the need arises.
2. I will look for this very brand in the market.
3. I will not try any other brand despite intense provocation.
4. I will remain committed to repurchase this brand even when the brand is not available.
5. I will disregard any competitive messages in defense of this brand.
6. I will tend to purchase other brands when this brand is not available.
7. I will be satisfied and pleased to purchase this brand.
8. I will prefer to watch the ad of this brand.
9. Watching the ad of this brand will further evoke my Purchase Intent.
10. I will share the pleasure of buying this brand with other brand loyal consumers.

Scale to Measure Viewer's Previous Brand Loyalty

Question Statements

1. Repurchase of this brand had created in me an emotional affinity for this brand.
2. I had a rational preference for the repurchase of this brand.
3. I was satisfied every time I repurchased this brand.
4. I was delighted every time I repurchased this brand.
5. Watching the ad of this brand gave me pleasure.
6. I was deeply committed to repurchase this brand.
7. My price sensitivity was least to repurchase this brand.

Scale to Measure Viewer's Future Brand Loyalty

Question Statements

1. Repurchase and use of this brand will enhance my emotional affinity for this brand.
2. My rational preference will be strengthened after the repurchase of this brand.
3. I will be satisfied after every repurchase of this brand.
4. I will be pleased after every repurchase of this brand.
5. Watching the ad of this brand will give me pleasure.
6. I will be deeply committed to repurchase this brand.
7. I will be least price sensitive to repurchase this brand.

Scale for the Selection of Categories of Emotional Appeal of TV Ads

Name of Category of Emotional Appeal

- (1) Humor
- (2) Warmth
- (3) Nostalgia
- (4) Eroticism
- (5) Provocation
- (6) Color
- (7) Music

Scale for the Selection of Questions Explaining Categories
of Emotional Appeal of Ads

Question Statements

1. **Humor**
 - a. This ad provides entertainment.
 - b. It is a funny ad.
2. **Warmth**
 - a. It contains elements of love and affection.
 - b. This ad projects friendly relationship.
 - c. This ad evokes positive emotions about the product.
3. **Nostalgia**
 - a. It evokes a desire for the good things of the past.
 - b. It reminds me of my family.
 - c. It reminds me of my dear ones.
4. **Eroticism**
 - a. This contains sexually seductive appeal.
 - b. It uses sexually suggestive language.
 - c. It has suggestive looks.
5. **Provocation**
 - a. It is emotionally striking ad.
 - b. It provokes curiosity.
 - c. It transgresses a taboo/norm.
6. **Color**
 - a. Colors of the ad are attractive.
 - b. Color of the ad enhances its beauty.
7. **Music**
 - a. It has attractive music.
 - b. Music has enhanced the value of the ad.

**Scale for the Selection of Categories of Informational
Appeal of TV Ads**

Name of Category of Informational Appeal

1. Price
2. Quality
3. Performance
4. Availability
5. Taste
6. Packaging
7. Safety
8. Nutrition Value
9. New Idea

Scale for the Selection of Questions Explaining Categories of Informational Appeal of TV Ads

Question Statements

1. **Price**
 - a. Its price is appropriate.
 - b. The price commensurate with the value of product.
2. **Quality**
 - a. Ad presents objective evaluation of product features.
 - b. The ad over exaggerates the quality of the product.
 - c. Information offered by the ad attracts the viewers.
3. **Performance**
 - a. This ad gives details of product functions.
 - b. Functions of the product are impressiv
4. **Availability**
 - a. The ad explains convenient places of purchase.
 - b. Product is available for a considerable period of time.
 - c. Contact number/other references have been given.
5. **Taste**
 - a. The ad offers superior taste of the product.
 - b. Taste addresses a limited segment of society.
 - c. Taste projected in the ad evokes viewers' purchase intent.
6. **Package**
 - a. Package shown in the ad is impressive.
 - b. With this package one can smell the brand.
 - c. I will recognize the product package if I saw it again.
7. **Safety**
 - a. There is no risk in the use of product.
 - b. The product name is the symbol of safety.
8. **Nutrition Value**
 - a. The ad gives specific data on nutrition value.
 - b. Nutrition value of the ad evokes viewers' purchase intent.
 - c. Nutrition claims of the ad appear to be true.
9. **New Idea**
 - a. The ad explains new product concept.
 - b. The approach is creative and unique.
 - c. The ad claim is justified.

Instruments Used in the Study

QUESTIONNAIRE VERSION-I

Scale to Measure Likeability of TV Ads

Likeability of Non-Incentive Ads

1. I like this TV Ad.
2. I like the brand offered by the TV Ad.
3. I like the ad more than the brand.
4. The ad offer is strong enough to arouse the feelings of purchase.
5. The quality of the TV Ad is good.
6. The brand offered by the TV Ad satisfies my need.
7. I repent after the purchase of advertised product.
8. The TV Ad does not create the feelings of purchase.
9. The TV Ad offers greater stimulus to repurchase this brand.

Likeability of Incentive Ads

1. I like this Incentive TV Ad.
2. I like the incentive offered by the TV Ad.
3. I like the incentive more than the advertised product.
4. Incentive in the TV Ad is strong enough to arouse purchase feelings.
5. The quality of the incentive is good.
6. Incentive offered by the ad satisfies my need.
7. I repent after the purchase of advertised incentive brand.
8. The incentive does not create the feelings of purchase.
9. Incentive offers greater stimulus to repurchase this brand.

Rating Scale

(1)	(2)	(3)	(4)	(5)
Min				Max
()	()	()	()	()

List of Non-Incentive Ads

1. Season Canola Oil
2. Tuc Biscuits
3. Close Up Ultra Whitening Toothpaste
4. Yellow Label Tea
5. Lux Soap
6. Sun Silk Shampoo

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List of Incentive Ads

1. Habib Cooking Oil
2. Fifty-Fifty Biscuits
3. Colgate Toothpaste
4. Brook Bond Tea
5. Breeze Soap
6. Bio Amla Shampoo

QUESTIONNAIRE VERSION - II

Brand Attitude, Brand Awareness and Purchase Intent

a. Brand Attitude

- (1) My feelings are positively aroused every time I see the ad of this brand.
- (2) The TV Ad claims about the brand are true.

b. Brand Awareness

- (1) I frequently see this ad on the TV.
- (2) I am aware of this brand.
- (3) I first became aware of this brand through TV Ads.

c. Purchase Intent

- (1) I am interested to try this product as shown in the TV Ad.
- (2) My purchase interest positively influenced by this ad.
- (3) The brand shown in this ad is comparatively better than other brands

Scale to Measure Viewer's Previous Purchase Pattern

1. I wished to purchase this very brand every time the need aroused.
2. I engaged in effortful search for this brand.
3. I shun the trial of competitive brand.
4. I was deeply committed to repurchase this brand even when it was absent.
5. I turned off the competitive messages in defense of this brand.
6. I tended to purchase other brands when this brand was not available.
7. Purchase of this brand gave me pleasure and satisfaction.
8. I liked to watch the ads of this brand.
9. Every time I saw this ad my Purchase Intent was further evoked.
10. I discussed and shared the pleasure of buying this brand with other brand loyal consumers.

Scale to Measure Viewer's Future Purchase Intent

1. I will purchase this very brand every time the need arises.
2. I will look for this very brand in the market.
3. I will not try any other brand despite intense provocation.
4. I will be committed to repurchase this brand even when it is not available.
5. I will disregard any competitive messages in defense of this brand.
6. I will tend to purchase other brands when this brand is not available.

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List of Non-Incentive & Incentive Ads

1. Season Canola Oil
2. Tuc Biscuits
3. Close Up Ultra Whitening Toothpaste
4. Yellow Label Tea
5. Lux Soap
6. Sun Silk Shampoo
7. Habib Cooking Oil
8. Fifty-Fifty Biscuits
9. Colgate Toothpaste
10. Brook Bond Tea
11. Breeze Soap
12. Bio Amla Shampoo

7. I will be satisfied and pleased to purchase this brand. () () () () ()
8. I will prefer to watch the ad of this brand.
9. Watching the ad of this brand will further evoke my Purchase Intent.
10. I will share the pleasure of buying this brand with other brand loyal consumers.

Scale to Measure Viewer's Previous Brand Loyalty

1. Repurchase of this brand had created in me an emotional affinity for it.
2. I had a rational preference for the repurchase of this brand.
3. I was satisfied every time I repurchased this brand.
4. I was delighted every time I repurchased this brand.
5. Watching the ad of this brand gave me pleasure.
6. I was deeply committed to repurchase this brand.
7. My price sensitivity was least to repurchase this brand.

Scale to Measure Viewer's Future Brand Loyalty

1. Repurchase and use of this brand will enhance my emotional affinity for this brand.
2. Repurchase of this brand will strengthen my rational preference.
3. I will be satisfied after every repurchase of this brand.
4. I will be pleased after every repurchase of this brand.
5. Watching the ad of this brand will give me pleasure.
6. I will be deeply committed to repurchase this brand.
7. I will be least price sensitive to repurchase this brand.

List of Non-Incentive & Incentive Ads

1. Season Canola Oil
2. Tuc Biscuits
3. Close Up Ultra Whitening Toothpaste
4. Yellow Label Tea
5. Lux Soap
6. Sun Silk Shampoo
7. Habib Cooking Oil
8. Fifty-Fifty Biscuits
9. Colgate Toothpaste
10. Brook Bond Tea
11. Breeze Soap
12. Bio Amla Shampoo

QUESTIONNAIRE VERSION – III

Scale to Measure the Contents of Emotional Appeal of TV Ads

1. Humor

- a. This ad provides entertainment.
- b. It is a funny ad.

2. Warmth

- a. It contains elements of love and affection.
- b. This ad projects friendly relationship.
- c. This ad evokes positive emotions about the product.

3. Nostalgia

- a. It evokes a desire for the good things of the past.
- b. It reminds me of my family.
- c. It reminds me of my dear ones.

4. Eroticism

- a. This contains sexually seductive appeal.
- b. It uses sexually suggestive language.
- c. It has suggestive looks.

5. Provocation

- a. It is emotionally striking ad.
- b. It provokes curiosity.
- c. It transgresses a taboo/norm.

6. Color

- a. Colors of the ad are attractive.
- b. Color of the ad enhances its beauty.

7. Music

- a. It has attractive music.
- b. Music has enhanced the value of the ad.

Scale to Measure the Informational Contents of TV Ad

1. Price

- a. Its price is appropriate.
- b. The price commensurate with the value of product.

2. Quality

- a. Ad presents objective evaluation of product features.
- b. The ad over exaggerates the quality of the product.
- c. Information offered by the ad attracts the viewers.

3. Performance

- a. This ad gives details of product functions.
- b. Functions of the product are impressive.

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List of Non-Incentive & Incentive Ads

1. Season Canola Oil
2. Tuc Biscuits
3. Close Up Ultra Whitening Toothpaste
4. Yellow Label Tea
5. Lux Soap
6. Sun Silk Shampoo
7. Habib Cooking Oil
8. Fifty-Fifty Biscuits
9. Colgate Toothpaste
10. Brook Bond Tea
11. Breeze Soap
12. Bio Amla Shampoo

4. Availability

() () () () ()

- a. The ad explains convenient places of purchase.
- b. Product is available for a considerable period of time.
- c. Contact number/other references have been given.

5. Taste

- a. The ad offers superior taste of the product.
- b. Taste addresses a limited segment of society.
- c. Taste projected in the ad evokes viewers' purchase intent.

6. Package

- a. Package shown in the ad is impressive.
- b. With this package one can smell the brand.
- c. I will recognize the product package if I saw it again.

7. Safety

- a. There is no risk in the use of product.
- b. The product name is the symbol of safety.

8. Nutrition Value

- a. The ad gives specific data on nutrition value.
- b. Nutrition value of the ad evokes viewers' purchase intent.
- c. Nutrition claims of the ad appear to be true

9. New Idea

- a. The ad explains new product concept.
- b. The approach is creative and unique.
- c. The ad claim is justified.

Reliability of Scales and Alpha Coefficient Values (N = 200)

Name of the Scale	No of Items	Alpha Coefficient
- Viewers Brand Attitude, Brand Awareness and Purchase Intent.	8	.72
- Viewers Likeability of Non-Incentive Ads.	9	.82
- Viewers Likeability of Incentive Ads.	9	.82
- Previous Purchase Pattern.	10	.84
- Future Purchase Intent.	10	.84
- Previous Brand Loyalty.	7	.70
- Future Brand Loyalty.	7	.70
- Emotional Appeal of TV Ads.	7	.76
- Informational Appeal of TV Ads.	9	.83

Impact of Factors of Information Appeal on Future Purchase Intent

1. Paired *t*-test and Correlation Between Factors of Informational Appeal, Previous Purchase Pattern and Future Purchase Intent for Upper Group (N=200)

Ad Name	Informational Factors	Purchase Patterns	<i>M</i>	<i>SD</i>	<i>t</i>	<i>r(tl)</i>	<i>n(tl)</i>	<i>df</i>	
Non-Incentive Ads									
Season Canola Oil	Packing	PPP	39.43	1.47	8.61***	.16	101	100	
		FPI	45.77	3.35					
	Nutritional Value	PPP	39.36	1.44	5.30***	.14	70	69	
		FPI	45.63	3.33					
	Price	PPP	39.59	1.30	0.09***	.11	76	75	
		FPI	46.45	2.82					
	Quality	PPP	39.27	1.61	6.14***	.25**	96	95	
		FPI	45.50	3.85					
	Taste	PPP	39.29	1.79	2.24***	.27*	75	74	
		FPI	44.95	4.10					
	Performance	PPP	38.20	1.71	5.23***	.26*	84	83	
		FPI	45.12	3.59					
	Availability	PPP	39.52	1.38	3.11***	.09	65	64	
		FPI	45.69	3.66					
	Safety	PPP	39.17	1.55	4.51***	.13	98	97	
		FPI	45.02	3.88					
	Tuc Biscuits	Packing	PPP	43.36	3.78	17.54***	.38***	126	125
			FPI	48.85	1.07				
Nutritional Value		PPP	43.74	3.92	13.02***	.50***	84	83	
		FPI	48.65	1.26					
Price		PPP	42.60	3.85	19.52***	.47***	128	127	
		FPI	48.57	1.20					
Quality		PPP	43.02	4.00	16.13***	.45***	107	106	
		FPI	48.56	1.21					
Taste		PPP	43.06	4.10	14.68***	.51***	90	89	
		FPI	48.69	1.91					
Performance		PPP	42.88	3.92	18.66***	.52***	128	127	
		FPI	48.59	1.19					
Availability		PPP	43.56	4.09	14.82***	.48***	111	110	
		FPI	48.72	1.21					
Safety		PPP	42.95	4.00	15.67***	.52***	95	94	
		FPI	48.64	1.13					

Continued...

Ad Name	Informational Factors	Purchase Patterns	<i>M</i>	<i>SD</i>	<i>t</i>	<i>r(H)</i>	<i>n(H)</i>	<i>df</i>																																																																																																																																																																																																																																					
Close Up Ultra Whitening Toothpaste	Packing	PPP	39.20	1.63	29.95***	.31***	110	109																																																																																																																																																																																																																																					
		FPI	47.49	2.96					Quality	PPP	38.87	1.87	34.48***	.51***	133	132	FPI	47.04	3.17	Performance	PPP	39.42	1.55	41.38***	.25*	84	83	FPI	48.31	1.66	New Idea	PPP	39.29	1.63	30.92***	.43***	94	93	FPI	47.95	2.85	Yellow Label Tea	Packing	PPP	43.25	3.70	17.32***	.38***	119	118	FPI	48.73	.94	Quality	PPP	43.23	3.73	15.68***	.35***	92	91	FPI	48.98	.88	Performance	PPP	43.26	3.80	17.50***	.33***	133	132	FPI	48.73	.96	New Idea	PPP	43.35	3.63	16.46***	.25**	105	104	FPI	49.00	.89	Lux Soap	Packing	PPP	39.56	1.27	23.59***	.10	109	108	FPI	46.78	3.07	Price	PPP	39.48	1.21	39.20***	.22*	104	103	FPI	47.45	1.98	Quality	PPP	39.56	1.26	23.63***	.14	96	95	FPI	46.95	2.98	Performance	PPP	39.58	1.22	34.02***	.09	95	94	FPI	47.42	2.00	Availability	PPP	39.43	1.21	35.62***	.15	100	99	FPI	47.32	2.05	Safety	PPP	39.53	1.25	19.95***	.03	119	118	FPI	46.39	3.57	New Idea	PPP	39.53	1.22	35.72***	.11	102	101	FPI	47.50	2.04	Sun Silk Shampoo	Packing	PPP	43.34	3.64	17.70***	.33***	130	129	FPI	48.72	.75	Price	PPP	43.26	3.85	14.95***	.38***	97	96	FPI	48.77	.78	Quality	PPP	43.15	3.68	16.25***	.34***	106	105	FPI	48.67	.75	Performance	PPP	43.44	3.74	16.51***	.35***	122	121	FPI	48.71	.92	Availability	PPP	43.34	3.64	17.12***	.32***	128	127	FPI	48.58	.94	Safety	PPP	43.12	3.82	13.67***	.41***	77	76	FPI	48.65	.90	New Idea	PPP	43.24	3.86	14.10***	.44***
	Quality	PPP	38.87	1.87	34.48***	.51***	133	132																																																																																																																																																																																																																																					
		FPI	47.04	3.17					Performance	PPP	39.42	1.55	41.38***	.25*	84	83	FPI	48.31	1.66	New Idea	PPP	39.29	1.63	30.92***	.43***	94	93	FPI	47.95	2.85	Yellow Label Tea	Packing	PPP	43.25	3.70	17.32***	.38***	119	118	FPI	48.73		.94	Quality	PPP	43.23	3.73	15.68***	.35***	92	91	FPI	48.98	.88	Performance	PPP	43.26	3.80	17.50***	.33***	133	132	FPI	48.73	.96	New Idea	PPP	43.35	3.63	16.46***	.25**	105	104	FPI	49.00	.89	Lux Soap	Packing	PPP	39.56	1.27	23.59***	.10	109	108	FPI		46.78	3.07	Price	PPP	39.48	1.21	39.20***	.22*	104	103	FPI	47.45	1.98	Quality	PPP	39.56	1.26	23.63***	.14	96	95	FPI	46.95	2.98	Performance	PPP	39.58	1.22	34.02***	.09	95	94	FPI	47.42	2.00	Availability	PPP	39.43	1.21	35.62***	.15	100	99	FPI	47.32	2.05	Safety	PPP	39.53	1.25	19.95***	.03	119	118	FPI	46.39	3.57	New Idea	PPP	39.53	1.22	35.72***	.11	102	101	FPI	47.50	2.04	Sun Silk Shampoo	Packing	PPP	43.34	3.64	17.70***	.33***	130	129		FPI	48.72	.75	Price	PPP	43.26	3.85	14.95***	.38***	97	96	FPI	48.77	.78	Quality	PPP	43.15	3.68	16.25***	.34***	106	105	FPI	48.67	.75	Performance	PPP	43.44	3.74	16.51***	.35***	122	121	FPI	48.71	.92	Availability	PPP	43.34	3.64	17.12***	.32***	128	127	FPI	48.58	.94	Safety	PPP	43.12	3.82	13.67***	.41***	77	76	FPI	48.65	.90	New Idea	PPP	43.24	3.86	14.10***	.44***	89	88	FPI	48.54	.91			
	Performance	PPP	39.42	1.55	41.38***	.25*	84	83																																																																																																																																																																																																																																					
		FPI	48.31	1.66					New Idea	PPP	39.29	1.63	30.92***	.43***	94	93	FPI	47.95	2.85	Yellow Label Tea	Packing	PPP	43.25	3.70	17.32***	.38***	119	118	FPI	48.73		.94	Quality	PPP	43.23	3.73	15.68***	.35***	92	91	FPI		48.98	.88	Performance	PPP	43.26	3.80	17.50***	.33***	133	132	FPI	48.73	.96	New Idea	PPP	43.35	3.63	16.46***	.25**	105	104	FPI	49.00	.89	Lux Soap	Packing	PPP	39.56	1.27	23.59***	.10	109	108	FPI		46.78	3.07	Price	PPP	39.48	1.21	39.20***	.22*	104		103	FPI	47.45	1.98	Quality	PPP	39.56	1.26	23.63***	.14	96	95	FPI	46.95	2.98	Performance	PPP	39.58	1.22	34.02***	.09	95	94	FPI	47.42	2.00	Availability	PPP	39.43	1.21	35.62***	.15	100	99	FPI	47.32	2.05	Safety	PPP	39.53	1.25	19.95***	.03	119	118	FPI	46.39	3.57	New Idea	PPP	39.53	1.22	35.72***	.11	102	101	FPI	47.50	2.04	Sun Silk Shampoo	Packing	PPP	43.34	3.64	17.70***	.33***	130	129		FPI	48.72	.75	Price	PPP	43.26	3.85	14.95***		.38***	97	96	FPI	48.77	.78	Quality	PPP	43.15	3.68	16.25***	.34***	106	105	FPI	48.67	.75	Performance	PPP	43.44	3.74	16.51***	.35***	122	121	FPI	48.71	.92	Availability	PPP	43.34	3.64	17.12***	.32***	128	127	FPI	48.58	.94	Safety	PPP	43.12	3.82	13.67***	.41***	77	76	FPI	48.65	.90	New Idea	PPP	43.24	3.86	14.10***	.44***	89	88	FPI	48.54	.91											
New Idea	PPP	39.29	1.63	30.92***	.43***	94	93																																																																																																																																																																																																																																						
	FPI	47.95	2.85					Yellow Label Tea	Packing	PPP	43.25	3.70	17.32***	.38***	119	118	FPI	48.73	.94		Quality	PPP	43.23	3.73	15.68***	.35***	92	91	FPI	48.98		.88	Performance	PPP	43.26	3.80	17.50***	.33***	133	132	FPI	48.73	.96	New Idea	PPP	43.35	3.63	16.46***	.25**	105	104	FPI	49.00	.89	Lux Soap	Packing	PPP	39.56	1.27	23.59***	.10	109	108	FPI	46.78	3.07		Price	PPP	39.48	1.21	39.20***	.22*	104	103	FPI		47.45	1.98	Quality	PPP	39.56	1.26	23.63***	.14	96		95	FPI	46.95	2.98	Performance	PPP	39.58	1.22	34.02***	.09	95	94	FPI	47.42	2.00	Availability	PPP	39.43	1.21	35.62***	.15	100	99	FPI	47.32	2.05	Safety	PPP	39.53	1.25	19.95***	.03	119	118	FPI	46.39	3.57	New Idea	PPP	39.53	1.22	35.72***	.11	102	101	FPI	47.50	2.04	Sun Silk Shampoo	Packing	PPP	43.34	3.64	17.70***	.33***	130	129	FPI	48.72		.75	Price	PPP	43.26	3.85	14.95***	.38***	97		96	FPI	48.77	.78	Quality	PPP	43.15	3.68		16.25***	.34***	106	105	FPI	48.67	.75	Performance	PPP	43.44	3.74	16.51***	.35***	122	121	FPI	48.71	.92	Availability	PPP	43.34	3.64	17.12***	.32***	128	127	FPI	48.58	.94	Safety	PPP	43.12	3.82	13.67***	.41***	77	76	FPI	48.65	.90	New Idea	PPP	43.24	3.86	14.10***	.44***	89	88	FPI	48.54	.91																					
Yellow Label Tea	Packing	PPP	43.25	3.70	17.32***	.38***	119			118																																																																																																																																																																																																																																			
		FPI	48.73	.94					Quality		PPP	43.23	3.73	15.68***	.35***	92	91	FPI	48.98		.88	Performance	PPP	43.26	3.80	17.50***	.33***	133	132	FPI	48.73	.96	New Idea	PPP	43.35	3.63	16.46***	.25**	105	104	FPI	49.00	.89	Lux Soap	Packing	PPP	39.56	1.27	23.59***	.10	109	108	FPI	46.78		3.07	Price	PPP	39.48	1.21	39.20***	.22*	104	103	FPI	47.45		1.98	Quality	PPP	39.56	1.26	23.63***	.14	96	95		FPI	46.95	2.98	Performance	PPP	39.58	1.22	34.02***	.09		95	94	FPI	47.42	2.00	Availability	PPP	39.43	1.21	35.62***	.15	100	99	FPI	47.32	2.05	Safety	PPP	39.53	1.25	19.95***	.03	119	118	FPI	46.39	3.57	New Idea	PPP	39.53	1.22	35.72***	.11	102	101	FPI	47.50	2.04	Sun Silk Shampoo	Packing	PPP	43.34	3.64	17.70***	.33***	130	129	FPI		48.72	.75	Price	PPP	43.26	3.85	14.95***	.38***	97	96		FPI	48.77	.78	Quality	PPP	43.15	3.68	16.25***		.34***	106	105	FPI	48.67	.75	Performance	PPP		43.44	3.74	16.51***	.35***	122	121	FPI	48.71	.92	Availability	PPP	43.34	3.64	17.12***	.32***	128	127	FPI	48.58	.94	Safety	PPP	43.12	3.82	13.67***	.41***	77	76	FPI	48.65	.90	New Idea	PPP	43.24	3.86	14.10***	.44***	89	88	FPI	48.54	.91																														
	Quality	PPP	43.23	3.73	15.68***	.35***	92			91																																																																																																																																																																																																																																			
		FPI	48.98	.88					Performance		PPP	43.26	3.80	17.50***	.33***	133	132	FPI	48.73	.96	New Idea	PPP	43.35	3.63	16.46***	.25**	105	104	FPI	49.00	.89	Lux Soap	Packing	PPP	39.56	1.27	23.59***	.10	109	108	FPI	46.78	3.07		Price	PPP	39.48	1.21	39.20***	.22*	104	103	FPI	47.45		1.98	Quality	PPP	39.56	1.26	23.63***	.14	96	95	FPI	46.95		2.98	Performance	PPP	39.58	1.22	34.02***	.09	95	94		FPI	47.42	2.00	Availability	PPP	39.43	1.21	35.62***	.15		100	99	FPI	47.32	2.05	Safety	PPP	39.53	1.25	19.95***	.03	119	118	FPI	46.39	3.57	New Idea	PPP	39.53	1.22	35.72***	.11	102	101	FPI	47.50	2.04	Sun Silk Shampoo	Packing	PPP	43.34	3.64	17.70***	.33***	130	129	FPI	48.72		.75	Price	PPP	43.26	3.85	14.95***	.38***	97	96		FPI	48.77	.78	Quality	PPP	43.15	3.68	16.25***	.34***	106		105	FPI	48.67	.75	Performance	PPP	43.44	3.74		16.51***	.35***	122	121	FPI	48.71	.92	Availability		PPP	43.34	3.64	17.12***	.32***	128	127	FPI	48.58	.94	Safety	PPP	43.12	3.82	13.67***	.41***	77	76	FPI	48.65	.90	New Idea	PPP	43.24	3.86	14.10***	.44***	89	88	FPI	48.54	.91																																								
	Performance	PPP	43.26	3.80	17.50***	.33***	133			132																																																																																																																																																																																																																																			
		FPI	48.73	.96				New Idea	PPP		43.35	3.63	16.46***	.25**	105	104	FPI	49.00	.89	Lux Soap	Packing	PPP	39.56	1.27	23.59***	.10	109	108	FPI	46.78	3.07		Price	PPP	39.48	1.21	39.20***	.22*	104	103	FPI	47.45	1.98		Quality	PPP	39.56	1.26	23.63***	.14	96	95	FPI	46.95		2.98	Performance	PPP	39.58	1.22	34.02***	.09	95	94	FPI	47.42		2.00	Availability	PPP	39.43	1.21	35.62***	.15	100	99		FPI	47.32	2.05	Safety	PPP	39.53	1.25	19.95***	.03	119	118	FPI	46.39	3.57	New Idea	PPP	39.53	1.22	35.72***	.11	102	101	FPI	47.50	2.04	Sun Silk Shampoo	Packing	PPP	43.34	3.64	17.70***	.33***	130	129	FPI	48.72	.75		Price	PPP	43.26	3.85	14.95***	.38***	97	96	FPI	48.77		.78	Quality	PPP	43.15	3.68	16.25***	.34***	106	105		FPI	48.67	.75	Performance	PPP	43.44	3.74	16.51***	.35***	122		121	FPI	48.71	.92	Availability	PPP	43.34	3.64		17.12***	.32***	128	127	FPI	48.58	.94	Safety	PPP	43.12	3.82	13.67***	.41***	77	76	FPI	48.65	.90	New Idea	PPP	43.24	3.86	14.10***	.44***	89	88	FPI	48.54	.91																																																				
New Idea	PPP	43.35	3.63	16.46***	.25**	105	104																																																																																																																																																																																																																																						
	FPI	49.00	.89					Lux Soap	Packing	PPP	39.56	1.27	23.59***	.10	109	108	FPI	46.78	3.07		Price	PPP	39.48	1.21	39.20***	.22*	104	103	FPI	47.45	1.98		Quality	PPP	39.56	1.26	23.63***	.14	96	95	FPI	46.95	2.98		Performance	PPP	39.58	1.22	34.02***	.09	95	94	FPI	47.42		2.00	Availability	PPP	39.43	1.21	35.62***	.15	100	99	FPI	47.32		2.05	Safety	PPP	39.53	1.25	19.95***	.03	119	118	FPI	46.39	3.57	New Idea	PPP	39.53	1.22	35.72***	.11	102	101	FPI	47.50	2.04	Sun Silk Shampoo	Packing	PPP	43.34	3.64	17.70***	.33***	130	129	FPI	48.72	.75		Price	PPP	43.26	3.85	14.95***	.38***	97	96	FPI	48.77	.78		Quality	PPP	43.15	3.68	16.25***	.34***	106	105	FPI	48.67		.75	Performance	PPP	43.44	3.74	16.51***	.35***	122	121		FPI	48.71	.92	Availability	PPP	43.34	3.64	17.12***	.32***	128		127	FPI	48.58	.94	Safety	PPP	43.12	3.82	13.67***	.41***	77	76	FPI	48.65	.90	New Idea	PPP	43.24	3.86	14.10***	.44***	89	88	FPI	48.54	.91																																																																
Lux Soap	Packing	PPP	39.56	1.27	23.59***	.10	109			108																																																																																																																																																																																																																																			
		FPI	46.78	3.07					Price		PPP	39.48	1.21	39.20***	.22*	104	103	FPI	47.45		1.98	Quality	PPP	39.56	1.26	23.63***	.14	96	95	FPI	46.95		2.98	Performance	PPP	39.58	1.22	34.02***	.09	95	94	FPI	47.42		2.00	Availability	PPP	39.43	1.21	35.62***	.15	100	99	FPI		47.32	2.05	Safety	PPP	39.53	1.25	19.95***	.03	119	118	FPI	46.39	3.57	New Idea	PPP	39.53	1.22	35.72***	.11	102	101	FPI	47.50	2.04	Sun Silk Shampoo	Packing	PPP	43.34	3.64	17.70***	.33***	130	129	FPI	48.72		.75	Price	PPP	43.26	3.85	14.95***	.38***	97	96	FPI	48.77		.78	Quality	PPP	43.15	3.68	16.25***	.34***	106	105	FPI	48.67		.75	Performance	PPP	43.44	3.74	16.51***	.35***	122	121	FPI		48.71	.92	Availability	PPP	43.34	3.64	17.12***	.32***	128		127	FPI	48.58	.94	Safety	PPP	43.12	3.82	13.67***	.41***	77	76	FPI	48.65	.90	New Idea	PPP	43.24	3.86	14.10***	.44***	89	88	FPI	48.54	.91																																																																											
	Price	PPP	39.48	1.21	39.20***	.22*	104			103																																																																																																																																																																																																																																			
		FPI	47.45	1.98					Quality		PPP	39.56	1.26	23.63***	.14	96	95	FPI	46.95		2.98	Performance	PPP	39.58	1.22	34.02***	.09	95	94	FPI	47.42		2.00	Availability	PPP	39.43	1.21	35.62***	.15	100	99	FPI	47.32		2.05	Safety	PPP	39.53	1.25	19.95***	.03	119	118	FPI	46.39	3.57	New Idea	PPP	39.53	1.22	35.72***	.11	102	101	FPI	47.50	2.04	Sun Silk Shampoo	Packing	PPP	43.34	3.64	17.70***	.33***	130	129	FPI	48.72	.75		Price	PPP	43.26	3.85	14.95***	.38***	97	96	FPI	48.77		.78	Quality	PPP	43.15	3.68	16.25***	.34***	106	105	FPI	48.67		.75	Performance	PPP	43.44	3.74	16.51***	.35***	122	121	FPI	48.71		.92	Availability	PPP	43.34	3.64	17.12***	.32***	128	127	FPI		48.58	.94	Safety	PPP	43.12	3.82	13.67***	.41***	77	76	FPI	48.65	.90	New Idea	PPP	43.24	3.86	14.10***	.44***	89	88	FPI	48.54	.91																																																																																							
	Quality	PPP	39.56	1.26	23.63***	.14	96			95																																																																																																																																																																																																																																			
		FPI	46.95	2.98					Performance		PPP	39.58	1.22	34.02***	.09	95	94	FPI	47.42		2.00	Availability	PPP	39.43	1.21	35.62***	.15	100	99	FPI	47.32		2.05	Safety	PPP	39.53	1.25	19.95***	.03	119	118	FPI	46.39	3.57	New Idea	PPP	39.53	1.22	35.72***	.11	102	101	FPI	47.50	2.04	Sun Silk Shampoo	Packing	PPP	43.34	3.64	17.70***	.33***	130	129	FPI	48.72	.75		Price	PPP	43.26	3.85	14.95***	.38***	97	96	FPI	48.77	.78		Quality	PPP	43.15	3.68	16.25***	.34***	106	105	FPI	48.67		.75	Performance	PPP	43.44	3.74	16.51***	.35***	122	121	FPI	48.71		.92	Availability	PPP	43.34	3.64	17.12***	.32***	128	127	FPI	48.58		.94	Safety	PPP	43.12	3.82	13.67***	.41***	77	76	FPI	48.65	.90	New Idea	PPP	43.24	3.86	14.10***	.44***	89	88	FPI	48.54	.91																																																																																																			
	Performance	PPP	39.58	1.22	34.02***	.09	95			94																																																																																																																																																																																																																																			
		FPI	47.42	2.00					Availability		PPP	39.43	1.21	35.62***	.15	100	99	FPI	47.32		2.05	Safety	PPP	39.53	1.25	19.95***	.03	119	118	FPI	46.39	3.57	New Idea	PPP	39.53	1.22	35.72***	.11	102	101	FPI	47.50	2.04	Sun Silk Shampoo	Packing	PPP	43.34	3.64	17.70***	.33***	130	129	FPI	48.72	.75		Price	PPP	43.26	3.85	14.95***	.38***	97	96	FPI	48.77	.78		Quality	PPP	43.15	3.68	16.25***	.34***	106	105	FPI	48.67	.75		Performance	PPP	43.44	3.74	16.51***	.35***	122	121	FPI	48.71		.92	Availability	PPP	43.34	3.64	17.12***	.32***	128	127	FPI	48.58		.94	Safety	PPP	43.12	3.82	13.67***	.41***	77	76	FPI	48.65	.90	New Idea	PPP	43.24	3.86	14.10***	.44***	89	88	FPI	48.54	.91																																																																																																															
	Availability	PPP	39.43	1.21	35.62***	.15	100			99																																																																																																																																																																																																																																			
		FPI	47.32	2.05					Safety		PPP	39.53	1.25	19.95***	.03	119	118	FPI	46.39	3.57	New Idea	PPP	39.53	1.22	35.72***	.11	102	101	FPI	47.50	2.04	Sun Silk Shampoo	Packing	PPP	43.34	3.64	17.70***	.33***	130	129	FPI	48.72	.75		Price	PPP	43.26	3.85	14.95***	.38***	97	96	FPI	48.77	.78		Quality	PPP	43.15	3.68	16.25***	.34***	106	105	FPI	48.67	.75		Performance	PPP	43.44	3.74	16.51***	.35***	122	121	FPI	48.71	.92		Availability	PPP	43.34	3.64	17.12***	.32***	128	127	FPI	48.58		.94	Safety	PPP	43.12	3.82	13.67***	.41***	77	76	FPI	48.65	.90	New Idea	PPP	43.24	3.86	14.10***	.44***	89	88	FPI	48.54	.91																																																																																																																											
	Safety	PPP	39.53	1.25	19.95***	.03	119			118																																																																																																																																																																																																																																			
		FPI	46.39	3.57				New Idea	PPP		39.53	1.22	35.72***	.11	102	101	FPI	47.50	2.04	Sun Silk Shampoo	Packing	PPP	43.34	3.64	17.70***	.33***	130	129	FPI	48.72	.75		Price	PPP	43.26	3.85	14.95***	.38***	97	96	FPI	48.77	.78		Quality	PPP	43.15	3.68	16.25***	.34***	106	105	FPI	48.67	.75		Performance	PPP	43.44	3.74	16.51***	.35***	122	121	FPI	48.71	.92		Availability	PPP	43.34	3.64	17.12***	.32***	128	127	FPI	48.58	.94		Safety	PPP	43.12	3.82	13.67***	.41***	77	76	FPI	48.65	.90	New Idea	PPP	43.24	3.86	14.10***	.44***	89	88	FPI	48.54	.91																																																																																																																																							
New Idea	PPP	39.53	1.22	35.72***	.11	102	101																																																																																																																																																																																																																																						
	FPI	47.50	2.04					Sun Silk Shampoo	Packing	PPP	43.34	3.64	17.70***	.33***	130	129	FPI	48.72	.75		Price	PPP	43.26	3.85	14.95***	.38***	97	96	FPI	48.77	.78		Quality	PPP	43.15	3.68	16.25***	.34***	106	105	FPI	48.67	.75		Performance	PPP	43.44	3.74	16.51***	.35***	122	121	FPI	48.71	.92		Availability	PPP	43.34	3.64	17.12***	.32***	128	127	FPI	48.58	.94		Safety	PPP	43.12	3.82	13.67***	.41***	77	76	FPI	48.65	.90	New Idea	PPP	43.24	3.86	14.10***	.44***	89	88	FPI	48.54	.91																																																																																																																																																			
Sun Silk Shampoo	Packing	PPP	43.34	3.64	17.70***	.33***	130			129																																																																																																																																																																																																																																			
		FPI	48.72	.75					Price		PPP	43.26	3.85	14.95***	.38***	97	96	FPI	48.77		.78	Quality	PPP	43.15	3.68	16.25***	.34***	106	105	FPI	48.67		.75	Performance	PPP	43.44	3.74	16.51***	.35***	122	121	FPI	48.71		.92	Availability	PPP	43.34	3.64	17.12***	.32***	128	127	FPI	48.58		.94	Safety	PPP	43.12	3.82	13.67***	.41***	77	76	FPI	48.65	.90	New Idea	PPP	43.24	3.86	14.10***	.44***	89	88	FPI	48.54	.91																																																																																																																																																														
	Price	PPP	43.26	3.85	14.95***	.38***	97			96																																																																																																																																																																																																																																			
		FPI	48.77	.78					Quality		PPP	43.15	3.68	16.25***	.34***	106	105	FPI	48.67		.75	Performance	PPP	43.44	3.74	16.51***	.35***	122	121	FPI	48.71		.92	Availability	PPP	43.34	3.64	17.12***	.32***	128	127	FPI	48.58		.94	Safety	PPP	43.12	3.82	13.67***	.41***	77	76	FPI	48.65	.90	New Idea	PPP	43.24	3.86	14.10***	.44***	89	88	FPI	48.54	.91																																																																																																																																																																										
	Quality	PPP	43.15	3.68	16.25***	.34***	106			105																																																																																																																																																																																																																																			
		FPI	48.67	.75					Performance		PPP	43.44	3.74	16.51***	.35***	122	121	FPI	48.71		.92	Availability	PPP	43.34	3.64	17.12***	.32***	128	127	FPI	48.58		.94	Safety	PPP	43.12	3.82	13.67***	.41***	77	76	FPI	48.65	.90	New Idea	PPP	43.24	3.86	14.10***	.44***	89	88	FPI	48.54	.91																																																																																																																																																																																						
	Performance	PPP	43.44	3.74	16.51***	.35***	122			121																																																																																																																																																																																																																																			
		FPI	48.71	.92					Availability		PPP	43.34	3.64	17.12***	.32***	128	127	FPI	48.58		.94	Safety	PPP	43.12	3.82	13.67***	.41***	77	76	FPI	48.65	.90	New Idea	PPP	43.24	3.86	14.10***	.44***	89	88	FPI	48.54	.91																																																																																																																																																																																																		
	Availability	PPP	43.34	3.64	17.12***	.32***	128			127																																																																																																																																																																																																																																			
		FPI	48.58	.94					Safety		PPP	43.12	3.82	13.67***	.41***	77	76	FPI	48.65	.90	New Idea	PPP	43.24	3.86	14.10***	.44***	89	88	FPI	48.54	.91																																																																																																																																																																																																														
	Safety	PPP	43.12	3.82	13.67***	.41***	77			76																																																																																																																																																																																																																																			
		FPI	48.65	.90				New Idea	PPP		43.24	3.86	14.10***	.44***	89	88	FPI	48.54	.91																																																																																																																																																																																																																										
New Idea	PPP	43.24	3.86	14.10***	.44***	89	88																																																																																																																																																																																																																																						
	FPI	48.54	.91																																																																																																																																																																																																																																										

Continued...

Ad Name	Informational Factors	Purchase Patterns	<i>M</i>	<i>SD</i>	<i>t</i>	<i>r(H)</i>	<i>n(H)</i>	<i>df</i>	
Incentive Ads									
Habib Cooking Oil	Packing	PPP	29.66	2.88	51.25***	.32**	65	64	
		FPI	47.85	1.77					
	Nutritional Value	PPP	30.49	2.13	54.54***	.38**	43	42	
		FPI	48.29	1.60					
	Price	PPP	30.29	3.43	41.81***	.31**	62	61	
		FPI	47.98	1.76					
	Quality	PPP	28.61	3.85	36.14***	.31*	51	50	
		FPI	47.57	1.97					
	Taste	PPP	29.14	3.33	68.89***	.40***	132	131	
		FPI	47.79	1.88					
	Performance	PPP	28.39	3.57	77.32***	.48***	165	164	
		FPI	47.40	2.08					
	Availability	PPP	29.23	3.46	46.67***	.42***	65	64	
		FPI	47.65	1.93					
	Safety	PPP	28.69	3.68	76.91***	.50***	173	172	
		FPI	47.43	2.11					
	Fifty Fifty Biscuits	Packing	PPP	27.30	3.22	64.21***	.02	108	107
			FPI	48.28	1.13				
Nutritional Value		PPP	27.19	3.09	67.72***	-.07	116	115	
		FPI	48.37	1.13					
Price		PPP	27.03	3.12	70.13***	-.08	129	128	
		FPI	48.35	1.25					
Quality		PPP	27.35	2.70	63.30***	-.08	84	83	
		FPI	48.48	1.24					
Taste		PPP	27.40	3.21	67.75***	.02	114	113	
		FPI	48.34	1.18					
Performance		PPP	27.32	2.69	57.56***	-.06	65	64	
		FPI	48.52	1.12					
Availability		PPP	27.12	3.07	78.81***	-.02	146	145	
		FPI	48.33	1.24					
Safety		PPP	27.07	2.96	67.65***	.01	98	97	
		FPI	48.38	1.08					
Colgate Toothpaste		Packing	PPP	25.26	6.43	31.72***	-.19	88	87
			FPI	48.36	1.39				
	Quality	PPP	27.00	6.25	35.11***	.29***	145	144	
		FPI	47.72	2.03					
	Taste	PPP	26.41	6.42	33.30***	.27**	128	127	
		FPI	47.81	2.11					
	Performance	PPP	25.50	6.96	32.75***	-.03	102	101	
		FPI	48.48	1.18					
	Availability	PPP	25.10	7.11	30.06***	-.02	87	86	
		FPI	48.46	1.28					
	New Idea	PPP	25.91	7.11	29.86***	-.07	93	92	
		FPI	48.51	1.18					

Continued...

Ad Name	Informational Factors	Purchase Patterns	<i>M</i>	<i>SD</i>	<i>t</i>	<i>r(H)</i>	<i>n(H)</i>	<i>df</i>
Brooke Bond Tea	Packing	PPP	27.03	3.05	66.60***	-.04	109	108
		FPI	48.31	1.23				
	Quality	PPP	27.38	3.37	59.70***	-.18	108	107
		FPI	48.52	.99				
	Taste	PPP	27.23	3.23	68.22***	-.06	124	123
		FPI	48.49	1.12				
Performance	PPP	27.21	3.36	50.24***	-.12	72	71	
	FPI	48.51	.93					
Availability	PPP	27.27	3.25	65.20***	-.06	117	116	
	FPI	48.40	1.11					
New Idea	PPP	27.27	3.17	66.58***	-.04	117	116	
	FPI	48.41	1.20					
Breeze Soap	Packing	PPP	28.20	2.78	48.61***	.41**	41	40
		FPI	47.88	1.68				
	Price	PPP	28.49	3.75	32.97***	.31*	43	42
		FPI	47.58	2.44				
	Quality	PPP	27.57	3.99	40.71***	.25*	67	66
		FPI	47.34	1.93				
	Performance	PPP	29.44	1.78	49.78***	.04	27	26
		FPI	48.67	1.00				
	Availability	PPP	29.94	2.05	29.48***	-.20	17	16
		FPI	48.65	1.27				
	Safety	PPP	28.26	3.44	77.07**	.38***	169	168
		FPI	47.62	2.03				
New Idea	PPP	37.95	3.44	80.48***	.42***	174	173	
	FPI	47.47	2.15					

Continued...

Ad Name	Informational Factors	Purchase Patterns	<i>M</i>	<i>SD</i>	<i>t</i>	<i>r(H)</i>	<i>n(H)</i>	<i>df</i>
Bio Amla Shampoo	Packing	PPP	27.38	2.98	72.84***	.02	117	116
		FPI	48.40	1.01				
	Price	PPP	27.28	2.98	66.56***	.09	101	100
		FPI	48.51	.94				
	Quality	PPP	27.01	2.97	68.85***	-.06	107	106
		FPI	48.41	1.05				
	Performance	PPP	27.63	2.95	65.96***	.12	92	91
		FPI	48.34	1.05				
	Availability	PPP	27.45	2.96	78.42***	.08	130	129
		FPI	48.39	.99				
	Safety	PPP	27.10	2.97	68.68***	.01	102	101
		FPI	48.44	1.07				
	New Idea	PPP	27.42	2.98	70.49***	.10	124	123
		FPI	48.40	1.02				

* $p < .05$; ** $p < .01$; *** $p < .001$

Note: PPP = Previous Purchase Pattern; FPI = Future Purchase Pattern; $r(H)$ = Correlation of Upper Group; $n(H)$ = Number of Upper Group.

2. Paired *t*-test and Correlation Between Factors of Informational Appeal, Previous Purchase Pattern & Future Purchase Intent, for Lower Group (N = 200)

Ad Name	Informational Factors	Purchase Pattern	Purchase		<i>t</i>	<i>r(L)</i>	<i>n(L)</i>	<i>df</i>
			<i>M</i>	<i>SD</i>				
<i>Non-Incentive Ads</i>								
Season Canola Oil	Packing	PPP	38.24	2.15	8.92***	.21*	99	98
		FPI	42.12	4.23				
	Nutritional Value	PPP	38.56	2.09	12.02***	.29***	130	129
		FPI	43.07	4.38				
	Price	PPP	38.38	2.10	10.50***	.21*	124	123
		FPI	42.44	4.22				
	Quality	PPP	38.44	2.10	10.22***	.24*	104	103
		FPI	42.55	4.06				
	Taste	PPP	38.27	1.96	13.08***	.28**	125	124
		FPI	43.38	4.46				
	Performance	PPP	38.58	2.03	11.28***	.28**	116	115
		FPI	43.13	4.45				
	Availability	PPP	38.51	2.06	13.00***	.29***	135	134
		FPI	43.13	4.23				
Safety	PPP	38.52	2.19	11.01***	.36***	102	101	
	FPI	42.95	4.29					
Tuc Biscuits	Packing	PPP	42.05	4.14	16.02**	.60***	74	73
		FPI	48.24	1.34				
	Nutritional Value	PPP	42.25	3.89	19.82***	.50***	116	115
		FPI	48.60	1.19				
	Price	PPP	43.36	4.13	12.58***	.54***	72	71
		FPI	48.72	1.24				
	Quality	PPP	42.71	3.92	16.58***	.55***	93	92
		FPI	48.57	1.22				
	Taste	PPP	42.73	3.86	17.86***	.49***	110	109
		FPI	48.57	1.24				
	Performance	PPP	42.86	4.05	13.56***	.46***	72	71
		FPI	48.69	1.25				
	Availability	PPP	42.02	3.64	9.14***	.51***	89	88
		FPI	48.51	1.22				
	Safety	PPP	42.81	3.94	16.91***	.48***	105	104
		FPI	48.61	1.29				

Continued...

Ad Name	Informational Factors	Purchase		<i>t</i>	<i>r(L)</i>	<i>n(L)</i>	<i>df</i>	
		Pattern	<i>M</i> <i>SD</i>					
Close Up Ultra Whitening Toothpaste	Packing	PPP	37.79 37.79	1.63***	.34***	90	89	
		FPI	43.19 43.19					
	Quality	PPP	37.96 37.96	7.93***	.26*	67	66	
		FPI	42.61 42.61					
	Performance	PPP	37.95 37.95	13.78***	.34***	116	115	
		FPI	43.56 43.56					
New Idea	PPP	37.92 37.92	13.34***	.31***	106	105		
	FPI	43.75 43.75						
Yellow Label Tea	Packing		42.99	14.49***	.32**	81	80	
		PPP	42.99 48.80					
	Quality	PPP	43.07 48.70	16.23***	.37***	108	107	
		FPI	48.70 42.91					
	Performance	PPP	42.91 48.82	15.51***	.42***	67	66	
		FPI	48.82 42.92					
	New Idea	PPP	42.92 48.4	15.42***	.45***	95	94	
		FPI	48.49 9					
	Lux Soap	Packing	PPP	38.99 38.99	9.11***	.11	91	90
			FPI	43.11 43.11				
		Price	PPP	39.10 39.10	7.81***	.10	96	95
			FPI	42.57 42.57				
Quality		PPP	39.06 39.06	10.33***	.09	104	103	
		FPI	43.41 43.41					
Performance		PPP	39.05 39.05	9.20***	.08	105	104	
		FPI	43.02 43.02					
Availability		PPP	39.17 39.17	8.51***	.01	100	99	
		FPI	42.90 42.90					
Safety		PPP	38.96 38.96	9.63***	.02	81	80	
		FPI	43.23 43.23					
New Idea		PPP	39.06 39.06	8.25***	.09	98	97	
		FPI	42.63 42.63					
Sun Silk Shampoo		Packing	PPP	42.26 42.26	14.58***	.37**	70	69
			FPI	48.37 48.37				
		Price	PPP	42.68 42.68	17.36***	.34***	103	102
			FPI	48.43 48.43				
	Quality	PPP	42.74 42.74	16.00***	.37***	94	93	
		FPI	48.51 48.51					

Continued...

Ad Name	Informational Factors	Purchase Pattern	<i>M</i>	<i>SD</i>	<i>t</i>	<i>r(L)</i>	<i>n(L)</i>	<i>df</i>																																																																																																																																																																																																																																							
	Performance	PPP	42.21	42.21	16.24***	.32**	78	77																																																																																																																																																																																																																																							
		FPI	48.41	48.41					Availability	PPP	42.28	42.28	15.60***	.44***	72	71	FPI	48.63	48.63	Safety	PPP	42.86	42.86	18.26***	.33***	123	122	FPI	48.56	48.56	New Idea	PPP	42.74	42.74	18.11***	.30**	111	110	FPI	48.64	48.64	<i>Incentive Ads</i>									Habib Cooking Oil	Packing	PPP	27.82	3.91	63.71***	.46***	135	134	FPI	47.09	2.26	Nutritional Value	PPP	27.85	3.84	68.01***	.42***	157	156	FPI	47.10	2.21	Price	PPP	27.58	3.52	71.06***	.45***	138	137	FPI	47.04	2.24	Quality	PPP	28.36	3.66	71.81***	.49***	149	148	FPI	47.26	2.20	Taste	PPP	27.03	4.00	42.89***	.40***	68	67	FPI	46.46	2.35	Performance	PPP	28.57	4.32	26.33***	.35*	35	34	FPI	47.03	2.41	Availability	PPP	28.07	3.76	65.28***	.45***	135	134	FPI	47.19	2.23	Safety	PPP	26.67	3.89	25.90***	.02	27	26	FPI	46.74	2.26	Fifty-Fifty Biscuits	Packing	PPP	26.64	2.87	65.69***	.04	92	91	FPI	48.40	1.26	61.01***	.05	84	83	Nutritional Value	PPP	26.73	3.04	58.82***	.013	71	70	FPI	48.29	1.27	63.36***	.01	116	115	Price	PPP	26.93	3.01	64.80***	.07	86	85	FPI	48.31	1.08	71.61***	.01	135	134	Quality	PPP	26.74	3.30	49.85***	.10	54	53	FPI	48.23	1.14	61.61***	.06	102	101	Taste	PPP	26.45	3.81	61.61***	.06	102	101	FPI	48.33	1.20	Performance	PPP	26.84	3.24	71.61***	.01	135	134	FPI	48.24	1.21	Availability	PPP	26.67	3.08	49.85***	.10	54	53	FPI	48.35	1.05	Safety	PPP	26.92	3.19	61.61***	.06
	Availability	PPP	42.28	42.28	15.60***	.44***	72	71																																																																																																																																																																																																																																							
		FPI	48.63	48.63					Safety	PPP	42.86	42.86	18.26***	.33***	123	122	FPI	48.56	48.56	New Idea	PPP	42.74	42.74	18.11***	.30**	111	110	FPI	48.64	48.64	<i>Incentive Ads</i>									Habib Cooking Oil	Packing	PPP	27.82	3.91	63.71***	.46***	135	134	FPI	47.09		2.26	Nutritional Value	PPP	27.85	3.84	68.01***	.42***	157	156	FPI	47.10	2.21	Price	PPP	27.58	3.52	71.06***	.45***	138	137	FPI	47.04	2.24	Quality	PPP	28.36	3.66	71.81***	.49***	149	148	FPI	47.26	2.20	Taste	PPP	27.03	4.00	42.89***	.40***	68	67	FPI	46.46	2.35	Performance	PPP	28.57	4.32	26.33***	.35*	35	34	FPI	47.03	2.41	Availability	PPP	28.07	3.76	65.28***	.45***	135	134	FPI	47.19	2.23	Safety	PPP	26.67	3.89	25.90***	.02	27	26	FPI	46.74	2.26	Fifty-Fifty Biscuits	Packing	PPP	26.64	2.87	65.69***	.04	92	91	FPI		48.40	1.26	61.01***	.05	84	83	Nutritional Value	PPP	26.73	3.04	58.82***	.013	71	70	FPI	48.29	1.27	63.36***	.01	116	115	Price	PPP	26.93	3.01	64.80***	.07	86	85	FPI	48.31	1.08	71.61***	.01	135	134	Quality	PPP	26.74	3.30	49.85***	.10	54	53	FPI	48.23	1.14	61.61***	.06	102	101	Taste	PPP	26.45	3.81	61.61***	.06	102	101	FPI	48.33	1.20	Performance	PPP	26.84	3.24	71.61***	.01	135	134	FPI	48.24	1.21	Availability	PPP	26.67	3.08	49.85***	.10	54	53	FPI	48.35	1.05	Safety	PPP	26.92	3.19	61.61***	.06	102	101	FPI	48.29	1.29				
	Safety	PPP	42.86	42.86	18.26***	.33***	123	122																																																																																																																																																																																																																																							
		FPI	48.56	48.56					New Idea	PPP	42.74	42.74	18.11***	.30**	111	110	FPI	48.64	48.64	<i>Incentive Ads</i>									Habib Cooking Oil	Packing	PPP	27.82	3.91	63.71***	.46***	135	134	FPI	47.09		2.26	Nutritional Value	PPP	27.85	3.84	68.01***	.42***	157	156	FPI		47.10	2.21	Price	PPP	27.58	3.52	71.06***	.45***	138	137	FPI	47.04	2.24	Quality	PPP	28.36	3.66	71.81***	.49***	149	148	FPI	47.26	2.20	Taste	PPP	27.03	4.00	42.89***	.40***	68	67	FPI	46.46	2.35	Performance	PPP	28.57	4.32	26.33***	.35*	35	34	FPI	47.03	2.41	Availability	PPP	28.07	3.76	65.28***	.45***	135	134	FPI	47.19	2.23	Safety	PPP	26.67	3.89	25.90***	.02	27	26	FPI	46.74	2.26	Fifty-Fifty Biscuits	Packing	PPP	26.64	2.87	65.69***	.04	92	91	FPI		48.40	1.26	61.01***	.05	84	83	Nutritional Value	PPP	26.73		3.04	58.82***	.013	71	70	FPI	48.29	1.27	63.36***	.01	116	115	Price	PPP	26.93	3.01	64.80***	.07	86	85	FPI	48.31	1.08	71.61***	.01	135	134	Quality	PPP	26.74	3.30	49.85***	.10	54	53	FPI	48.23	1.14	61.61***	.06	102	101	Taste	PPP	26.45	3.81	61.61***	.06	102	101	FPI	48.33	1.20	Performance	PPP	26.84	3.24	71.61***	.01	135	134	FPI	48.24	1.21	Availability	PPP	26.67	3.08	49.85***	.10	54	53	FPI	48.35	1.05	Safety	PPP	26.92	3.19	61.61***	.06	102	101	FPI	48.29	1.29													
	New Idea	PPP	42.74	42.74	18.11***	.30**	111	110																																																																																																																																																																																																																																							
		FPI	48.64	48.64					<i>Incentive Ads</i>									Habib Cooking Oil	Packing	PPP	27.82	3.91	63.71***	.46***	135	134	FPI	47.09		2.26	Nutritional Value	PPP	27.85	3.84	68.01***	.42***	157	156	FPI		47.10	2.21	Price	PPP	27.58	3.52	71.06***	.45***	138	137		FPI	47.04	2.24	Quality	PPP	28.36	3.66	71.81***	.49***	149	148	FPI	47.26	2.20	Taste	PPP	27.03	4.00	42.89***	.40***	68	67	FPI	46.46	2.35	Performance	PPP	28.57	4.32	26.33***	.35*	35	34	FPI	47.03	2.41	Availability	PPP	28.07	3.76	65.28***	.45***	135	134	FPI	47.19	2.23	Safety	PPP	26.67	3.89	25.90***	.02	27	26	FPI	46.74	2.26	Fifty-Fifty Biscuits	Packing	PPP	26.64	2.87	65.69***	.04	92	91	FPI		48.40	1.26	61.01***	.05	84	83	Nutritional Value	PPP	26.73		3.04	58.82***	.013	71	70	FPI	48.29	1.27	63.36***		.01	116	115	Price	PPP	26.93	3.01	64.80***	.07	86	85	FPI	48.31	1.08	71.61***	.01	135	134	Quality	PPP	26.74	3.30	49.85***	.10	54	53	FPI	48.23	1.14	61.61***	.06	102	101	Taste	PPP	26.45	3.81	61.61***	.06	102	101	FPI	48.33	1.20	Performance	PPP	26.84	3.24	71.61***	.01	135	134	FPI	48.24	1.21	Availability	PPP	26.67	3.08	49.85***	.10	54	53	FPI	48.35	1.05	Safety	PPP	26.92	3.19	61.61***	.06	102	101	FPI	48.29	1.29																						
<i>Incentive Ads</i>																																																																																																																																																																																																																																															
Habib Cooking Oil	Packing	PPP	27.82	3.91	63.71***	.46***	135	134																																																																																																																																																																																																																																							
		FPI	47.09	2.26					Nutritional Value	PPP	27.85	3.84	68.01***	.42***	157	156	FPI		47.10	2.21	Price	PPP	27.58	3.52	71.06***	.45***	138	137		FPI	47.04	2.24	Quality	PPP	28.36	3.66	71.81***	.49***	149		148	FPI	47.26	2.20	Taste	PPP	27.03	4.00	42.89***	.40***		68	67	FPI	46.46	2.35	Performance	PPP	28.57	4.32	26.33***	.35*	35	34	FPI	47.03	2.41	Availability	PPP	28.07	3.76	65.28***	.45***	135	134	FPI	47.19	2.23	Safety	PPP	26.67	3.89	25.90***	.02	27	26	FPI	46.74	2.26	Fifty-Fifty Biscuits	Packing	PPP	26.64	2.87	65.69***	.04	92	91	FPI	48.40	1.26	61.01***	.05	84	83	Nutritional Value	PPP	26.73	3.04		58.82***	.013	71	70	FPI	48.29	1.27	63.36***	.01		116	115	Price	PPP	26.93	3.01	64.80***	.07	86		85	FPI	48.31	1.08	71.61***	.01	135	134	Quality		PPP	26.74	3.30	49.85***	.10	54	53	FPI	48.23	1.14	61.61***	.06	102	101	Taste	PPP	26.45	3.81	61.61***	.06	102	101	FPI	48.33	1.20	Performance	PPP	26.84	3.24	71.61***	.01	135	134	FPI	48.24	1.21	Availability	PPP	26.67	3.08	49.85***	.10	54	53	FPI	48.35	1.05	Safety	PPP	26.92	3.19	61.61***	.06	102	101	FPI	48.29	1.29																																									
	Nutritional Value	PPP	27.85	3.84	68.01***	.42***	157	156																																																																																																																																																																																																																																							
		FPI	47.10	2.21					Price	PPP	27.58	3.52	71.06***	.45***	138	137	FPI		47.04	2.24	Quality	PPP	28.36	3.66	71.81***	.49***	149	148		FPI	47.26	2.20	Taste	PPP	27.03	4.00	42.89***	.40***	68		67	FPI	46.46	2.35	Performance	PPP	28.57	4.32	26.33***	.35*		35	34	FPI	47.03	2.41	Availability	PPP	28.07	3.76	65.28***	.45***	135	134	FPI	47.19	2.23	Safety	PPP	26.67	3.89	25.90***	.02	27	26	FPI	46.74	2.26	Fifty-Fifty Biscuits	Packing	PPP	26.64	2.87	65.69***	.04	92	91	FPI	48.40		1.26	61.01***	.05	84	83	Nutritional Value	PPP	26.73	3.04	58.82***	.013	71	70	FPI	48.29	1.27	63.36***	.01	116		115	Price	PPP	26.93	3.01	64.80***	.07	86	85		FPI	48.31	1.08	71.61***	.01	135	134	Quality	PPP		26.74	3.30	49.85***	.10	54	53	FPI	48.23	1.14		61.61***	.06	102	101	Taste	PPP	26.45	3.81	61.61***	.06	102	101	FPI	48.33	1.20	Performance	PPP	26.84	3.24	71.61***	.01	135	134	FPI	48.24	1.21	Availability	PPP	26.67	3.08	49.85***	.10	54	53	FPI	48.35	1.05	Safety	PPP	26.92	3.19	61.61***	.06	102	101	FPI	48.29	1.29																																																			
	Price	PPP	27.58	3.52	71.06***	.45***	138	137																																																																																																																																																																																																																																							
		FPI	47.04	2.24					Quality	PPP	28.36	3.66	71.81***	.49***	149	148	FPI		47.26	2.20	Taste	PPP	27.03	4.00	42.89***	.40***	68	67		FPI	46.46	2.35	Performance	PPP	28.57	4.32	26.33***	.35*	35		34	FPI	47.03	2.41	Availability	PPP	28.07	3.76	65.28***	.45***		135	134	FPI	47.19	2.23	Safety	PPP	26.67	3.89	25.90***	.02	27	26	FPI	46.74	2.26	Fifty-Fifty Biscuits	Packing	PPP	26.64	2.87	65.69***	.04	92	91	FPI	48.40		1.26	61.01***	.05	84	83	Nutritional Value	PPP	26.73	3.04	58.82***		.013	71	70	FPI	48.29	1.27	63.36***	.01	116	115	Price	PPP	26.93	3.01	64.80***	.07	86	85	FPI		48.31	1.08	71.61***	.01	135	134	Quality	PPP	26.74		3.30	49.85***	.10	54	53	FPI	48.23	1.14	61.61***		.06	102	101	Taste	PPP	26.45	3.81	61.61***	.06		102	101	FPI	48.33	1.20	Performance	PPP	26.84	3.24	71.61***	.01	135	134	FPI	48.24	1.21	Availability	PPP	26.67	3.08	49.85***	.10	54	53	FPI	48.35	1.05	Safety	PPP	26.92	3.19	61.61***	.06	102	101	FPI	48.29	1.29																																																													
	Quality	PPP	28.36	3.66	71.81***	.49***	149	148																																																																																																																																																																																																																																							
		FPI	47.26	2.20					Taste	PPP	27.03	4.00	42.89***	.40***	68	67	FPI		46.46	2.35	Performance	PPP	28.57	4.32	26.33***	.35*	35	34		FPI	47.03	2.41	Availability	PPP	28.07	3.76	65.28***	.45***	135		134	FPI	47.19	2.23	Safety	PPP	26.67	3.89	25.90***	.02		27	26	FPI	46.74	2.26	Fifty-Fifty Biscuits	Packing	PPP	26.64	2.87	65.69***	.04	92	91	FPI	48.40		1.26	61.01***	.05	84	83	Nutritional Value	PPP	26.73	3.04	58.82***		.013	71	70	FPI	48.29	1.27	63.36***	.01	116	115		Price	PPP	26.93	3.01	64.80***	.07	86	85	FPI	48.31	1.08	71.61***	.01	135	134	Quality	PPP	26.74	3.30		49.85***	.10	54	53	FPI	48.23	1.14	61.61***	.06		102	101	Taste	PPP	26.45	3.81	61.61***	.06	102		101	FPI	48.33	1.20	Performance	PPP	26.84	3.24	71.61***		.01	135	134	FPI	48.24	1.21	Availability	PPP	26.67	3.08	49.85***	.10	54	53	FPI	48.35	1.05	Safety	PPP	26.92	3.19	61.61***	.06	102	101	FPI	48.29	1.29																																																																							
	Taste	PPP	27.03	4.00	42.89***	.40***	68	67																																																																																																																																																																																																																																							
		FPI	46.46	2.35					Performance	PPP	28.57	4.32	26.33***	.35*	35	34	FPI		47.03	2.41	Availability	PPP	28.07	3.76	65.28***	.45***	135	134		FPI	47.19	2.23	Safety	PPP	26.67	3.89	25.90***	.02	27		26	FPI	46.74	2.26	Fifty-Fifty Biscuits	Packing	PPP	26.64	2.87	65.69***	.04	92	91	FPI	48.40	1.26		61.01***	.05	84	83	Nutritional Value	PPP	26.73	3.04	58.82***	.013		71	70	FPI	48.29	1.27	63.36***	.01	116	115	Price		PPP	26.93	3.01	64.80***	.07	86	85	FPI	48.31	1.08		71.61***	.01	135	134	Quality	PPP	26.74	3.30	49.85***	.10	54	53	FPI	48.23	1.14	61.61***	.06	102	101		Taste	PPP	26.45	3.81	61.61***	.06	102	101	FPI		48.33	1.20	Performance	PPP	26.84	3.24	71.61***	.01	135		134	FPI	48.24	1.21	Availability	PPP	26.67	3.08	49.85***	.10	54	53	FPI	48.35	1.05	Safety	PPP	26.92	3.19	61.61***	.06	102	101	FPI	48.29	1.29																																																																																			
	Performance	PPP	28.57	4.32	26.33***	.35*	35	34																																																																																																																																																																																																																																							
		FPI	47.03	2.41					Availability	PPP	28.07	3.76	65.28***	.45***	135	134	FPI		47.19	2.23	Safety	PPP	26.67	3.89	25.90***	.02	27	26		FPI	46.74	2.26	Fifty-Fifty Biscuits	Packing	PPP	26.64	2.87	65.69***	.04	92	91	FPI	48.40	1.26		61.01***	.05	84	83	Nutritional Value	PPP	26.73	3.04	58.82***	.013	71		70	FPI	48.29	1.27	63.36***	.01	116	115	Price	PPP		26.93	3.01	64.80***	.07	86	85	FPI	48.31	1.08	71.61***		.01	135	134	Quality	PPP	26.74	3.30	49.85***	.10	54		53	FPI	48.23	1.14	61.61***	.06	102	101	Taste	PPP	26.45	3.81	61.61***	.06	102	101	FPI	48.33	1.20		Performance	PPP	26.84	3.24	71.61***	.01	135	134	FPI		48.24	1.21	Availability	PPP	26.67	3.08	49.85***	.10	54	53	FPI	48.35	1.05	Safety	PPP	26.92	3.19	61.61***	.06	102	101	FPI	48.29	1.29																																																																																															
	Availability	PPP	28.07	3.76	65.28***	.45***	135	134																																																																																																																																																																																																																																							
		FPI	47.19	2.23					Safety	PPP	26.67	3.89	25.90***	.02	27	26	FPI		46.74	2.26	Fifty-Fifty Biscuits	Packing	PPP	26.64	2.87	65.69***	.04	92	91	FPI	48.40	1.26		61.01***	.05	84	83	Nutritional Value	PPP	26.73	3.04	58.82***	.013	71		70	FPI	48.29	1.27	63.36***	.01	116	115	Price	PPP	26.93		3.01	64.80***	.07	86	85	FPI	48.31	1.08	71.61***	.01		135	134	Quality	PPP	26.74	3.30	49.85***	.10	54	53		FPI	48.23	1.14	61.61***	.06	102	101	Taste	PPP	26.45		3.81	61.61***	.06	102	101	FPI	48.33	1.20	Performance	PPP	26.84	3.24	71.61***	.01	135	134	FPI	48.24	1.21		Availability	PPP	26.67	3.08	49.85***	.10	54	53	FPI	48.35	1.05	Safety	PPP	26.92	3.19	61.61***	.06	102	101	FPI	48.29	1.29																																																																																																											
	Safety	PPP	26.67	3.89	25.90***	.02	27	26																																																																																																																																																																																																																																							
		FPI	46.74	2.26					Fifty-Fifty Biscuits	Packing	PPP	26.64	2.87	65.69***	.04	92	91	FPI	48.40	1.26		61.01***	.05	84	83	Nutritional Value	PPP	26.73	3.04	58.82***	.013	71		70	FPI	48.29	1.27	63.36***	.01	116	115	Price	PPP	26.93		3.01	64.80***	.07	86	85	FPI	48.31	1.08	71.61***	.01	135		134	Quality	PPP	26.74	3.30	49.85***	.10	54	53	FPI		48.23	1.14	61.61***	.06	102	101	Taste	PPP	26.45	3.81		61.61***	.06	102	101	FPI	48.33	1.20	Performance	PPP	26.84		3.24	71.61***	.01	135	134	FPI	48.24	1.21	Availability	PPP	26.67	3.08	49.85***	.10	54	53	FPI	48.35	1.05	Safety	PPP	26.92	3.19	61.61***	.06	102	101	FPI	48.29	1.29																																																																																																																							
Fifty-Fifty Biscuits	Packing	PPP	26.64	2.87	65.69***	.04	92	91																																																																																																																																																																																																																																							
		FPI	48.40	1.26						61.01***	.05	84	83																																																																																																																																																																																																																																		
	Nutritional Value	PPP	26.73	3.04	58.82***	.013	71	70																																																																																																																																																																																																																																							
		FPI	48.29	1.27						63.36***	.01	116	115																																																																																																																																																																																																																																		
	Price	PPP	26.93	3.01	64.80***	.07	86	85																																																																																																																																																																																																																																							
		FPI	48.31	1.08						71.61***	.01	135	134																																																																																																																																																																																																																																		
	Quality	PPP	26.74	3.30	49.85***	.10	54	53																																																																																																																																																																																																																																							
		FPI	48.23	1.14						61.61***	.06	102	101																																																																																																																																																																																																																																		
	Taste	PPP	26.45	3.81	61.61***	.06	102	101																																																																																																																																																																																																																																							
		FPI	48.33	1.20						Performance	PPP	26.84	3.24	71.61***	.01	135	134	FPI	48.24	1.21		Availability	PPP	26.67	3.08	49.85***	.10	54	53	FPI	48.35	1.05		Safety	PPP	26.92	3.19	61.61***	.06	102	101	FPI	48.29	1.29																																																																																																																																																																																																			
	Performance	PPP	26.84	3.24	71.61***	.01	135	134																																																																																																																																																																																																																																							
		FPI	48.24	1.21						Availability	PPP	26.67	3.08	49.85***	.10	54	53	FPI	48.35	1.05		Safety	PPP	26.92	3.19	61.61***	.06	102	101	FPI	48.29	1.29																																																																																																																																																																																																															
	Availability	PPP	26.67	3.08	49.85***	.10	54	53																																																																																																																																																																																																																																							
		FPI	48.35	1.05						Safety	PPP	26.92	3.19	61.61***	.06	102	101	FPI	48.29	1.29																																																																																																																																																																																																																											
	Safety	PPP	26.92	3.19	61.61***	.06	102	101																																																																																																																																																																																																																																							
		FPI	48.29	1.29																																																																																																																																																																																																																																											

Continued...

Ad Name	Informational Factors	Purchase Pattern	M	SD	t	r(L)	n(L)	df	
Colgate Toothpaste	Packing	PPP	29.74	4.12	34.42***	.23*	112	111	
		FPI	46.71	1.01					
	Quality	PPP	29.80	3.14	28.11***	.29*	55	54	
		FPI	46.67	2.38					
	Taste	PPP	30.18	2.87	34.91***	.28*	72	71	
		FPI	46.76	2.14					
	Performance	PPP	30.13	2.29	39.84***	.54***	98	97	
		FPI	46.35	2.43					
	Availability	PPP	29.82	3.04	39.29***	.40***	113	112	
		FPI	46.65	2.39					
	New Idea	PPP	29.38	3.39	36.07***	.22***	107	106	
		FPI	46.50	2.41					
	Brook Bond Tea	Packing	PPP	27.09	3.53	59.99***	.08	91	90
			FPI	48.48	1.24				
Quality		PPP	26.67	3.11	64.54***	.17	92	91	
		FPI	48.24	1.46					
Taste		PPP	26.78	3.34	53.60***	.10	76	75	
		FPI	48.22	1.40					
Performance		PPP	26.97	3.22	70.83***	.07	128	127	
		FPI	48.32	1.37					
Availability		PPP	26.57	3.28	57.60***	.11	83	82	
		FPI	48.37	1.39					
New Idea		PPP	26.75	3.40	55.90***	.09	83	82	
		FPI	48.36	1.28					
Breeze Soap		Packing	PPP	27.95	3.67	72.05***	.41**	159	158
			FPI	47.33	2.21				
	Price	PPP	27.87	3.43	79.55***	.46***	157	156	
		FPI	47.40	2.03					
	Quality	PPP	28.22	3.22	79.40***	.52***	133	132	
		FPI	47.49	2.21					
	Performance	PPP	27.77	3.65	75.43***	.41***	173	172	
		FPI	47.25	2.18					
	Availability	PPP	27.82	3.56	80.22***	.42***	183	182	
		FPI	47.33	2.15					
	Safety	PPP	26.58	3.56	35.60***	.51**	31	30	
		FPI	46.48	2.35					
	New Idea	PPP	28.31	3.95	27.33***	.45*	26	25	
		FPI	47.27	1.89					

Continued...

Ad Name	Informational Factors	Purchase Pattern	<i>M</i>	<i>SD</i>	<i>t</i>	<i>r(L)</i>	<i>n(L)</i>	<i>df</i>																																																																		
Bio Amla Shampoo	Packing	PPP	26.95	2.92	63.82***	.02	83	82																																																																		
		FPI	48.40	1.00						Price	PPP	27.12	2.93	70.29***	.12	99	98	FPI	48.28	1.05		Quality	PPP	27.42	2.93	68.45***	.14	93	92	FPI	48.39	0.94		Performance	PPP	26.83	2.91	72.02***	-.06	108	107	FPI	48.45	0.96		Availability	PPP	26.73	2.90	57.50***	-.08	70	69	FPI	48.41	1.03		Safety	PPP	27.31	2.95	68.09***	.04	98	97	FPI	48.36	0.93		New Idea	PPP	26.84	2.89	59.67***
	Price	PPP	27.12	2.93	70.29***	.12	99	98																																																																		
		FPI	48.28	1.05						Quality	PPP	27.42	2.93	68.45***	.14	93	92	FPI	48.39	0.94		Performance	PPP	26.83	2.91	72.02***	-.06	108	107	FPI	48.45	0.96		Availability	PPP	26.73	2.90	57.50***	-.08	70	69	FPI	48.41	1.03		Safety	PPP	27.31	2.95	68.09***	.04	98	97	FPI	48.36	0.93		New Idea	PPP	26.84	2.89	59.67***	-.10	76	75	FPI	48.41	0.98						
	Quality	PPP	27.42	2.93	68.45***	.14	93	92																																																																		
		FPI	48.39	0.94						Performance	PPP	26.83	2.91	72.02***	-.06	108	107	FPI	48.45	0.96		Availability	PPP	26.73	2.90	57.50***	-.08	70	69	FPI	48.41	1.03		Safety	PPP	27.31	2.95	68.09***	.04	98	97	FPI	48.36	0.93		New Idea	PPP	26.84	2.89	59.67***	-.10	76	75	FPI	48.41	0.98																		
	Performance	PPP	26.83	2.91	72.02***	-.06	108	107																																																																		
		FPI	48.45	0.96						Availability	PPP	26.73	2.90	57.50***	-.08	70	69	FPI	48.41	1.03		Safety	PPP	27.31	2.95	68.09***	.04	98	97	FPI	48.36	0.93		New Idea	PPP	26.84	2.89	59.67***	-.10	76	75	FPI	48.41	0.98																														
	Availability	PPP	26.73	2.90	57.50***	-.08	70	69																																																																		
		FPI	48.41	1.03						Safety	PPP	27.31	2.95	68.09***	.04	98	97	FPI	48.36	0.93		New Idea	PPP	26.84	2.89	59.67***	-.10	76	75	FPI	48.41	0.98																																										
	Safety	PPP	27.31	2.95	68.09***	.04	98	97																																																																		
		FPI	48.36	0.93						New Idea	PPP	26.84	2.89	59.67***	-.10	76	75	FPI	48.41	0.98																																																						
	New Idea	PPP	26.84	2.89	59.67***	-.10	76	75																																																																		
		FPI	48.41	0.98																																																																						

* $p < .05$; ** $p < .01$; *** $p < .001$

Note: PPP = Previous Purchase Pattern; FPI = Future Purchase Pattern; $r(L)$ = Correlation of Lower Group; $n(L)$ = Number of Lower Group