
**EFFECT OF ADVERTISING APPEALS ON CONSUMER PURCHASE INTENTION IN
TWIN CITIES ISLAMABAD AND RAWALPINDI**

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ABSTRACT

The objective of this study is to check the advertising appeals effects on consumers purchase intentions on twin city population. This study used six different types of appeals, selects six different ads of each appeal from the product marketing industry of Pakistan. This research applied six advertising appeals like emotional appeal, humor appeal, bandwagon appeal, rational appeal, fear appeal and sexual appeal. These companies' ads were selected on the base of appeal effect in the ad (Ufone, Telenor, Tarang, Pakistan Cables, LUX, and jubilee insurance). Sample of population is 40 people. Study used random sampling technique. Study applied the multivariate test through SPSS. As the hypothesis, advertising appeals affect the consumers purchase intentions, but results were quite the opposite of selected hypothesis. Study concluded that generally appeals affect the behavior and does not affect purchase intentions.

KEYWORDS: Purchase Intensions, Advertisement, Consumer intentions.

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INTRODUCTION

History of advertising can be found in the lost city of Pompeii in 70 AD and can be proved their ruins (NARULA, 2017). Advertisement started way back in time. People used different symbols sign to attract people towards products and these sign also used for promoting their products. But all these symbols or sign were handmade and had limited production capacity. In the mid-14th century Johann Gutenberg in Germany made first printing press which was used to print advertising banner at large scale and distributed across the country, with the development in the information and technology development. Kodak in 1888 printed its first advertisement in newspaper. Now a day without advertisement, there is no possible way to communicate with the customers (Kotler, 2012). There is huge increase of competition in all type of industries, organization are giving more importance day by day to marketing communications for all type of sectors like profit and non-profit. Integrated marketing communication includes promotional tools, planned or unplanned messages to achieve maximum influence over target market (Holm, 2006) (Mudzanani, 2015)

Basic role of advertising in marketing communication is to inform potential customers about the product (Vlastelica, 2007). Advertisement in this modern world is the major source of communication between producer of products and user of the products (Mudzanani, 2015). In Pakistan many companies are using emotional appeals. Emotion is cognitive behavior of human which persuade him/her to buy different products by the effect of advertisement appeals. Emotional appeals can be divided into two forms (1) Positive appeals (friendship, love as reward for complacency warmth) (2) negative appeals (guilt shame fear) (Homer, 1992) (Moore, 1996).

Humor is a very complicated aspect of human life. It can occur any time without any conditions. Many scholars worked and working on humor aspect of human life but no single one accurately presents the theory of humor. (Bovee, 1995) (Catanescu, 2001) (Fugate, 1998) And (Stern, 1996), humor can be divided into four types verbal, physical, romantic and satiric. But in advertising appeals humor appeal is effective appeal to get attention of customers.

Media depends on the advertisement sponsorship and different advertising are played during different programs and news updates. And Pakistan has a large viewership in new updates. Companies make advertisement according to Pakistan's people mind and most ads have duration 30s seconds so companies have to include most effective to impress the customer to buy out their goods and services. It is simple phenomena that companies cannot make them well-known brand until they invest huge amount in advertisement (Hussain, 2008) the basic and, major impact of advertising is on the buying behavior of customers. Advertising also impact the memories of people so advertisers create these types of advertisement appeals which can create emotional bond with consumers. That is why consumers mostly likely to associates with those brands which have emotional values and rational values.

The study is very significant as it will help service industry to make their ads according to audience purchasing behavior. It will help to examine which advertising appeal is more effective in service industry. It will also identify the direction for marketing managers for the advertising appeals for ads. The following objectives were formulated for the study:

- To analyze the effect of advertising appeals on purchase intention of consumers in service industry
- To draw comparison between advertising appeals

LITERATURE REVIEW

“Advertising is paid non personal communication from an identified sponsor using mass media to persuade or influence an audience”.

There are different stages throughout the history of advertisement. First stage was age of print, in this stage advertisement mostly convey through newspapers. Second stage was labeled “the industrial revolution and emergence of consumer society” this stage development was huge due to technological developments. “Modern advertising: agencies, science and creativity” is third stage of advertisement. It developed \$500 million billing in mass media and it was era of creativity. In 1970s, the accountability era started. Clients wanted such type of ads which could boost their sales. The era of Integrated Marketing Communication (IMC) started in 1990s and 2000s. IMC combines all of marketing channels in way to communicate the message of companies to target audience successfully. (Kotler, 2012). Berkman, 1987 Define the advertisement appeals that which are the motives and creativity to impress the customer to buy the product. These appeals also create new arose and demands in the market. Advertisement appeals can be used to change perception and views about product or service and affect customers emotionally (Lin L. Y., 2011) (Belch, 1998) (Schiffman, 2007).

Advertising creativity is based on advertising appeals because advertising appeals are used for advertising messages for attention of potential customers so it can affect their beliefs, awareness attitude towards the advertised product and take customers toward purchase intention of that advertise product (Sharma S. a., 2006). Advertising appeals purpose to affect the way customers realize themselves and how to buy assured goods may be valuable to them. The message carried by ad appeals impacts customer purchasing decisions. Different types of appeals in ads can be seen today in the media

These advertisements can increase the customer sensitivity toward the product. It also fulfills the social and psychological needs to get a certain group of items to buy for household and manufacturing use. Majority believes that these kind of appeals are best to sale the huge brands which are competently different from others (Albers-Miller, 1999). In diapers ad their motive is by using emotional appeal to consumers or target market is by using haggis diapers your baby relatively be happy in while he/she sleeping or playing, else they are giving promise of untidy and leaking preventions. Like the shanmasla ads in Pakistan, Telenor sachapyar ads are like emotional appeals.

Fear is a factor that everyone have a built in by birth, some have so much intensity of fear so they are extra sensitive so its cumbersome and opposite side some people do not cares whatever is happening. Using this natural phenomenon marketers uses fear appeals to make sales extra vigilant. In beauty and health products these appeals using widely to show the impacts of using this beauty creams with competitive brands, so everyone curious about health so automatically people start consuming the products to look better. Moderate level of effects in ads can change

people mind. Due to some action and intentions can create some outcomes that become the fear of human. Advertisers use the fear appeals in their advertisements techniques. Like smoking can kill you. Or if you do not have this product this might happen to you like that. Mostly deodorant and toothpaste ads use this kind of appeal (Ajit, 2012). It is presumed that this emotional state involves both physiological and cognitive enthusiasm Arousal; leading to emotional and behavioral-oriented reactions reducing or removing fear. Health education campaigns often use the fear appeal in their advertisement campaigns (Ruiter, 2014). Government agencies also use the fear appeals against drinking, smoking, and driving cautions.

Humor ads make people to laugh about something. Like the ads of ufone, ufone mostly uses humor appeal in their advertisements. Humorous appeal is an experience that is used in about 30% of ads. Humor can be an outstanding instrument to seize the viewer's consideration and benefit in attaining fast cues that can work well for selling a product (Catanescu, 2001). It can be used to a great extent when it is related to some benefit the user can retrieve without which the joke may exceed the power of the message.

Kotler (2012) defined rational ads base on the logical appeals. Like in the ad, marketer is trying to persuade the customers by telling them about the functionality of products and different features of product. Like ads of automobiles industry, in those ads marketer focus more on the efficiency and mileage and show all these features with some kind of numbers like if you use our engine oil then your car can run by 5000 kilometers. For B2B advertisements, rational appeal is the best option.

Sexual appeals mostly use for attention of customers. Generally in ads, like lux woman uses the soap and attracts man toward her. Man uses the some kind of fragrance and attracts women. Jazz also used the sexuality in their advertisements like Nargis fakhari ads. There are more than a few uses of sex appeal in advertisement, as described in the study of (Lin L. Y., 2011) first, it attracts attention of audience. Second one is, it provide the audience with memory of recalling while they are purchasing that specific product and third, to arouse emotional responses such as arousal, enthusiasm or desire. These few purposes can in return create desire for the product advertised. Different research papers show that sex appeal has tremendous of effectiveness for grabbing a quick attention of target audience. With this level of intensity, it can create a strong hold for purchase intention. Purchase intention is higher for these brands which use this appeal appropriately in their advertisement campaigns. (Sawang, 2010) Concluded that Asian people gives less attention to sexual ads.

The bandwagon effect refers to “the extent to which the demand for a commodity is increased due to the fact that others are also consuming the same commodity” (Leibenstein, 1950). Bandwagon appeals make the customers that they are missing something in their life like others have this product but if you do not have this product, you’ll be left out in the society like the ads of DE juice. And also mostly of tooth paste use this appeal like 10 out 8 doctor recommend this product to their patients. And Rachel’s haircut was so popular in 90s. Bandwagon appeal is mostly effective for luxury products, because in this way people seek the recognition (Kastanakis, 2012).

The four P's product, place, price and promotion are all part of consumer incentive. Some other factors like technology environment and economy can change the intentions of consumer buying behavior and buying patterns. All these factors create an environment for customer to measure the consumer intention of buying with how much money consumer is going to spend on a particular time and product and also measure the timing of purchasing of consumers (Phau, 2000). All consumer buying behavior rooted deep down on his/her unconscious mind consumer do not know the accuracy that what factors is motivating his/her desire to buy something but most of the time as in a research stated that ninety five percent of the thought, emotion and learning that drive our intention occur in unconscious mind (Armstrong, 2005).

Cluster of patrons also make the strong proposal for customer to buy some particular product. This purchase intention is in customer mind give raise to product selling which is the success of any company. So that is why advertising specially Tv advertisement are taken to be the one of the most powerful to gain and capture many customers W.Z.W. (Hamelin, 2017). There are two ways to affect the intentions of humans, one come from inner of person like intrinsic or from the external factors extrinsic. This theory defined by (Fishbein, 1975). Now we can say that purchase intention is pre-planned by companies 'from particular products. Impulsive buying comes from unconscious mind (Spears, 2004) studies that about the purchase intentions of customers and their decision making patterns. And more, all the purchase intentions are formed previously so marketers use that particular tactics to influence the power of buying behaviors of consumers.

Purchase intention can also be taken a promise to oneself that he/she would but that product when he/she goes back to the market. Customer also make some evolution about the products to make worthy for themselves so evolution also important of buying behavior of different products. So when customers find out that particular product is worth of buying then all purchase intention depends on evaluation of customer (Kotler, 2012).

RESEARCH METHODOLOGY

This study explores the concept of advertisement appeals and search out the effect of advertising appeals on the purchase intentions. And also focus on comparison of advertising appeals. It means which appeal is more effective than other appeal.

Research philosophy of this study is based on positivism approach. It conclude that information is factual and is observed, collected and then measured through different statistical tools. In this approach researchers collect data, analyze that data and interpret the results of the data. This research is quantifiable. Positivism is totally cooperating with the idea of information and knowledge come from the experience of human kind. (Crowther, 2012) States that positivist researcher adopt deductive approach in their study.

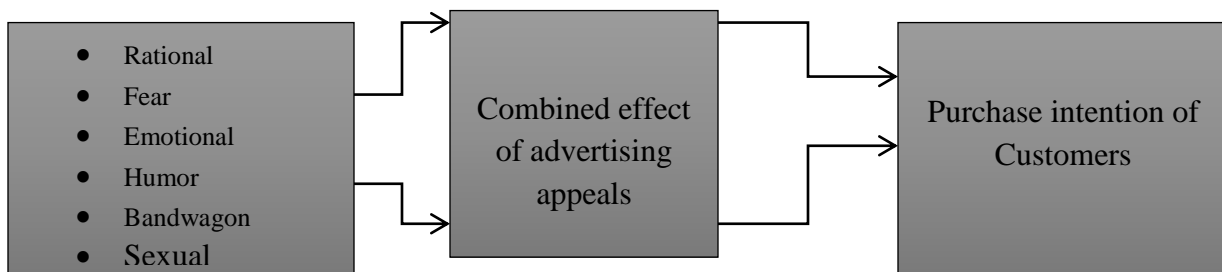
Research plan in which researcher directly observed or manipulate the one or more independent variables and analyze their effects on dependent variables. For examples, respondents are showed different advertisements which are based on characteristics like emotional appeals or rational appeals and after that respondents have to fill a questionnaire to show their feeling or attitude towards advertisements appeals (Hair, 2009).

Experimental study design is used in this study. In which we show print media ads to audience and get their responses through different questions.

We only select population of twin cities Islamabad and Rawalpindi. Because it is not possible to conduct this research on large because of funding issues as well as time shortage. Selected sample mostly consisted on job holder people.

To achieve out our study objectives, an exploratory research being used. For this purpose we used post-test experimental questionnaires (Tabassum et al. 2013). We only used one questionnaire which was for measurement of purchase intention.

Research Model



Hypothesis

H₁: consumers purchase intentions are affected by advertisement appeals

H₂: consumer purchase intentions are affected by unsought goods advertising appeals and FMCG goods advertising appeals

For any statistical analysis, we have to make sure that we have the reliable questionnaires. We measure scale or items with validity and reliability so we can increase the accuracy of our findings. Reliability test for purchase intention is more than 0.6.

Pakistan Institute of Development Economics is the location of experiment. Islamabad and Rawalpindi residents studied at university and most of the students are enrolled in PHD. We took 40 people as research respondents our study. Sample size is selected on the study research design. Close ended questionnaires used in these experimental studies. Internal items of the questionnaire were measured using 5 point Likert scale. These items were scaled from highly certain to highly uncertain for purchase intention. Questionnaires were distributed in hard copy which was later entered in software to have better analysis. Convenient Non-probable random sampling technique was used to collect the data. As respondents are easy to approach randomly because they are belong to different area of the twin cities.

For purchase intention, instrument developed by (Lepkowska-White, 2003) was used. The value for Alpha for reliability of this instrument in their study was 0.91. For the purpose of data analysis SPSS 20 was being used as evidenced from past studies, researchers used it to get final

results (Tabassum et al., 2018; Tabassum & Talal, 2020). Multivariate test is run on this data multivariate test is run through spss.

- Manova is extension of Anova but it can analyze more than one dependent variable and it is used for experimental designs in Manova. Every treatment group is observed two or more variables (Hair, 2009).

Ads Details

Rational Appeal

Jubilee ad is selected for rational appeals in this study. It shows the family related issues. How husband and wife worried about their children future.



Fear Appeal

Pakistan cables is selected for rational appeals in this study. In pakistan cables Ad, advertiser shows that people should care about their safety matter



Emotional Appeal

Emotional appeal is used for telenor ad. In this ad, telenor shows that how telenor connects you to your beloved one in a very emotional matter.



Bandwagon Appeal

For bandwagon appeal Tarang ad were chosen because its many people are doing the same thing with enjoyment and persuade the audience to do same.



Humor Appeal

Ufone is always popular regarding their humorous ads. This one was the funniest ad.



Sexual Appeal

For sexual appeal, LUX ad were chosen as it seems right according to the describe appeal.



ANALYSIS AND RESULTS

4.1. Analysis between Age and Advertisement Appeals with Multivariate Test

Table 1: Between-Subjects Factors

		Value Label	N
Age	1.00	20-25	6
	2.00	25-30	28
	3.00	30-35	6

This table's show that we have three types of age group and 25-30 age groups has 28 respondents and other two groups have equal number of respondents 6 and 6.

Table 2: Descriptive Statistics

	Age	Mean	Std. Deviation	N
Rationalmean	20-25	2.6190	.95047	6
	25-30	2.9439	.79714	28
	30-35	3.0000	1.03411	6
	Total	2.9036	.84136	40
Fearmean	20-25	3.5952	1.40674	6
	25-30	3.9286	.62512	28
	30-35	3.8810	.84957	6
	Total	3.8714	.79428	40
Emotionalmean	20-25	2.2143	.95083	6
	25-30	2.8878	1.04860	28
	30-35	2.6667	1.09420	6
	Total	2.7536	1.04378	40
Bandwagonmean	20-25	1.8333	1.01987	6
	25-30	2.7704	.98157	28
	30-35	3.0952	1.30827	6
	Total	2.6786	1.07818	40
Funnymean	20-25	3.7857	1.29914	6
	25-30	3.7347	.86654	28
	30-35	3.7381	.99146	6
	Total	3.7429	.92875	40
Sexualmean	20-25	2.7143	.94761	6
	25-30	3.3112	.95083	28
	30-35	3.2381	.97590	6
	Total	3.2107	.95311	40

Descriptive table shows the frequencies of data and define each independent variable with mean value, standard deviation and provide how many respondents are in each age group under different independent variables.

Table 3: Multivariate Tests

Effect		Value	F	Hypothesis df	Error df	Sig.	Partial Eta Squared	Noncent. Parameter	Observed Power ^d
Intercept	Pillai's Trace	.960	127.605 _b	6.000	32.000	.000	.960	765.628	1.000
	Wilks' Lambda	.040	127.605 _b	6.000	32.000	.000	.960	765.628	1.000
	Hotelling's Trace	23.926	127.605 _b	6.000	32.000	.000	.960	765.628	1.000
	Roy's Largest Root	23.926	127.605 _b	6.000	32.000	.000	.960	765.628	1.000
	Pillai's Trace	.296	.954	12.000	66.000	.500	.148	11.451	.498
Age	Wilks' Lambda	.711	.993 _b	12.000	64.000	.465	.157	11.921	.516
	Hotelling's Trace	.398	1.029	12.000	62.000	.434	.166	12.350	.531
	Roy's Largest Root	.375	2.061 _c	6.000	33.000	.085	.273	12.366	.659

a. Design: Intercept + Age

b. Exact statistic

c. The statistic is an upper bound on F that yields a lower bound on the significance level.

d. Computed using alpha = .05

There is not any significant difference between Age and advertising appeals because significant value is higher than 0.05.

We do not any controlled group. So we applied multivariate test and checked through wilks' Lambda that all six appeals do not affect the purchase intention of all age groups.

4.2. Analysis between Gender and Advertisement Appeals with Multivariate Test

Table 4: Between-Subjects Factors

		Value Label	N
Demographic	1.00	Male	20
	2.00	Female	20

We have two groups here male and female. These groups have equal respondents 20 and 20.

Table 5: Descriptive Statistics

	Demographic	Mean	Std. Deviation	N
Rationalmean	Male	2.9500	.84105	20
	Female	2.8571	.86089	20
	Total	2.9036	.84136	40
Fearmean	Male	3.8214	.64702	20
	Female	3.9214	.93330	20
	Total	3.8714	.79428	40
Emotionalmean	Male	2.9429	1.06138	20
	Female	2.5643	1.01701	20
	Total	2.7536	1.04378	40
Bandwagonmean	Male	3.0929	.76339	20
	Female	2.2643	1.20085	20
	Total	2.6786	1.07818	40
Funnymean	Male	3.8429	.71338	20
	Female	3.6429	1.11382	20
	Total	3.7429	.92875	40
Sexualmean	Male	3.3786	.77733	20
	Female	3.0429	1.09594	20
	Total	3.2107	.95311	40

This table shows the frequencies of the data; provide the mean and standard deviation each independent variable.

Table 6: Multivariate Tests

Effect	Value	F	Hypothesis df	Error df	Sig.	Partial Eta Squared	Noncent. Parameter	Observed Power ^c	
Interc ept	Pillai's Trace	.974	209.345 ^b	6.000	33.000	.000	.974	1256.072	1.000
	Wilks' Lambda	.026	209.345 ^b	6.000	33.000	.000	.974	1256.072	1.000
	Hotelling's Trace	38.063	209.345 ^b	6.000	33.000	.000	.974	1256.072	1.000
	Roy's Largest Root	38.063	209.345 ^b	6.000	33.000	.000	.974	1256.072	1.000
	Gend er	Pillai's Trace	.239	1.729 ^b	6.000	33.000	.145	.239	10.373
Wilks' Lambda		.761	1.729 ^b	6.000	33.000	.145	.239	10.373	.569

Hotelling's Trace	.314	1.729 ^b	6.000	33.000	.145	.239	10.373	.569
Roy's Largest Root	.314	1.729 ^b	6.000	33.000	.145	.239	10.373	.569

- a. Design: Intercept + gender
- b. Exact statistic
- c. Computed using alpha = .05

There is not any significant difference between Gender and advertising appeals because significant value is higher than 0.05. We do not have any controlled group. So we applied multivariate test and checked through wilks' Lambda that all six appeals do not affect the purchase intention of both genders customers.

4.3. Analysis of unsought goods advertising appeals by gender and age

Unsought goods by age

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
rationalmean	Between Groups	.587	2	.294	.402	.672
	Within Groups	27.021	37	.730		
	Total	27.608	39			
fearmean	Between Groups	.550	2	.275	.423	.658
	Within Groups	24.054	37	.650		
	Total	24.604	39			

Descriptives

		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
						Lower Bound	Upper Bound		
rationalmean	20-25	6	2.6190	.95047	.38803	1.6216	3.6165	1.57	3.57
	25-30	28	2.9439	.79714	.15065	2.6348	3.2530	1.71	4.43
	30-35	6	3.0000	1.03411	.42217	1.9148	4.0852	1.43	4.29
	Total	40	2.9036	.84136	.13303	2.6345	3.1727	1.43	4.43
fearmean	20-25	6	3.5952	1.40674	.57430	2.1190	5.0715	1.29	5.00
	25-30	28	3.9286	.62512	.11814	3.6862	4.1710	2.86	5.00

30-35	6	3.8810	.84957	.34684	2.9894	4.7725	2.43	4.57
Total	40	3.8714	.79428	.12559	3.6174	4.1255	1.29	5.00

As in the anova table rational appeal and fear appeal do not have significant effect on age.

Unsought goods by gender

Descriptives

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum	
					Lower Bound	Upper Bound			
rationalmean	Male	20	2.9500	.84105	.18806	2.5564	3.3436	1.43	4.43
	female	20	2.8571	.86089	.19250	2.4542	3.2601	1.57	4.29
	Total	40	2.9036	.84136	.13303	2.6345	3.1727	1.43	4.43
fearmean	Male	20	3.8214	.64702	.14468	3.5186	4.1242	2.43	5.00
	female	20	3.9214	.93330	.20869	3.4846	4.3582	1.29	5.00
	Total	40	3.8714	.79428	.12559	3.6174	4.1255	1.29	5.00

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
rationalmean	Between Groups	.086	1	.086	.119	.732
	Within Groups	27.521	38	.724		
	Total	27.608	39			
fearmean	Between Groups	.100	1	.100	.155	.696
	Within Groups	24.504	38	.645		
	Total	24.604	39			

As in the anova table value of significant is more than 0.05 so we rejected the hypothesis that both appeals do not affect the gender buying choices or purchase intentions.

4.4. Analysis of FMCG goods advertising appeals by Gender and Age

Multivariate Tests^a

Effect	Value	F	Hypothesis df	Error df	Sig.	Partial Eta Squared	Noncent. Parameter	Observed Power ^d	
Intercept	Pillai's Trace	.909	77.107 ^b	4.000	31.000	.000	.909	308.428	1.000
	Wilks' Lambda	.091	77.107 ^b	4.000	31.000	.000	.909	308.428	1.000
	Hotelling's Trace	9.949	77.107 ^b	4.000	31.000	.000	.909	308.428	1.000
	Roy's Largest Root	9.949	77.107 ^b	4.000	31.000	.000	.909	308.428	1.000
gender	Pillai's Trace	.297	3.273 ^b	4.000	31.000	.024	.297	13.090	.773
	Wilks' Lambda	.703	3.273 ^b	4.000	31.000	.024	.297	13.090	.773
	Hotelling's Trace	.422	3.273 ^b	4.000	31.000	.024	.297	13.090	.773
	Roy's Largest Root	.422	3.273 ^b	4.000	31.000	.024	.297	13.090	.773
Age	Pillai's Trace	.251	1.147	8.000	64.000	.345	.125	9.180	.486
	Wilks' Lambda	.753	1.183 ^b	8.000	62.000	.324	.132	9.462	.499
	Hotelling's Trace	.324	1.214	8.000	60.000	.307	.139	9.712	.510
	Roy's Largest Root	.308	2.466 ^c	4.000	32.000	.065	.236	9.863	.636
gender * Age	Pillai's Trace	.368	1.802	8.000	64.000	.093	.184	14.414	.720
	Wilks' Lambda	.661	1.783 ^b	8.000	62.000	.098	.187	14.262	.712
	Hotelling's Trace	.470	1.762	8.000	60.000	.103	.190	14.092	.704
	Roy's Largest Root	.344	2.753 ^c	4.000	32.000	.045	.256	11.010	.691

a. Design: Intercept + gender + Age + gender * Age

b. Exact statistic

c. The statistic is an upper bound on F that yields a lower bound on the significance level.

d. Computed using alpha = .05

As in this table, study applied manova on FMCG goods advertising appeals but results are insignificant as the wilks' lambda value is more than 0.005 for both age and gender.

DISCUSSION

This study was included six independent variables and one dependent variable. When overall effects were not obvious than age and gender perspective were used to see if any of them makes an effect. Independent variables were rational appeal, fear appeal, humor appeal, bandwagon appeal, and sexual appeal.

In this study, the effect of overall independent variable is observed on dependent variable by multivariate test through significant value of Wilks' Lambda. Multivariate test was used to check consumers purchase intentions by taking their age and gender perspective. While in age perspective, Wilks' Lambda value is not significant which means consumer purchase intentions are not affected by any advertising appeal i.e. emotional advertisements can increase the customer sensitivity toward the product but it will not affect if a person did not see ad. Same are with the fear, humor, rational, bandwagon, and sexual appeal. One reason is that 64 percent people do not watch advertising and remaining people like to skip during the advertising. Other reason was when randomly asked from people; they said that when they have to purchase anything than ads doesn't matter. Ads sometimes create positive image but mostly they are entertaining only and many a times not convincing enough. Other reasons may be ads are like water drops which keep on splitting on a stone until it become soft so maybe they give long term rewards by creating awareness or stimulating the feel inside.

In gender perspective, Wilks' Lambda is not significant as well which also means consumer purchase intentions are not affected by advertising appeal.

As this pervious discussion, study was unable to find any effect at all on purchase intention by advertising appeals. But for further exploration study divided the advertising appeals into two parts. One is unsought goods appeals and other is FMCG products appeals. We applied anova on unsought goods and Manova on FMCG goods appeals. But both results show that unsought goods advertising appeals have any kind of effect on purchase intentions of consumers and same case goes for the FMCG goods advertising appeals.

Reason behind unsought goods insignificant value is that age of people because study age criteria is from 20 to 30 years. But in unsought goods case age matters the most as it is very important and very expensive buying decision.

CONCLUSION

We analyzed the data through different test like multivariate test and levene test. We concluded that the sample we selected for data collection, respondents do not take any effect from advertising appeals for their purchasing behavior. First we compared age and advertisement

appeals but result were insignificant because all age groups do not take effect of advertisement, all age groups make their own choice with their own observation and past purchasing experience.

We also checked the effect of advertisement appeals on gender (male and female). We also concluded that both gender do not take any effect from advertisement appeals. We also concluded that there is no significant difference in that advertisement appeals affect the both genders. Both genders make purchase choice own their observations and word of mouth.

We divided advertising appeals into two parts. One is unsought goods advertising appeals and second is FMCG good advertising appeals. Both parts show the insignificant results and rejected the hypothesis. As consumer do not take any kind of affect by advertising appeals even after divided into two parts.

MANAGERIAL IMPLICATIONS/ LIMITATIONS/FUTURE RESEARCH

Some managerial implication can be following.

Ad agencies need more research and Ad making agencies need more research on the target market and consumer research because through this research ad agencies can make better and effective ads. Identify and choose appeal according to segment. Every segment of target market required a unique and different appeal according to the product and people so it is more beneficial if the marketer identify the right appeal for right segment. Future research can be done on large population

Due to short budget and limited time, this research has its limitations. But in future it can be done on large scale for better results and effectiveness of advertising appeals. It was unpaid study so people were not more interested in the process of study. As this study conducted by a student so budget was very limited for the study.

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