
PSYCHOGRAPHICS AND RESPONSES TO TELEVISION COMMERCIALS

Meenakshi Handa, Associate Professor,

University School of Management Studies, Guru Gobind Singh Indraprastha University, Delhi-110078

Ajeet Sharma, Assistant Professor,

Amity International Business School, 13 Block, Amity University, NOIDA-201301

Abstract

When a consumer is exposed to an advertisement, there are feelings generated in him/her from the ad and there is a formation of judgements about the ad. This study is an empirical investigation into the relationship between consumer psychographics - a not so frequently studied market segmentation variable in the Indian market - and their responses to television commercials.

Objectives

- 1. To study the relationship between psychographics and feelings from an ad*
- 2. To study the relationship between psychographics and judgments about an ad.*
- 3. To study the relationship between psychographics and attitude toward the ad.*

Hypotheses

- 1. There is a relationship between psychographics and feelings from an ad.*
- 2. There is a relationship between psychographics and judgments about an ad.*
- 3. There is a relationship between psychographics and attitude toward the ad.*

Research methodology

A structured questionnaire based on the research model was used for data collection. The sample size was 440 and the respondents were from Delhi. Four television commercials were shown to these respondents. After each viewing, they were asked to fill in an identical copy of the questionnaire. For the purpose of data analysis, factor analysis and regression analysis were used.

Findings

Product conscious consumers depend heavily on advertising for purchases. Brand conscious consumers end up forming a negative attitude toward the brand if the appeals are rational in the ads. The opinion leaders are more likely to be influenced by advertisements based on emotional appeals to form a strong attitude toward the ad. Innovativeness in consumers does not bring about a change in their responses to advertising, or purchase intention.

Keywords: *psychographics, commercials, appeals, feelings, judgments, advertising*

Introduction

While the Indian market is increasingly becoming an important destination for numerous multinational firms, it poses significant challenges including a diverse consumer base that can be segmented in multiple ways. Aspiring entrants to the market would do well to look for research based information that can help them to better understand how different segments of consumers in India will respond to various marketing stimuli. This study is an empirical investigation into the relationship between consumer psychographics - a not so frequently studied market segmentation variable in the Indian

market - and their responses to television commercials. For most firms engaged in the marketing of consumer products, television advertising is an important medium for connecting with the Indian consumer. The findings of this study would provide insights which could guide firms in formulating advertising strategies. The firms will value its findings and save their time, money and effort in coming out with effective advertising strategies for the market. It is expected that of the total estimated advertising expenditure of Rs 40,000 crore in India in the year 2014, the share of expenditure towards television advertising would be more than Rs 18,000 crore.¹ In 2013, television was the most preferred medium of the

advertisers and received 39 percent of the total advertising spend. India is expected to become the fastest growing advertising market in the world and TV advertising is expected to grow by 15 percent.²

This has resulted in a situation that warrants finding out more about how consumers respond to advertising so that effective advertisements could be created.

Globally, advertising has played a significant role in influencing the attitude of consumers towards brands and purchase intention. Buying behaviour of consumers is influenced by their attitude toward advertising (Bush, Smith and Martin, 1999). Attitude toward advertising has multiple dimensions (Bauer and Greyser, 1968; Durand and Lambert, 1985; Mehta, 1998; Reid and Soley, 1982; Soley and Reid, 1983) like the informative value of advertising (Barksdale and Darden, 1972; Durand and Lambert, 1985; Haller, 1974; Muehling, 1987), economic impact of advertising (Pollay and Mittal, 1993), its aesthetic enjoyment (Russell and Lane, 1993), poor taste and sex in advertising (Larkin, 1977), and advertising regulation (Durand and Lambert, 1985; Shavitt, Lowrey and Haefner, 1998). An accurate segmentation of a market is a prerequisite to cause the desired behaviour of consumers. Two of the most popular ways of segmenting customers are based on the demographic and psychographic variables (Mullin et al., 2000).

Psychographics is about using psychological, sociological, and anthropological factors, self concept, and lifestyle to determine how the market is segmented by groups within the market and make a decision about a product, person, or ideology (Demby, 1989). However, according to McDonald and Dunbar (2005), psychographics is the inner feelings and predisposition to behave in certain ways. Wells, in 1975, defined psychographics as a quantitative research intended to place consumers on psychological, as distinguished from demographic, dimensions. He argued that why consumers buy products and services could be better understood by psychographics as it is a quantitative effort to place consumers on psychological dimensions and (Demby, 1974) it tries to understand the consumers by measuring their activities, interests and opinions. Cosmas (1982) tested the relationship between the usage of total products and services by consumers and their lifestyle by means of their activities, interests, and

opinions (AIO) and product use data. As per Wells (1975), psychographics may include personality traits and lifestyles or AIO, and attitudes, beliefs, motivations, needs, and values. Psychographics refers to how customers think and feel (Bagozzi et al., 1998). Townsend (1987) established that factors related to AIO are clustered together and named as psychographics. Marketers believe that AIO are more effective in understanding consumer behaviour as compared to demographics (Dutta and Youn, 1999; Townsend, 1987; Wolberg and Pokrywczynski, 2001).

According to Heath (1995), psychographic studies generally employ the following types:

- a) Lifestyle Profiles: study of demographics, product/ media use, and psychographic/ lifestyle items
- b) Product-specific Psychographic Profiles: profiling of consumers on product-relevant dimensions, for example, practicality, dependability and styling.
- c) Personality traits as descriptors: variables like concern for the environment are studied with respect to personality traits like tolerance and extroversion.
- d) General Lifestyle Segmentation: respondents are classified into homogenous groups to form a typology
- e) Product-specific Segmentation: Product category users are grouped

As per Beanne and Ennis (1987), psychographics is about the inner and not outward expression of a person and has nine areas of applications (Edris and Meidan, 1989) – media selection and communication, product and brand analysis, product specific segmentation, buyer behaviour and shopping orientations, retail institution strategies, social marketing issues, consumer behavior profiles in international markets, leisure time and vacation behavior as well as change in consumer behavior. Researches carried out in psychographics have led to the widely publicised approaches to adaptive selling behaviours (Weitz, Sujan and Sujan 1986) and product planning (Weinstein 2004). Detailed information on customer psychographics, lifestyles and behaviours help marketers develop proactive products and

communications strategies (Glazer, 1999). Psychographic variables help advertising agencies in developing creative strategies (Dutta and Youn, 1999; Dutta-Bergman and Wells, 2002; Wolberg and Pokrywczynski, 2001).

In order to understand the role of psychographics in advertising, this study has used advertisements based on rational and emotional appeals. However, the objective is not to find out and study the differences in the consumer responses and attitudes toward rational and emotional appeals.

The rational appeals focus on the thinking of a consumer based on a rationale with respect to the benefits or functions of a product, while emotional appeals focus on the consumer's psychological, social or symbolic needs that generate feelings and motivate him or her to buy the product (Kotler and Armstrong, 2008). A receiver of a message based on a rational appeal carries out logical thinking process, thus understanding the advantages and disadvantages of the advertised product. The emphasis is on the reasons to purchase and usage, benefits, features such as quality, value and performance of the product (Churchill and Peter, 1998). Emotional appeals, on the other hand, focus on the emotional stimulation of a consumer that alerts him or her and helps take the individual certain actions (Hawkins, Best, and Coney, 2003). Rational appeals refer to the consumers' functional and practical needs, while emotional appeals focus on their psychological needs (Bovee and Arens, 1992). As per Schiffman and Kanuk (2004), consumers who are motivated by logic, information and facts appreciate rational appeals more. Rational appeals focus on logic for selecting a brand, while emotional appeals are used when the purchase decisions are based on feelings (Stafford and Day, 1995). Advertisements based on rational appeals provide more information that could be verified by consumers (Edell and Staelin, 1983). This makes an advertisement more credible and helps generate positive beliefs about the product advertised (Holbrook, 1978). Emotional appeals, on the other hand, do not have much information as compared, and whatever information they provide are subjective in nature. This helps develop feelings based thoughts about the tangible aspects of a product (Belch and Belch, 1990).

Informational/ rational appeals in advertisements refer to

the practical needs of consumers and focus on the benefits and attributes or features of a product or service. There are various rational motives that can be used in such advertising. They are health, sensory benefits, efficacy, performance, information, economy, comfort, durability, convenience, quality, efficiency, performance, favorable price, product/ service popularity appeals, competitive advantage, news, and dependability (Belch and Belch, 2003).

Emotional appeals refer to the consumers' psychogenic needs during a purchase scenario. Such appeals are based on two feelings or states – personal and social. Personal feelings include love/affection, safety, sorrow/grief, achievement/accomplishment, excitement, happiness, ambition, self-esteem, security, pride, joy, actualization, nostalgia, arousal/stimulation, sentiment, fear, pleasure, comfort. Social-based feelings include affiliation/belonging, recognition, acceptance, status, embarrassment, involvement, rejection, approval, respect (Belch and Belch, 2003).

Consumer responses to advertisements: When a consumer is exposed to an ad, there are feelings generated in him from the ad and there is a formation of judgements about the ad. Feelings, as compared to judgments, take more time to form attitude toward advertising (Zajonc, 1980). According to Shimp (1981), the emotional component of the attitude toward the ad is a non-volitional process and its cognitive component a conscious one. Various studies have been carried out on affect and cognition. While Tsal (1985) concluded that feelings are always mediated by cognition, Zajonc (1982) and Markus (1985) said that both are independent of each other. Batra (1986) found that the effort required to generate affective responses is much less. Feelings play a mediating role in establishing a relationship between ad content, attitude toward the ad, and attitude toward the brand (Batra and Holbrook, 1987). Mackenzie, Lutz and Belch (1986) found that feelings generated from an ad influence its evaluation. Consumers who have positive feelings about advertising enjoy advertising more and find it more informative and acceptable (Bartos and Dunn, 1974; Bauer and Greyser, 1968; and Lutz, 1985). According to Batra and Ray (1986), feelings generated from an ad have a relationship with the effectiveness of the ad. A positive feeling from an ad results in a positive attitude toward the brand (Batra

and Stayman, 1990; Edell and Burke, 1987). Edell and Burke (1987) concluded that feelings are of two types – positive and negative. Positive feelings are further categorised into “warm” and “upbeat” feelings. Feelings have an effect on both attitude toward the ad, as well as attitude toward the brand. The scales used by Edell and Burke were further modified by them in another study in 1989.

In order to study judgments about an ad, McGuire (1969) developed Persuasive Disclosure Inventory (PDI) based on three measures - ethos, logos and pathos. All persuasive appeals come under the first measure, ethos. Logos measures the informative content of an ad that is required by consumers to form beliefs and pathos measures the emotional appeals, and (Feltham, 1994).

A vital aspect to be noted here is about the involvement of consumers. According to the Elaboration Likelihood Model (ELM), involvement is related to a consumer's route of persuasion (Petty et al, 2005). When consumer motivation, ability, and the opportunity to process are high, the involvement of consumers is considered to be high and the individual takes the central route to attitudinal change (Petty et al, 1983, 2005; Chaiken et al, 1989). On the contrary, if the consumer involvement is low, the individual will process the ad information with the help of transformational appeal in the advertisement (Coulter, 2005). Gordon Brown of Millward Brown Inc. pointed out that the liking of an ad influences its information processing by a consumer.

Beliefs about the advertised brand is another consumer response to an ad. A person's beliefs result in the formation of his attitude. In order to change a person's attitude, there should be a change brought in his beliefs (Fishbein and Ajzen, 1975). Consumers' attitude toward the ad as a response has a mediating effect on their attitude toward the brand and purchase intention (Mitchell and Olson and Shimp, 1981). Moore and Hutchinson (1983 and 1985), however, concluded that the impact of attitude toward the ad on attitude toward the brand goes weak over a period of time. Thoughts about an ad form attitude toward the ad (Lutz, Mackenzie and Belch, 1983; Mackenzie and Lutz, 1983; Lutz, 1985) and thoughts and beliefs about a brand form brand attitude (Wright, 1973; Mitchell and Olson, 1981).

The purchase intention of consumers is directly influenced by attitude toward the ad and attitude toward

the brand (Shimp and Gresham, 1985; Goldsmith et al., 2000; Shimp, 2000). There can also be an indirect influence of attitude toward an ad on the purchase intention through attitude toward the brand (Shimp & Gresham, 1985; Mackenzie, Lutz & Belch, 1986; Brown & Stayman, 1992; Yoon et al., 1998). The same conclusion was also made in another study (Phelps et al., 1996). The relationship between attitude toward an ad and the purchase intention exists for both familiar and unfamiliar brands (Phelps and Hoy, 1996; Homer, 1990). There is a positive relationship between attitude toward a brand and purchase intention (Mitchell and Olson, 1981; Shimp and Gresham, 1985; Batra and Ray, 1986; Shimp, 1986; Phelps and Hoy, 1996; Homer, 1990; Karen et al., Brown & Stayman, 1992; Homer & Yoon, 1992).

Purpose of the study: The research model (refer to Fig. 1) for this study is based on the “attitude toward the ad” model (Schiffman and Kanuk, 1998) that was itself inspired by and based in part on Julie A. Edell and Marian Chapman Burke, “The Power of Feelings in Understanding Advertising Affects”, *Journal of Consumer Research* 14 (December 1987), 431.

According to the attitude toward the ad model, when a consumer is exposed to an ad, he or she develops certain judgements about the ad and there are feelings generated in him alongside. Consumers also form beliefs about the advertised brand from this exposure. The judgements and feelings together have an effect on the attitude toward the ad and the beliefs about the brand. The two, the beliefs about the brand and the attitude toward the ad, influence the attitude toward the advertised brand. To this extent is the attitude toward the ad model. For the purpose of this study, the attitude toward the brand is extended to purchase intention, meaning the consumer's attitude toward the brand has an effect on their purchase intention. On the other side, psychographic variables are taken as independent variables to study their effects on the extended model. It could be concluded that the research model for this study is an extension of the “attitude toward the ad model”, with “purchase intention” and “psychographics” added to it.

Objectives

Based on the literature review, the following research objectives were taken up for examination in the study:

1. To study the relationship between psychographics and feelings from an ad
2. To study the relationship between psychographics and judgments about an ad.
3. To study the relationship between psychographics and attitude toward the ad.

Hypotheses

1. There is a relationship between psychographics and feelings from an ad.
2. There is a relationship between psychographics and judgments about an ad.
3. There is a relationship between psychographics and attitude toward the ad.

Figure 1 presents the relationships taken up for examination in the study. Though the topic of this study is “Psychographics and responses to television commercials”, all variables in the attitude-toward-the-ad model, and purchase intention have been taken to carry out a comprehensive research.

Research methodology

A structured questionnaire based on the research model was used for data collection from 440 respondents. Table 1 to 4 provide the scales used in the questionnaire.

Sampling: The respondents were from Delhi equally representing the nine districts and three sub-divisions within each district. The respondents were selected on the ratio of district population to total population of Delhi. Other criteria for the respondents were age (21 to 60 years), gender, education (“below standard 9” to “post graduation and higher”), and income (Rs 350,000 to Rs 1,850,000 per annum).

Data collection: From an evening’s broadcast - during prime time - of commercials during the period of survey, 15 commercials across seven product categories – cellular service, life insurance, smartphone, car, tooth paste, toilet soap, and carbonated beverage were selected and shown to a panel of three judges. For the purpose of this study, four out of these were selected by the judges. Two had rational appeal and two emotional. This was done to avoid any influence of the type of appeal on the responses of the subjects. Each of these commercials was from a different product category – life insurance, cellular service, car, and smartphone.

The four ads were shown to the 440 respondents. After each viewing, they were asked to fill in an identical copy of the questionnaire.

Variables: The variables in this research study are “prior attitude toward the brand”, “prior beliefs about the brand”, “judgments about the ad”, “feelings from the ad”, “beliefs about the brand”, “attitude toward the ad”, “attitude toward the brand”, “prior purchase intention”, and “purchase intention” (all dependent variables), and “brand consciousness”, “opinion leadership”, “innovativeness”, “price consciousness”, and “product consciousness” (all independent variables).

Scales to measure the responses before ad exposure:

“Prior attitude toward the brand” was measured on a single-item scale from 1 to 5, with 1=not at all and 5=very strongly. The instruction to the respondents was “Indicate how much you like this brand”.

“Prior beliefs about the brand” was measured on a ten-item scale from 1 to 5. The instruction to the respondents was “Indicate how well the statement describes your general beliefs about this brand” (refer to Table 1).

“Prior purchase intention” was measured on a single-item scale from 1 to 5, with 1 = not at all and 5 = very strongly. The instruction to the respondents was “Have you been having intentions to buy a brand in this category of late?”

Scales used to measure the responses after ad exposure:

“Judgments about the ad” was measured on three scales: ethos (a five-item scale), logos (a five-item scale), and pathos (a seven-item scale). All three scales ranged from 1 to 5, with 1 = not at all and 5=very strongly. The instruction to the respondents was “Indicate how well the word/(s) describe/(s) this TV commercial” (refer to Table 2).

“Feelings from the ad” was also measured on three different scales: upbeat (a 27-item scale), negative (a 14-item scale), and warm (a 12-item scale). All three scales ranged from 1 to 5, with 1 = not at all and 5=very strongly. The instruction to the respondents was “Indicate how much you felt each of these feelings after viewing this TV commercial (refer to Table 3).

“Beliefs about the brand” was measured on the same scale as that of “Prior beliefs about the brand”.

“Attitude toward the ad” was measured on a single-item scale of 1 to 5, with 1 = not at all like and 5 = very

strongly like. The instruction in the questionnaire was “Indicate the extent to which you like this TV commercial”.

“Attitude toward the brand” was measured on the same scale as that of “prior attitude toward the brand”.

“Purchase intention” was measured on the same scale as that of “prior purchase intention”.

All psychographic (independent) variables were measured on a scale of 1 to 5 and the instruction to the respondents was: “Indicate the extent to which you may agree or disagree” (refer to Table 4).

Factor analysis: Using Varimax Rotation, factor analyses were carried out on “psychographics”, “prior beliefs about the brand”, “beliefs about the brand”, “judgements about the ad”, and “feelings from the ad”. The judgment scale was found to be clearly divided into three – ethos, logos and pathos, as was established earlier by Feltham (1994). Likewise, feelings scale too came up having three sub-scales: upbeat, negative and warm feelings, as was established in their research studies by Edell and Burke (1987, 1989). “Psychographic” scale was divided into five sub-scales of “brand consciousness”, “opinion leadership”, “innovativeness”, “price consciousness” and “product consciousness”. For all these scales, items showing loadings higher than 0.5 on each factor only were considered and subsequently their aggregated scores were used to form composite variables.

Validity and reliability: The judges found the research model valid. The questionnaire too was found to have acceptable content validity since it addressed all variables present in the research model. The scales too were found to be valid and conforming to the previous standards. The internal consistency and reliability of these scales were found to be acceptable as the value of Cronbach’s alpha was more than 0.7 in each case (Nunnally, 1978).

Findings

Respondent Profile: Among the 440 respondents, 50 percent were male and 50 percent female. An effort was also made to have an equal distribution for age, income and education variables. Refer to Table 5 to 7.

Regression

The broad objective of this research study was to find out

the relationship between psychographics (independent variables) and ad responses (dependent variables). For each of the four ad exposures (two commercials based on rational appeal and two on emotional), six regressions were carried out.

The first regression of the four ad exposures showed that product consciousness had an almost consistent effect on feelings generated from ads. The standardised coefficients on product consciousness were significantly different from zero ($p < 0.5$) in the case of the three exposures ($\beta = 0.12, 0.7, 0.12$). The values of adjusted R^2 greatly differed, though, showing 48 percent variation in feelings for the second exposure and only 12 percent in case of the other two (refer to Table 12). No other psychographic variable showed a consistently significant relationship.

In the second regression and in case of ads with rational appeal only, it was brand consciousness that had a significant relationship ($p < .05$) with judgments about the ad, though, a negative one in one of them ($\beta = 0.3, -0.16$). Taking the values of adjusted R^2 into consideration, it can be seen that the first rational ad causes a variation of 45 percent in judgments as against 3 percent in the second one.

Going further, in the third regression, no significant relationship in all the four exposures was found between any psychographic variable and beliefs about the brand.

In the fourth regression, relationship between “product consciousness” and “attitude toward the ad” was found to be consistently significant ($p < .05$) in all four ad exposures ($\beta = 0.09, 0.4, 0.58, 0.23$). Opinion leadership, in case of ads with emotional appeal, ($\beta = 0.1, 0.12$), too contributed to the variation in the second and fourth exposures.

In the fifth regression, again product consciousness came up as the only independent variable that showed an almost consistently significant relationship with attitude toward the brand. ($\beta = 0.13, 0.25, 0.15$). Brand consciousness had a negative relationship with attitude toward the brand, in case of rational advertisements. ($\beta = -0.11, -0.1$). Similarly, opinion leadership too had a negative relationship with attitude toward the brand, in case of rational advertisements. ($\beta = -0.26, -0.12$).

In the sixth regression, no significant relationship was found between price consciousness and purchase

intention. Two exposures were non-significant, one had a positive and another, a negative relationship.

Innovativeness too did not contribute significantly to any of the ad responses in any manner. Also, it can be seen that product consciousness contributed the most as a psychographic variable in causing variations in some dependent variables.

Conclusions & recommendations

Product conscious consumers depend heavily on advertising for purchase and are highly concerned about what they are buying. They would make an extra effort to gather information about the product or service. If they are not satisfied with the product they would rather return it. The more product conscious the consumers, the stronger are their feelings generated from an ad, the stronger are their attitude toward an ad, and attitude toward the brand. This could be because such consumers may like to keep themselves updated about the latest products available in the market and so they have motivation to view the commercials and learn more. Motivation, as per the Elaboration Likelihood Model (Petty et al, 2005), is a pre-requisite in bringing about a change in the consumer attitude through advertising.

Brand conscious consumers end up forming a negative attitude toward the brand if the appeals are rational in the ads. Therefore, the advertisers would do well to include more of emotional appeals in their ads. If at all they have to use rational appeals, they must choose their message strategy wisely so that the rationale in the ads clearly conveys information about the attributes of the brand and brings about a positive attitude toward the brand.

The opinion leaders are more likely to get influenced by advertisements based on emotional appeals to form a strong attitude toward the ad. Advertisers, who feel they must use a rational appeal as the nature of the product warrants that, should wisely select the pieces of information about their brand. In fact, the opinion leaders form a negative relationship with the attitude toward the brand if the ad has a rational appeal. This could be because of incongruence with their own opinions on the products or aspects related to consumerism. Too much of information in an ad can lead to the development of counter arguments. The advertisers should be wary about that.

None of the five types of consumers forms a relationship with the judgments about the ad. This could be because of lack of certain cues in the ads that result in the formation of judgments in the consumers. Similarly, none of the five types form any relationship with the beliefs about the brand. According to Edell and Burke (1987), beliefs about the brand are based on the brand attributes. Therefore, whatever type the ad is, if it conveys information about brand attributes, directly or indirectly, it will help the consumers form firm beliefs about the brand, which will have a positive effect on attitude toward the brand and purchase intention.

None of these consumers showed any relationship with the purchase intention.

The more price conscious a consumer, the less will be his or her intention to purchase a product or service. However, this does not significantly reflect in this study, one reason could be prior purchase intention not being very strong.

Innovativeness in consumers does not bring about a change in their responses to advertising, or purchase intention. Innovativeness is an important psychographic variable. However, in this study, it failed to establish any connect with the consumer responses to advertising. This could be because advertisers in India are probably not targeting the innovators with messages that can motivate them – messages communicating the novelty about the products. Innovators are generally the first ones to try a new product and buy new and different things. Advertisers must identify this segment and expose them to commercials with information congruent with the trait in them. Firms offering brands in new product categories or existing brands with new features will highly benefit by targeting this segment.

Advertising rates on television have been increasing at a very fast rate. Rate for a 10-second spot between an IPL match in 2014 was between Rs 4.75 lakh to Rs 5 lakh.3 Such rates call for a high concern about the return on adspends. A correct understanding of the consumer behaviour can only guarantee good returns.

Limitations

Psychographics is a wide subject and there are numerous ways to segment the consumers based on these variables. In this study the consumers have been segmented into

five types only.

There are other factors too that play a role in consumer response to advertising like frequency of exposure to an ad, the involvement of consumer while viewing the commercial, and the way he or she processes information.

The study was carried out in Delhi, a metro and the capital of India. The city may not represent the whole country and therefore the conclusions made in this study may not apply to other parts of the country, especially, the rural areas.

References

- Aaker, David A. and Norris, Donald (1982), 'Characteristics of TV Commercials Perceived as Informative', *Journal of Advertising Research*, 22, 2 (April/May), 61-70
- Alwitt, Linda F. and Prabhaker, Paul R (1994), 'Identifying Who Dislikes Television Advertising: Not by Demographics Alone', *Journal of Advertising Research*, (November/December), 17-29
- Anderson, W. Thomas and Golden, Linda L. (1984), 'Lifestyle and Psychographics: A Critical Review and Recommendation', *Advances in Consumer Research*, 11, 405-411
- Barry, James and Weinstein, Art (2009), 'Business Psychographics Revisited: From Segmentation Theory to Successful Marketing Practice', *Journal of Marketing Management*, 25, 3-4, 315-340
- Batra, Rajeev and Ray, Michael L. (1986), 'Affective Responses Mediating Acceptance of Advertising', *Journal of Consumer Research*, 13 (September), 234-249
- Biel, Alexander L. and Bridgwater, Carol A. (1990), 'Attributes of Likable Television Commercials', *Journal of Advertising Research*, (June/July), 38-44
- Boote, Alfred S. (1984), 'Interactions in Psychographic Segmentation: Implications for Advertising', *Journal of Advertising*, 13, 2, 43-48
- Burke, Marian Chapman and Edell, Julie A. (1987), 'The Power of Feelings in Understanding Advertising Affects', *Journal of Consumer Research*, 14 (December), 421-433
- Burke, Marian Chapman and Edell, Julie A. (1989), 'The Impact of Feelings on Ad-based Affect and Cognition', *Journal of Marketing Research*, 26 (February), 69-83
- Burnett, Melissa, Keith, Nancy and Pettijohn, Charles (2003), 'An Empirical Analysis of Factors Influencing Student Reactions to Ethical Advertising Dilemmas: Educational Experience, Work Experience, Ethical Philosophy, and Demographics', *Marketing Education Review*, 13, 1, 33-46
- Cannon, Hugh M. and Merz, G. Russell (1980), 'A New Role for Psychographics in Media Selection', *Journal of Advertising*, 9, 2, 33-44
- Dens, Nathalie and Pelsmacker, Patrick De (2010), 'Consumer Response to Different Advertising Appeals for New Products: The Moderating influence of Branding Strategy and Product Category Involvement', *Brand Management, Macmillan Publishers Limited*, 18, 1, 50-65
- Dutta-Bergman, Mohan J. (2006), 'The Demographic and Psychographic Antecedents of Attitude toward Advertising', *Journal of Advertising Research*, (March), 102-112
- Edell, Julie A. and Burke, Marian Chapman (1987), 'The Power of Feelings in Understanding Advertising Effects', *Journal of Consumer Research*, (December), 14, 421-433
- Feltham, Tammi S. (1994), 'Assessing Viewer Judgement of Advertisements and Vehicles: Scale Development and Validation', In Chris T. Allen and Deborah Roedder-John (Eds.), *Advances in Consumer Research*, 21, 531-535
- Fenwick, Ian, Schellinck, D.A. and Kendall, K.W. (1983), 'Assessing the Reliability of Psychographic Analyses', 2, 1, (Winter), 57-73
- Gardner, Meryl Paula (1985), 'Does Attitude Toward the Ad Affect Brand Attitude Under a Brand Evaluation Set?', *Journal of Marketing Research*, 22 (May), 192-198
- Gerlich, R. Nicholas, Browning, Leigh and Westermann, Lori (2011), 'Consumer Utilization of An Advertising Stimulus: The Effect of the Peel 'N Taste Marketing System on Consumer Attitudes, Product Feelings and Likelihood of Purchase', *Academy of Marketing Studies Journal*, 15, 2, 103-112
- Gilbert, Faye W. and Warren, William E. (1995), 'Psychographic Constructs and Demographic

- Segments', *Psychology and Marketing*, 12, 3, (May), 223-227
- Gresham, Larry G. and Shimp, Terence A. (1985), 'Attitude toward the Advertisement and Brand Attitudes: A Classical Conditioning Perspective', *Journal of Advertising*, 14, 1, 10-49
- Hazlett, Richard L. and Hazlett, Sasha Yassky (1999), 'Emotional Response to Television Commercials: Facial EMG vs. Self-Report', *Journal of Advertising Research*, (March/April), 7-23
- Kamp, Edward and Macinnis, Deborah J. (1996), 'Characteristics of Portrayed Emotions in Commercials: When does What is Shown in Ads Affect Viewers', *Journal of Advertising Research*, (November/December), 19-28
- Kinnear, Thomas C. and Taylor, James R. (1976), 'Psychographics: Some Additional Findings', *Journal of Marketing Research*, 13, (November), 422-425
- Kumar, Rohit Vishal and Sarkar, Amitava (2008), 'Psychographic Segmentation of Indian Urban Consumers', *Journal of Asia Pacific Economy*, 13, 2 (May), 204-226
- Laskey, Henry A., Fox, Richard J. and Crask, Melvin R. (1995), 'The Relationship between Advertising Message Strategy and Television Commercial Effectiveness', *Journal of Advertising Research* (March/April), 31-39
- Leonidou, Leonidas C. and Leonidou, Constantinos And. (2009), 'Rational Versus Emotional Appeals in Newspaper Advertising: Copy, Art and Layout Differences', *Journal of Promotion Management*, 522-546
- MacKenzie, Scott B., Lutz, Richard J. and Belch, George E. (1986), 'The Role of Attitude Toward the Ad as a Mediator of Advertising Effectiveness: A Test of Competing Explanations', *Journal of Marketing Research*, 23, (May), 130-143
- Mitchell, Andrew A. (1986), 'The Effect of Verbal and Visual Components of Advertisements on Brand Attitudes and Attitude toward the Advertisement', *Journal of Consumer Research*, 13 (June), 12-24
- Mitchell, Andrew A. and Olson, Jerry ClaSs. (1981), 'Are Product Attribute Beliefs the Only Mediator of Advertising Effects on Brand Attitude', *Journal of Marketing Research*, 18, (August), 318-332
- Moore, David J. and Harris, William D. (1996), 'Affect Intensity and the Consumer's Attitude toward High Impact Emotional Advertising Appeals', *Journal of Advertising*, 25, 2 (Summer), 37-50
- Moore, David J., Harris, William D. and Chen, Hong C. (1995), 'Affect Intensity: An Individual Response to Advertising Appeals', *Journal of Consumer Research*, 22 (September)
- Peltier, James W., Schibrowsky, John A., Schultz, Don E. and Davis, John (2002), 'Interactive Psychographics: Cross-Selling in the Banking Industry', *Journal of Advertising Research*, (March-April), 7-22
- Puto, Christopher P. and Wells, William D. (1984), 'Informational and Transformational Advertising: The Differential Effects of Time', *Advances in Consumer Research*, 11, 638-643
- Romaniuk, Jenni and Wight, Samuel (2009), 'The Influence of Brand Usage on Responses to Advertising Awareness Measures', *International Journal of Market Research*, 51, 2, 203- 218
- Roy, Sudas and Goswami, Paromita (2007), 'Psychographics and its Effect on Purchase Frequency – A Study of the College-goers of Kolkata, India', *Decision*, 34, 1, (January-June), 63-94
- Royo-Vela, Marcelo (2005), 'Emotional and Informational Content of Commercials: Visual and Auditory Circumplex Spaces, Product Information and their Effects on Audience Evaluation', *Journal of Current Issues and Research in Advertising*, 27, 2 (Fall), 13-22
- Sharma, Rishi Raj and Chander, Subhash (2007), 'Consumer Psychographics and Surrogate Advertising: An Application of Multiple Discriminant Analysis', *The Icfai Journal of Consumer Behavior*, 2, 5, 25-47
- Stout, Patricia A. and Rust, Roland T. (1993), 'Emotional Feelings and Evaluative Dimensions of Advertising: Are they Related?', *Journal of Advertising*, 22, 1, (March), 61-71
- Szybillo, George J., Binstok, Sharon and Buchanan, Lauranne (1979), 'Measure Validation of Leisure Time Activities: *Time Budgets and Psychographics*', 16, (February), 74-79
- Wahid, Nabsiah Abdul and Ahmed, Methaq (2011), 'The Effect of Attitude toward Advertisement on Yemeni

Female Consumers' Attitude toward Brand and Purchase Intention', *Global Business and Management Research*, 3, 1, 21-29

Wolburg, Joyce M. and Pokrywczynski, James (2001), 'A Psychographic Analysis of Generation Y College Students', *Journal of Advertising Research*, (September-October), 33-52

Young, Charles E. (2004), 'Capturing the Flow of

Emotion in Television Commercials: A New Approach', *Journal of Advertising Research*, (June), 202-209

Zeitlin, David M. and Westwood, Richard A. (1986), 'Measuring Emotional Response', *Journal of Advertising Research*, (October/November), 34-44

Ziff, Ruth (1971), 'Psychographics for Market Segmentation', *Journal of Advertising Research*, 11, 2, (April), 3-9

1. "Print Ads to Pip TV in Poll Year", February 10, 2014, accessed July 27, 2014, <http://www.thehindubusinessline.com/news/print-ads-to-pip-tv-in-poll-year/article5673318.ece>
2. "Elections Set to Fuel Ad industry Growth", February 21, 2014, accessed July 27, 2014, <http://www.thehindu.com/business/Industry/elections-set-to-fuel-ad-industry-growth/article5710190.ece>
3. "Amazon, Flipkart investing heavily on TV ads during IPL", April 14, 2014, accessed July 28, 2014, <http://www.thehindubusinessline.com/news/print-ads-to-pip-tv-in-poll-year/article5673318.ece>

Annexure

Figure 1: Hypothesized Relationship between Consumer Psychographics and Response to Advertising

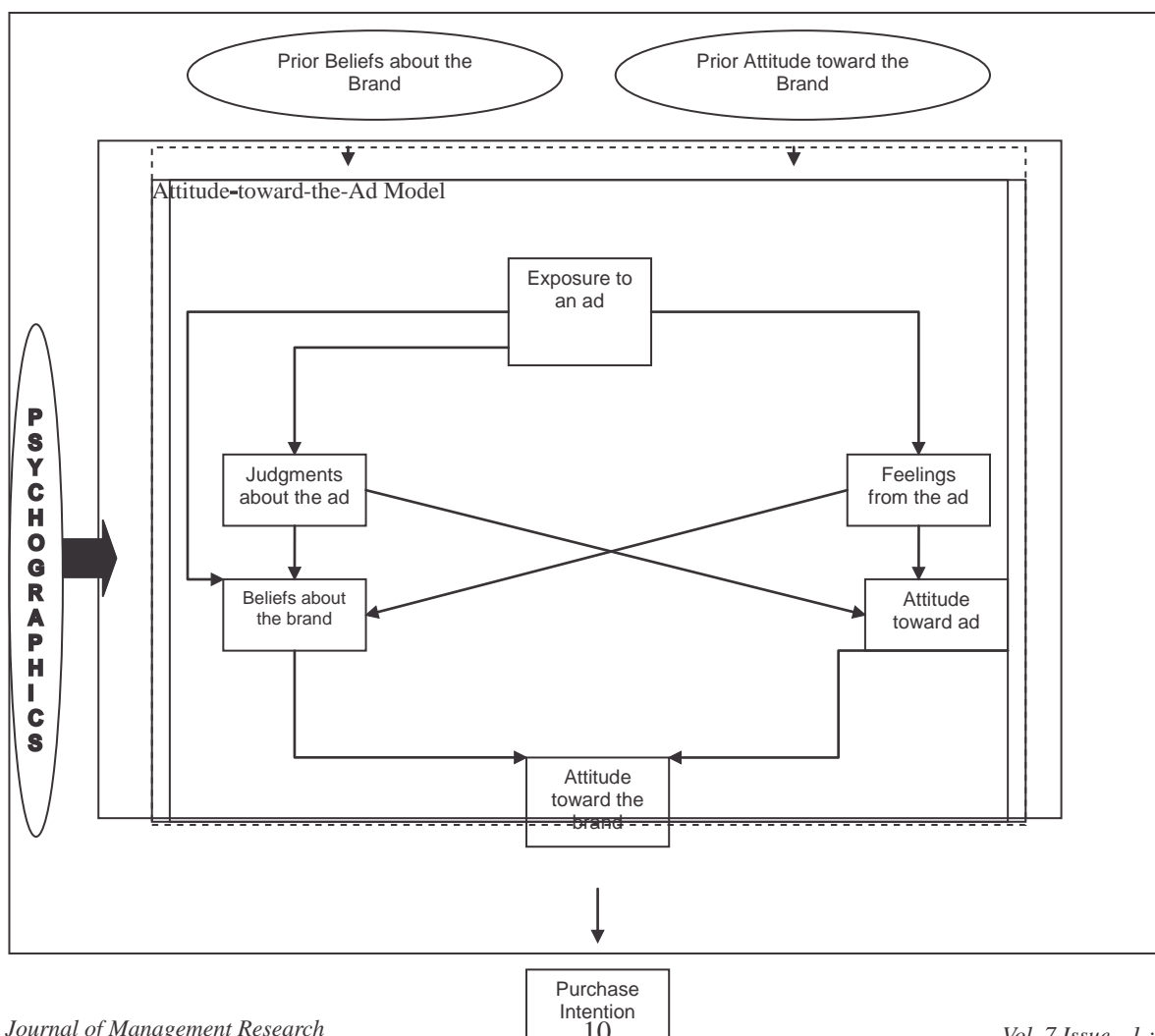


Table 1

<p>Beliefs about the Brand</p> <p>On a scale of 1 to 5, indicate how well the statement describes your general beliefs about this brand (1=not at all; 5=very strongly): [Alpha = 0.87]</p> <p>I believe the brand offers a convenient solution</p> <p>I believe the brand provides certain benefit/(s)</p> <p>I believe the brand is of high quality</p> <p>I believe the brand is dependable</p> <p>I believe the brand performs very well</p> <p>I believe the brand is better than the others</p> <p>I believe the brand offers easy purchase option/(s)</p> <p>I believe the brand provides value for money</p> <p>I believe the brand suits my needs</p> <p>I believe the brand is comfortable to use</p>

Table 2

Judgment of Ads . Viewer Judgments of Ads: The Persuasive Disclosure Inventory (PDI) (Feltham 1994)							Factor Loading
On a scale of 1 to 5, indicate how well the word/(s) describe/(s) this TV commercial (1=not at all; 5=very strongly):							
<u>Ethos Scale Items (Alpha=0.9)</u>							0.76
Unbelievable	1	2	3	4	5	Believable	0.85
Not credible	1	2	3	4	5	Credible	0.86
Not trustworthy		1	2	3	4	5 Trustworthy	0.82
Unreliable	1	2	3	4	5	Reliable	0.8
Undependable	1	2	3	4	5	Dependable	
<u>Logos Scale Items (Alpha=0.82)</u>							0.18
Not rational	1	2	3	4	5	Rational	0.13
Not informative		1	2	3	4	5 Informative	0.73
Does not deal with facts			1	2	3	4 5Deals with facts	0.88
Not knowledgeable	1	2	3	4	5	Knowledgeable	0.81
Not logical		1	2	3	4	5 Logical	

Pathos Scale Items (Alpha=0.79)										0.78
Does not affect my feelings	1	2	3	4	5	Affects my feelings				
Does not touch me emotionally	1	2	3	4	5	Touches me emotionally				0.63
Is not stimulating	1	2	3	4	5	Is stimulating				0.56
Does not reach out to me	1	2	3	4	5	Reaches out to me				0.36
Is not stirring	1	2	3	4	5	Is stirring				0.76
Is not moving	1	2	3	4	5	Is moving				0.67
Is not exciting	1	2	3	4	5	Is exciting				0.69

Note: Exhibit 1 of Feltham (1994, p. 533) provides the original order of items

Source: Bearden, William O. & Netemeyer, Richard G, (1999), Handbook of Marketing Scales: Multi-Item Measures for Marketing and Consumer Behavior

Table 3

Feelings from the Ads (Edell and Burke, 1989)			
Factor Loadings			
	Upbeat (Alpha=0.81)	Negative * (Alpha=0.89)	Warm (Alpha=0.87)
Active	.890	-.365	-.011
Alive	-.036	-.068	-.186
Amused	.307	-.179	.194
Attentive	.757	-.168	-.100
Cheerful	.771	-.272	-.034
Confident	.890	-.365	-.011
Delighted	.493	.037	-.175
Elated	.405	-.270	-.030
Energetic	.517	-.226	-.004
Happy	.758	-.337	-.048
Humorous	.628	-.463	-.081
Inspired	.522	-.183	.053
Interested	.747	-.255	-.006
Joyous	.679	-.026	-.078
Lighthearted	.237	-.144	-.124
Playful	.588	-.418	-.042
Pleased	.739	-.153	-.021
Proud	.662	-.383	-.063

Satisfied	.794	-.085	.101
Silly*	.043	-.136	-.022
Stimulated	.516	-.811	-.041
Strong	.569	-.474	-.103
Bored	.384	-.560	-.036
Critical	-.035	.501	.200
Defiant	.004	.530	.108
Depressed	-.269	.315	-.020
Disgusted	-.026	.653	.086
Disinterested	-.516	.811	.041
Dubious	-.306	.733	.048
Dull	-.544	.583	.066
Lonely	-.291	.662	-.090
Offended	-.516	.811	.041
Regretful	-.450	.711	-.011
Sad	-.399	.722	.055
Skeptical	-.459	.455	-.034
Suspicious	-.426	.757	-.046
Affectionate	-.096	.034	.950
Calm	-.028	.145	.802
Contemplative	-.089	.001	.692
Concerned	-.219	.133	.656
Emotional	.005	.131	.632
Kind	-.019	-.144	.693
Moved	.088	.038	.487
Peaceful	-.012	-.078	.519
Pensive	-.154	-.023	.681
Sentimental	-.096	.034	.950
Warm-hearted	.042	.149	.645

*r = reverse coded

**Table 4 - PSYCHOGRAPHICS SCALE
(Dutta-Bergman, 2006)**

The psychographic scales used in this study have been taken from the first section of the DDB Needham Life Style questionnaire that assesses attitudes, interests, and opinions (AIO).

Indicate the extent to which you may agree or disagree [1=Strongly disagree; 2=Disagree; 3=Neither disagree nor agree; 4=Agree; 5=Strongly Agree, unless indicated otherwise]

BRAND CONSCIOUSNESS [alpha=0.74]	LOADINGS
I try to stick to well-known brand names 1 2 3 4 5	.92
A nationally advertised brand is usually a better buy than a generic brand 1 2 3 4 5	.75
I would buy a brand name prescription drug rather than a generic prescription drug. 1 2 3 4 5	.77
When I have a favorite brand I buy it—no matter what else is on sale. 1 2 3 4 5	.89
A store's own brand is a better buy than a nationally advertised brand *1 2 3 4 5	.31
INNOVATIVENESS [alpha=0.79]	
I am usually among the first to try new products 1 2 3 4 5	.72
I like to buy new and different things 1 2 3 4 5	.8
OPINION LEADERSHIP [alpha=0.75]	
I am influential in my neighbourhood. 1 2 3 4 5	.88
My friends and neighbours come to me for advice about products and brands. 1 2 3 4 5	.74
I like to be considered a leader. 1 2 3 4 5	.74
I spend a lot of time visiting friends. 1 2 3 4 5	.68
PRODUCT CONSCIOUSNESS [alpha=0.9]	
I used a toll-free number to get information about a product or service 1 2 3 4 5	.67
I mailed away for a free informational or educational brochure 1 2 3 4 5	.83
I returned an unsatisfactory product 1 2 3 4 5	.82
PRICE CONSCIOUSNESS [alpha=0.83]	
Used a "price-off" coupon at a drug store or discount store 1 2 3 4 5	.54
Used a "price-off" coupon at a grocery store 1 2 3 4 5	.77
Sent in for a manufacturer's rebate 1 2 3 4 5	.65

Source: Bearden, William O. & Netemeyer, Richard G, (1999), Handbook of Marketing Scales: Multi-Item Measures for Marketing and Consumer Behavior Research, Second Edition, Sage Publications.

Table 5

Age in Years	Percent
21-30	21.8
31-40	28.2
41-50	28.2
51-60	21.8

Table 6

Income in Rs	Percent
3.5-6 L	18.2
6-8.5 L	16.4
8.5-11 L	16.4
11-13.5 L	16.4
13.5-16 L	16.4
16-18.5 L	16.4

Table 7

Education Level	Percent
9-12	32.7
Graduation	23.6
Post-graduation	21.8
Other	21.8

Table 8

Descriptive Statistics: TVC1			
	N	Mean	Std. Deviation
Feelings from the ad	436	2.8574	.53783
Judgment about the ad	436	3.3135	.55211
Beliefs about the brand	440	3.93	1.043
Attitude toward the ad	440	2.90	1.183
Attitude toward the brand	440	3.83	1.027
Purchase intention	440	4.62	.588
Brand consciousness	440	3.2327	1.21119
Innovativeness	440	3.0364	1.26583
Opinion leadership	437	3.4039	1.05166
Price consciousness	440	3.7091	.47431
Product consciousness	440	3.8697	.96886
Valid N	429		

Table 9

Descriptive Statistics: TVC2			
	N	Mean	Std. Deviation
Feelings from the ad	440	2.8087	.63952
Judgment about the ad	440	3.0968	.39922
Beliefs about the brand	440	2.92	1.448
Attitude toward the ad	440	2.99	1.270
Attitude toward the brand	440	3.34	1.217
Purchase intention	440	4.08	.984
Brand consciousness	440	3.2545	1.17061
Innovativeness	440	2.9909	1.18645
Opinion leadership	440	2.6182	.82921
Price consciousness	440	3.2091	.91652
Product consciousness	440	2.9379	1.37250
Valid N	440		

Table 10

Descriptive Statistics: TVC3			
	N	Mean	Std. Deviation
Feelings from the ad	440	3.0806	.46639
Judgment about the ad	440	3.2412	.52888
Beliefs about the brand	440	2.65	1.058
Attitude toward the ad	440	3.10	1.036
Attitude toward the brand	440	4.00	.727
Purchase intention	440	3.88	1.078
Brand consciousness	440	2.7473	.78328
Innovativeness	440	2.9818	1.14928
Opinion leadership	440	2.8727	.71012
Price consciousness	440	3.0000	.90556
Product consciousness	440	2.6682	.99835
Valid N	440		

Table 11

Descriptive Statistics: TVC4			
	N	Mean	Std. Deviation
Feelings from the ad	440	3.1914	.27850
Judgment about the ad	440	3.0684	.47556
Beliefs about the brand	440	3.61	.753
Attitude toward the ad	440	3.81	.758
Attitude toward the brand	440	3.25	1.291
Purchase intention	440	2.67	1.029
Brand consciousness	440	2.8945	1.08859
Innovativeness	440	2.9182	1.17205
Opinion leadership	440	2.7568	.82422
Price consciousness	440	2.5818	1.09154
Product consciousness	440	3.6030	.70647
Valid N	440		

Table 12 REGRESSION

Product Category (TYPE OF APPEAL)		Smart- phone (RATIONAL)	Cellular service (EMOTIONAL)	Cars (RATIONAL)	Life Insurance (EMOTIONAL)
Independent Variable	Dependent Variable	AD EXPOSURE 1	AD EXPOSURE 2	AD EXPOSURE 3	AD EXPOSURE 4
		R ² = .01; F=2.21	R ² =0.48; F=83.07	R ² =0.01; F=2.52	R ² =0.12; F=13.21
Brand Consciousness	Feelings from the ad	NS	NS	NS	NS
Innovativeness		NS	NS	NS	-.11
Opinion Leadership		NS	NS	.11	-.21
Price Consciousness		NS	NS	NS	.21
Product Consciousness		.12	.7	NS	.12
		R ² =0.45; F=74.21	R ² =0.08; F=9.02	R ² =0.03; F=4.05	R ² =0.3; F=40.29
Brand Consciousness	Judgments about the ad	.3	NS	-.16	.NS
Innovativeness		.69	NS	NS	-.12
Opinion Leadership		-.26	-.25	NS	NS
Price Consciousness		.11	.17	NS	NS
Product Consciousness		NS	NS	-.12	.53
		NS	NS	NS	NS
Brand Consciousness	Beliefs about the brand	NS	NS	NS	NS
Innovativeness					
Opinion Leadership					
Price Consciousness					
Product Consciousness					
		R ² =0.28; F=35.14	R ² =0.2; F=23.07	R ² =0.5; F=91.22	R ² =0.11; F=12.84
Brand Consciousness	Attitude toward the ad	-.5	.12	NS	NS
Innovativeness		-.3	NS	.27	-.11
Opinion Leadership		-.28	.10	NS	.12
Price Consciousness		NS	-.2	-.14	.12
Product Consciousness		.09	.40	.58	.23
		R ² =0.26; F=33.12	R ² =0.49; F=86.99	R ² =0.11; F=11.89	R ² =0.05; F=6.1
Brand Consciousness	Attitude toward the brand	-.11	NS	-.1	NS
Innovativeness		NS	NS	.14	NS
Opinion Leadership		-.26	NS	-.12	.2
Price Consciousness		.41	.69	NS	NS
Product Consciousness		.13	NS	.25	.15
		R ² =0.54;F=104.69	R ² =0.74;F=260.9	R ² =0.82; F=403.5	R ² =0.28; F=36.11
Brand Consciousness	Purchase intention	.08	-.05	NS	NS
Innovativeness		.08	NS	-.04	-.15
Opinion Leadership		-.15	.07	NS	.2
Price Consciousness		.10	-.07	NS	NS
Product Consciousness		.7	NS	NS	.43

P<0.05; NS=Non-significant; All values are for adjusted R^2