

Hatchback Cars: Advertisement Appeals

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Abstract

The study is an enquiry designed to identify and classify specific advertisement appeals used by major Indian hatchback car brands. Appeals were categorized as emotional, rational and presentational appealing strategies. Study adopted time sampling method and it led to systematic content analysis on selected newspaper, magazine, web and television advertisements by using standard Delphi technique. Detailed list of product features and presentation styles were identified and a theoretical classification model was developed on both product features and presentation styles. On analysis of emotional strategies it was found that Indian hatchback advertisements significantly differ across media in the usage of various emotions.

Key words:

Television Advertising Strategies, Emotional Appeals, Consumer buying Behaviour, Customer Attention.



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The most basic concept underlying marketing is that of human needs and wants. Consumers usually face a broad array of brands that may satisfy their needs. The task of the customer is normally to choose a product from this wide range of market offerings. This process is highly influenced by consumers' cultural, social, personal and psychological characteristics and the marketers need to have a deep understanding on these influences in order to sell their brands at its best. In a high involvement purchase, the buying behaviour will be complex and the buyer will pass through an extremely involved learning process. Hence the marketers of this product range need to educate their buyers on the class attributes of their products and need to differentiate their brands features in contrast with other brands in the same product cluster. Role of advertisements are crucial here. It is a strong medium for both communicating vital product information to the customers and persuading them to do the purchase. Detailed observation of advertisements is like reading an open textbook of marketing. It provides us deep insights on current market trends.

According to McKinsey Global institute survey of 2007 (Kunal, 2008) people in the ₹ 90,000 to ₹ 2 lakh a year salary bracket will form the largest portion of India's Income pyramid in 10 years. One of the major uptrends in Indian market considering the potentialities of this middle income consumer group is visible in the automobile industry particularly in hatch back car segment. Since the first car rolled out on the streets of Mumbai (then Bombay) in 1898, the automobile industry of India has come a long way. Indian auto industry, which was growing at a high pace (till the recent seasonal down trend in the market caused because of hike in fuel price and changed bank policies), has become a hot destination for global auto players. In hatch back segment India is the fastest growing auto market after China. With a major share in hatch back sales the car market in the year 2010 grew around 32 percent (Bureau Report, Hindu Business line, 12th January, 2011).

Maruthi Suzuki, Hyundai, Tata Motors, Fiat, Ford, Volkswagen, Chevrolet, Nissan, etc are the key competitors in Indian hatchback car market. Maruti Suzuki India Limited, a subsidiary of Suzuki Motor Corporation of Japan, is India's largest passenger car company, accounting for over 45 percent of the domestic car market. The company offers a complete range of hatchback cars from entry level Maruti-800 and Alto, to stylish hatchback Ritz, A star, Swift, Wagon-R, and Zen Estillo. Hyundai Motor India Limited is a wholly owned subsidiary of world's fifth largest automobile company, Hyundai Motor Company, South Korea. And their main hatchback brands in India include Santro in the B segment, i10 in the premium hatchback and i20 in the B+ segment. Tata Motors Limited is India's largest automobile company and with over 3,000 engineers and scientists it has enabled pioneering technologies and products. Tata Indica is India's first fully indigenous passenger car and within two years of launch it became India's largest selling car in its segment. In January 2008, Tata Motors unveiled its People's Car, the Tata Nano. It is a development which signifies a first for the global automobile industry. Nano brings the comfort and safety of a car within the reach of thousands of middle income group families. Fiat India Automobiles Limited is a 50-50 joint venture between Fiat Automobiles of Italy and Tata Motors of India. It is the ninth largest car maker in India by sales. Palio and Grande Punto are the two hatchbacks of them in India. Ford India Private Limited is a wholly owned subsidiary of the Ford Motor Company in India. They

recently entered (in 2010) to the Indian hatchback market with their brand Ford Figo. Within a year the brand became successful and won awards like "Car of the Year 2011" award, "Car of 2011" award and "Best car of the Year" award. Volkswagen India Private Limited is a subsidiary of Volkswagen Group Sales India Private Limited. Volkswagen entered the highly competitive Indian hatchback car market in April 2010 with most awaited brand Polo. Volkswagen Polo is a premium hatchback car with comfort, power and elegant looks, which makes it one of the best among hatchback cars in India. Chevrolet Sales India Private Limited is a division of General Motors India Private Limited which in turn is a subsidiary of General Motors of the United States. It is the 5th largest car maker in India after Maruti Suzuki, Hyundai, Tata and Mahindra. Spark and Beat are the two models they market in Indian hatchback segment. Nissan Motor India Private Limited, the Indian subsidiary of Nissan Motor Company of Japan is another recent entrant to Indian hatchback segment. Micra is a smart, global hatchback from Nissan with simplified urban mobility. It is born out of the need to simplify the city chaos and enrich the urban driving experience.

The Indian hatchback car market is so competitive and almost all the companies are adopting aggressive marketing strategies to sell their models. These companies are spending multimillion rupees for mass promotional campaigns. Effectiveness of these promotional campaigns may be regularly audited by individual companies themselves but the results rarely become public for an academic discussion. Consumers' buy a product based on their priorities and preferences. These preferences are derivatives of their psycho-social make up. The core assumption of consumer behaviour is individual differences. Individuals are different based on various psycho social factors like personality, perception, motivation, attitude etc. A marketing strategy normally creates differential response. A particular product feature may be highly attractive to a particular group of customers and not to another group of customers. Ideally every product features has to be matched with the respective customer preferences as it is done in market research by marketers, but in an academic discussion since there exist numerous product features and market offerings across competitive brands it is not practical to discuss each product features and its related consumer preferences. Moreover it is also not theoretically useful because it creates no general trends (science is more interested

in general trends). Systematic inquiry requires general classificatory system. Classificatory systems help a researcher with better light and direction and it makes their work easier and meaningful. For e.g. in the present context if a future researcher is interested to study personality differences of customers in processing hatchback car advertisements it would be very helpful if already a classificatory model of specific advertisement strategies by Indian hatch back car brands exists.

Present research is an attempt to identify various appealing strategies adopted by Indian car advertisements and classify them in a meaningful order by using the methodology of content analysis.

Literature Review

An individual must have a reason for buying a product; that reason is either emotional or rational (Stafford and Day Ellen, 1995). An appeal, according to Manrai et al. (1992), is the basic idea behind an advertisement or the basic reason why an audience should act. As a rule of thumb, the appeal is categorized as rational or emotional. According to Kotler and Armstrong (1991), rational appeals "relate to the audience's self-interest. They show that the product will produce the desired benefits. Examples are messages showing a product's quality, economy, value, or performance. Kotler and Armstrong (1991) define emotional appeal as an "attempt to stir up either negative or positive emotions that can motivate purchase. Emotional appeals are often strategically employed to influence consumers indirectly and make the consumer feel good about the product (Calder and Gruder) and make a brand liked or friendly (Batra and Ray 1985), relying on feelings for effectiveness (Aaker et al 1986). When it comes to changing the message receiver's beliefs about the advertised brand (Stafford, 1993), rational appeals are favored by advertising practitioners. The present analysis is based on the advertisement appeal concept in which a detailed analysis is done on selected Indian hatchback entry level car advertisements with the objective of analyzing, identifying and classifying specific advertisement appeals adopted by major market players.

Research Objectives

The purpose of the study is to analyze, identify and classify specific advertisement appeals used by major Indian hatchback

entry level car companies. Advertisement appeal is differentiated into rational appeal and emotional appeal. In the present study rational appeal is conceptualized as those advertisement messages offering different product benefits and emotional appeal as the attempt in advertisements to stir up either negative or positive emotions in customers to motivate purchase. The way message is communicated in the advertisement was also conceptualized as an appealing strategy. Based on this dimension the purpose of the research is specified with the following objectives.

1. To identify various product benefits offered by Indian hatchback entry level car advertisements as a rational appealing strategy.
2. To classify this product benefits in a meaningful order for enhancing further research in this area.
3. To analyze major emotional strategies used by Indian hatchback entry level car advertisements to sell their products.
4. To identify different presentation styles adopted by various Indian hatchback entry level car advertisements to attract their customers.
5. To classify this presentation styles in a meaningful order for enhancing further research in this area.

Research Methodology

The present research adopts the methodology of content analysis. Content analysis is the study of recorded human communications for making inferences by objectively and systematically identifying specified characteristics of the messages. Detailed descriptions of the current analysis of Indian hatchback car advertisements are as follows.

Description of Sample Data

The objective of present study is to identify and classify specific advertisement appeals used by major Indian hatchback entry level car companies. In the process of selling highly standardized products to masses of customers, large companies carefully integrate their many communication channels to deliver a clear, consistent, and compelling message about their brand. They routinely advertise in television channels, news papers, magazines or other mass media in same time duration to educate and persuade billions of

customers with a same or similar message. At times they follow a gestalt approach also of communicating marginal information through one medium (television for example) and providing crucial information through another medium (news paper ads for example). In order to get a complete picture of appealing strategies espoused by the companies we need to do a detailed analysis of sample advertisements across various mass media over a period of time. Based on this orientation, sample advertisements in present study were drawn from four different mass media channels i.e. television, website, newspaper and magazines.

Present study adopted time sampling method for selecting sample advertisements. The sample time was defined as 24 months from 1st of January 2009 to 31st December 2010. Selection of sample brands was done based on price range. Sample brands include hatchback cars between the price range

of 200000/- and 600000/- INR (ex-showroom price) competing in the market during the sample time. Two national newspapers i.e. 'The Hindu' and 'The Times of India' Mangalore edition were identified as source for collecting newspaper advertisements. 'The week' and 'India Today' English edition were identified as source for collecting magazine advertisements. Similar and repeated advertisements in these two print media were scrutinized and in such cases of repeated advertisements, only one was selected for the final sample. Television commercials telecasted in major national channels in the sample time period was observed by the researchers and the most telecasted ones were noted down and the same video was later downloaded from <<http://www.youtube.com>> The e-brochure attached in the home page of all sample brands were identified and downloaded for the analysis of web advertisements. Details of the sample advertisements are provided in table-1.

Table 1: Details of Sample Advertisements

Details of the Brand	Type of Advertisement				Total Sample Advertisements
	News Paper	Magazine	Web	Television	
Chevrolet Spark	8	5	1	2	16
Chevrolet Beat	4	4	1	1	10
Ford Figo	6	6	1	2	15
Fiat Punto	3	3	1	1	8
Hyundai i10	4	3	1	2	10
Maruthi A Star	8	3	1	2	14
Maruthi Alto	10	0	1	2	13
Maruthi Ritz	8	3	1	1	13
Maruthi Swift	2	3	1	1	7
Maruthi Wagon R	3	2	1	1	7
Nissan Micra	3	2	1	1	7
Tata Indica Vista	10	2	1	1	14
Tata Nano	9	4	1	1	15
Volkswagen Polo	4	2	1	2	9

Source: Primary data

Procedure Adopted for Data Analysis

The process of data analysis involved data examination and coding and in order to establish impartiality in the process, it was done by a panel of experts using standard version of

Delphi method. In the standard Delphi version, the experts answer questionnaires in two or more rounds. After each round, a facilitator(s) provides an anonymous summary of the experts' forecasts from the previous round as well as the reasons they provided for their judgments. Thus, experts are

encouraged to revise their earlier answers in light of the replies of other members of their panel. It is believed that during this process the range of the answers will decrease and the group will converge towards the "correct" answer.

The panel of Delphi experts consisted of fifteen professionals from marketing and behavioural science related branches who had more than five years experience, in which three were psychologists working in corporate sector, three were senior psychology professors, three were senior marketing managers working in car distribution centers, three were assistant professors specialized in marketing management, teaching in reputed management institutes, and three were teaching master's students of social work.

The process of analysis in the present study was carried out in various iterations. In the initial iteration, identification of product benefits, different presentation styles and the major emotional strategies used by Indian hatchback entry level car advertisements were carried out and in the second and third iteration a classificatory model of this identified product features and presentation styles were developed and in the fourth and fifth iteration incorporation of the identified product features and presentation styles into different groups were done. Identification of emotional strategies was done based on Parrot's (2001) classification of primary emotions. Detailed list of Parrot's primary emotions are given in table-2.

Table 2: List of Parrots (2001) Primary Emotions

Primary Emotions
Love
Joy
Surprise
Sadness
Fear

Source: Parrott, W. (2001), Emotions in Social Psychology, Psychology Press.

In the first iteration sample advertisements were assigned numbers and an analysis form was developed with separate space for providing estimation on each advertisement by the Delphi experts. The analysis forms along with the advertisements and a general feedback form to express critical observations were distributed to the experts with proper instructions and guidelines to scrutinize the advertisements analytically and identify various product benefits and different presentation styles adopted in it. For identification of emotional strategies, Parrot's classification of primary emotions along with five level Likert rating scales were distributed and experts were asked to rate the presence of these emotions. Analysis forms were collected back from the experts, after assuring that all advertisements are well scrutinized and a detailed list of identified product benefits and presentation styles was prepared based on it. Another list of rated emotions was also made by tabulating the ratings provided by the experts.

In the second iteration the list of identified product benefits and presentation styles were distributed to the Delphi experts with instructions to code the data in a meaningful order. The opinions of experts were collected back and scrutinized. The scrutinized data was once more sent to the experts in the third iteration to sort out the differences and come to a common consensus. Based on this feedback classification of rational and presentation strategies adopted by Indian hatchback advertisements were developed. In the fourth iteration each Delphi experts grouped each product features and presentations strategies identified in the first iteration into different classificatory groups of the model. The data of this iteration was collected back and scrutinized and finally sent back to the experts in the last iteration to develop a common consensus in grouping.

Details of the whole analysis are presented in the results and discussion part.

Results and Discussion

The study was carried out with the purpose of identifying and classifying specific advertisement appeals differentiated into rational appeal and emotional appeal used by major Indian hatchback entry level car companies. Rational appeal in the study means those advertisement messages offering different product benefits and emotional appeal means the attempt in advertisements to stir up either negative or positive emotions (love, joy, surprise, sadness and fear) in customers to motivate purchase.

In order to achieve the objectives of the study, content analysis of selected advertisements across various media was carried out. In this process; to gather and analyze data in a systematic way, standard version of Delphi method which employs the methodology of multiple iterations designed to develop a consensus of opinion concerning a specific topic was adopted.

The first purpose of the study was to identify various product benefits offered by Indian hatchback entry level car advertisements. The panel of Delphi experts worked out this issue independently in the first iteration. The group in general observed a significant difference in product benefits promotion through advertisements across media. Exhaustive promotion of product features was found more in web advertisements followed by news paper and magazine advertisements.

Television advertisements are found to have using promotion of the most unique and high end features of the product in a tangential way compared to other media. This trend can be attributed to the targeted marketing strategy adopted by the companies where television is a mass media useful for creating brand awareness while web is more specific with limited niche audience searching for comprehensive information. But in contrary in the case of news paper and magazine car advertisements interestingly it was observed that, newspaper advertisements were more promoting product features than magazine advertisements. Reason for this trend can be attributed to the nature of classified advertisements in Indian dailies. Even though most of the Indian dailies are national they are published regionally which provides better opportunity for advertisers to select the target audience and promote the specific features attractive to regional customers.

In the initial iterations Delphi experts identified a wide range of product features. Few experts expressed their view that features like antilock braking system, electronic brake, pre crash system, reverse backup sensors etc need not be listed as separate features but can be listed under one umbrella feature called as driver assistance systems. Incorporating this suggestion based on first iteration data researchers made a detail list of product features and a separate additional list of sub product features. Detail summary of this list is given in table-3 and 3a.

Table 3: Product Benefits offered in Advertisements

Product Features	
Advance control	High class upholsterys
Advanced brakes	High mileage
Advanced interior lamps*	In car entertainment features*
Advanced transmission	Insurance
Aerodynamic efficiency	Interior design
Alloy wheels	Key and lock features*
Battery and other power savers	Lighting system*
Better functioning wheels	Low operation and maintenance cost
Better interior space*	Maintaining engineering standards
Better power	Maintaining pollution control standard
Better road handling	Mirror features*

Better road side assistance	Parking comfort
Burglar alarm	Pillar styling stripes
Child lock system	Pockets, bags, and storage facilities*
Chrome radiator grille	Price details
Colour design*	Quality of interior parts
Colour quality	Quality of spare parts
Crashworthy systems*	Quality of tyres
Customized accessories	Resale value
Deluxe floor and carpet	Roof rails
Discount benefits and additional offers	Sculpted side panels
Display and control features*	Seating capacity
Door and window features*	Sitting comfort*
Driver assistance systems*	Sloping roofline
Driver warning system*	Special edition offers
Driving comfort*	Steel quality
Engine quality	Technological advantages
Exterior design	Traveling comfort
Finance and loan benefits	Tubeless radial tyres
Fuel tank features	Warranty
Full wheel covers	Wind screen and shield *
Graphic design	Wiper and defogger features*
Heating, ventilation, and air conditioning systems	

Source: Primary data, Additional lists of Star (*) marked features are given in table 3a.

Table 3a: Additional List of Product Benefits under Star (*) Marked Benefits given in Table 3

Product Features		
Advanced interior lamps	Service scheduler reminder	Remote key less entry
Luggage lamps	Tilt steering	Lighting system
Reading lamps	Trip meter	Fog lamps
Room lamps (boot and central)	Door and window features	Headlamps
Better interior space	Auto locking of doors	Signal indicators
Boot Space	Central locking of doors	Warning indicators
Leg Space	Power windows	Mirror features
Sitting space	Sun roofs	Internally adjustable OSRVMs
Colour design	Wide opening doors	Day and night rear view mirror
Attractive body colours	Driver assistance systems	Pockets, bags, and storage features
Attractive bumper colour	Antilock Braking System	Bottle holders
Body colored side door handles	Cornering Brake Control systems	Cup holders
Body colored tailgate handle	Electronic Brake	Front passenger under sit tray
Body colored waistline molding	Electronic Stability Controller	Glove box

Dual tone dash board	Emergency brake assist systems	Map pockets
Crashworthy systems	Lane departure warning systems	Parcel trays
Seatbelts	Pre crash system	Pen, card and coin holder
Airbags	Reverse backup sensors,	Seat back and seat side pockets
Energy absorbing body structures	Tire pressure monitoring	Seat split and foldings
Fire prevention system	Driver warning system	Sun glass holders
Side beam, intrusion beams	Warning for driver door open	Sitting comfort
Display and control features	Warning for seat belt not fastened	Ergonomically designed seats
Odometer	Driving comfort	Comfortable arm rests
Advanced clutch system	Ground clearance	Comfortable foot rests
Advanced gear shift mechanisms	Low turning radius	Comfortable head rests
Advanced horn system	Spoilers and air dams	Driver seat adjust
Digital tachometer	Wheel base	Tallest cabin height
Digital temperature bar graph	Wider viewing area	Wind screen and shield features
Distance to empty indicator	In car entertainment features	Laminated glazed windscreen
Door open indicator	Audio system	Laminated windshields
Low fuel warning lamp	Bluetooth connectivity	Large day-light opening
Manual transmission shift indicator	Mp3 & FM player	Wiper and defogger features
Mileage indicator	Steering mount audio	Anti drip wiping
Power steering	USB port	Front and rear defogger
Programmable speed limit buffer	Key and lock features	Intermittent wiper
Remote tailgate release	Desmodronic foldable key	Rear wash / wipe
Reverse parking sensor	Immobilizer with rolling codes	
Seat belt warning light	Remote embedded key	

Source: Primary data

Experts in general observed that there exists only marginal difference between the sample brands in their product offerings. Among the product benefits, high mileage, better power, low price, stylish interior, exterior and colour design, better interior space, sitting, traveling, and driving comfort, safety features, low emission and claim of maintaining pollution control standards were the most common focal benefits offered by most of the brands.

Better mileage was an omnipresent feature in most of the advertisements across media (except Fiat and few Hyundai car advertisements). Stylish exterior and colour design was another most popular promotion across advertisements in all media. Economy features like discount benefits and additional offers etc were mostly found promoted through news paper advertisements where it is possible to communicate customers regionally. Better power is an important feature promoted comparatively more in magazine and television advertisements.

Through television advertisements, more effective message transmission is possible by making use of advanced human sensory modalities like three-dimensional visual and auditory modalities and hence it is a more effective media to make the audience feel the feeling of power. Magazines are meant to give fragmented coverage of an area. It typically concentrates on the most interesting and glamorous parts of a topic. Hence it's an opportune time to promote the most interesting and glamorous aspect of a car that is power.

Better interior space is another major feature promoted by few advertisements as their most important feature. A Delphi expert critically opinioned that these advertisements may not be targeting the first time buyers but most probably targeting a second time buyer planning to change their car for better interior space. According to him few highly successful yesteryear car brands have serious interior space problems. Better traveling and sitting comfort are also promoted in few

advertisements with importance. In India car is mostly considered as an extended family vehicle where people enjoy family outing.

Safety features like Antilock Braking System, airbags, reverse backup sensors etc also emerged as one of the major feature types promoted mostly through news paper and web advertisements, but it was observed that even though it is advertised generally in the brands advertisements, most of the high end safety features are optional which is available only in the top model of the brand.

Claims of low emission and maintaining pollution control standards like green oil filter, better fuel combustion, raw material recycling, etc were found mostly in news paper, web and magazine advertisements. According to the observation

of experts low emission eco friendliness was not promoted in any of the sample advertisements as their core feature but as features to increase attractiveness of the brands.

Advertising is a form of communication. In a sense, it is a message to a consumer about a product. It provides information and some times a bit of entertainment and tries to create a response called as sale. According to Wells et al. (2007) effective advertisement creates six types of consumer responses i.e. perceive, understand, feel connect, believe and act. The ability to draw attention and create a response is a tough task in which most of the advertisers work hard. The way message is presented is crucial in this process; hence present study examined this issue in detail. The details of the analysis are presented in table- 4.

Table 4: Various Presentation Styles used by Car Advertisements

Presentation Styles
Direct presentation depicting various product features
Emotional presentations using humor
Emotional presentations using love and related emotions
Emotional presentations creating surprise
Presentation claiming research evidence
Presentation showing best selling awards and quality certificates
Presentation using comparison with competitive brands
Presentation through celebrity endorsement
Presentation using demonstration
Presentation using testimonials
Symbolic presentation using dramatized problem and solution method
Symbolic presentation using imaginary and fantasy oriented stories

Source: Primary data

Delphi experts observed a difference in the way of presentation across various mass media. Among different media news paper advertisement was found to be more direct, trying to persuade customers by showing those core features that can be classified as unique selling point. Presentations using celebrities, testimonials, comparison of the brand features with other brands, presentations using demonstration i.e. inviting the customers for a test drive, persuading the customers to buy the product before the price hike etc were

some of the common strategies used by most of the advertisements.

Advertisements in magazines were more catchy and attractive. According to the Delphi experts the way magazines are read is comparatively different from newspapers. Other than few serious readers most of the times magazines are read as a time pass in their break hours, free times or in most cases at a waiting lounge, hence most of the magazine advertisements

were stylish and intended to develop a brand image. Presentation through celebrity endorsement, presentations using emotional and interpersonal relationships aspects, presentation using testimonials and awards etc were the most common presentation styles among brands.

Presentation styles in web advertisements were more direct and logical in nature, where the orientation is to present the finest details along with promoting their unique features. Few Delphi experts opined that customers normally refer the website and e brochures only after they have taken the decision to buy a car, but confused a bit on which brand to buy. The objective here is to hold the attraction of the customer to their brands more than the competitor brand. To accomplish this most of the advertisements were direct in presentation. Almost all brochures contain list of specific product features. Projection of their brand by quoting research evidence, best selling awards, quality certificates, testimonials etc were present in few.

According to the analysis television advertisements deviated more with other type of advertisements in presentation styles. Since information is communicated through more sensory channels in television more than any other media its scope of persuasion is more. Television advertisements were found to be using more emotional and interpersonal relationships oriented presentations. Symbolic presentation were also popular among TV advertisements were the persuasion message is communicated more often through dramatized problem and solution method, imaginary and fantasy oriented stories etc. Among the sample TV advertisements few direct presentations were also present.

Advertisements without emotions are like life without color. Even the most rational advertisements blend marginal emotions in their presentation. In a minimal level they communicate to the customers that if you buy this product you will get delight (joy as consequential emotion), if not buying now you are going to miss a golden opportunity (sadness as a consequential emotion). Emotions are used in advertisements to sell the product i.e. to encourage customers to act in a favorable way. Because of a particular emotion viewers may form likeness towards an advertisement but it may not guarantee a purchase. Effectiveness of an advertisement is counted in terms of the sales volume it creates and it is highly linked with skilled usage of proper emotions in proper intensity. Keeping this in mind the first Delphi iteration of present study also involved analyzing emotional strategies of Indian hatchback car advertisements. The process of analysis involved rating of emotions (based on Parrot's classification of emotions) present in sample advertisements by Delphi experts in a five point scale. The ratings of each advertisement under each media category by all the raters were tabulated and in order to know the difference in distribution of different emotions across various media the ratings were subjected to non parametric statistical analysis using Friedman Test. Details of this analysis are given in tables – 5 to 13.

Table-5 presents the results of Friedman test done on rating of presence of love related emotions in selected advertisements across different types of media by Delphi experts. According to the results there exists a high level of difference (Chi Square value of 25.07 significant at 0.01 level) in usage of love related emotions in advertisements across different media. The results indicate that television advertisements (Mean=3.66 with an SD of 0.89) and magazine advertisements (Mean=3.20 with an SD of 1.32) contains more love emotions compared to

Table 5: Results of Friedman Test Done on Rating of Presence of Love Related Emotions in Selected Advertisements across Different Types of Media by Delphi Experts (N (Number of Raters) = 15, Degrees of Freedom=3)

Type of Media	Mean	SD	Mean Rank	Chi - Square
News Paper	1.60	0.73	1.57	25.07**
Magazine	3.20	1.32	3.13	
Web	1.80	1.01	1.87	
Television	3.66	0.89	3.43	

** - Significant at 0.01 level, Source: Primary data

Table 6: Results of Friedman Test Done on Rating of Presence of Joy Related Emotions in Selected Advertisements across Different Types of Media by Delphi Experts
(N (Number of Raters) = 15, Degrees of Freedom=3)

Type of Media	Mean	SD	Mean Rank	Chi - Square
News Paper	2.80	1.14	1.63	11.20**
Magazine	3.80	1.20	2.77	
Web	4.00	1.69	2.93	
Television	3.53	1.06	2.67	

** - Significant at 0.01 level, Source: Primary data

newspaper (Mean=1.60 with an SD of 0.73) and web advertisements (Mean=1.80 with an SD of 1.01).

Table - 6 reveals the results of Friedman test done on rating of presence of joy related emotions in selected advertisements across different types of media by Delphi experts. From the results it is clear that even though joy emotion is highly present in all types of advertisement a significant difference (Chi Square value of 11.20 significant at 0.01 level) is prevalent in the usage of joy related emotions across media. Web advertisements were rated to have more using joy related emotions (Mean= 4.00 with an SD of 1.69) followed by magazine (Mean= 3.80 with an SD of 1.20), television (Mean= 3.53 with an SD of 1.06) and newspaper advertisements (Mean= 2.80 with an SD of 1.14).

Table - 7 reveals the results of Friedman test done on rating of presence of surprise related emotions in selected advertisements across different types of media by Delphi experts. The results reveal that surprise is the lesser used emotion in advertisements when compared to other two

positive emotions but like the other two positive emotions the usage of surprise as an emotional strategy differs significantly across media (Chi Square value of 26.51 significant at 0.01 level). Magazine advertisements were found to have more using surprise emotion (Mean= 3.00 with an SD of 1.06) followed by television (Mean= 2.73 with an SD of 1.09), web (Mean=1.53 with an SD of 0.74) and newspaper advertisements ((Mean= 1.13 with an SD of 0.35).

Table - 8 reveals the results of Friedman test done on rating of presence of sadness related emotions in selected advertisements across different types of media by Delphi experts. According to the analysis usage of sadness related emotion is very less present in all the types of advertisements, but the results also revealed that there exists a significant difference between different media in the usage of sadness as an emotional strategy (Chi Square value of 12.80 significant at 0.01 level). News Paper advertisements are found to be using more sadness related emotions (Mean = 1.86 with an SD of 0.91) followed by television (Mean = 1.20 with an SD

Table 7: Results of Friedman Test Done on Rating of Presence of Surprise Related Emotions in Selected Advertisements across Different Types of Media by Delphi Experts
(N (Number of Raters) = 15, Degrees of Freedom=3)

Type of Media	Mean	SD	Mean Rank	Chi - Square
News Paper	1.13	0.35	1.50	26.51**
Magazine	3.00	1.06	3.33	
Web	1.53	0.74	1.93	
Television	2.73	1.09	3.23	

** - Significant at 0.01 level, Source: Primary data

Table 8: Results of Friedman Test Done on Rating of Presence of Sadness Related Emotions in Selected Advertisements across Different Types of Media by Delphi Experts
(N (Number of Raters) = 15, Degrees of Freedom=3)

Type of Media	Mean	SD	Mean Rank	Chi - Square
News Paper	1.26	0.45	2.40	12.80**
Magazine	1.33	0.48	2.53	
Web	1.00	0.00	1.90	
Television	1.73	0.70	3.17	

** - Significant at 0.01 level, Source: Primary data

Table 9: Results of Friedman Test Done on Rating of Presence of Fear Related Emotions in Selected Advertisements across Different Types of Media by Delphi Experts
(N (Number of Raters) = 15, Degrees of Freedom=3)

Type of Media	Mean	SD	Mean Rank	Chi - Square
News Paper	1.86	0.91	3.27	15.00**
Magazine	1.13	0.35	2.30	
Web	1.00	0.00	2.03	
Television	1.20	0.41	2.40	

** - Significant at 0.01 level, Source: Primary data

Table 10: Results of Friedman Test Done on Rating of Presence of Different Emotions in Selected Newspaper Advertisements by Delphi Experts
(N (Number of Raters) = 15, Degrees of Freedom=4)

Type of Emotion	Mean	SD	Mean Rank	Chi - Square
Love	1.60	0.73	2.93	23.98**
Joy	2.80	1.14	4.27	
Surprise	1.13	0.35	2.03	
Sadness	1.26	0.45	2.47	
Fear	1.86	0.91	3.30	

** -Significant at 0.01 level, Source: Primary data

of 0.41), and magazine (Mean= 1.13 with an SD of 0.35). Web advertisement was found to have using almost no sadness related emotion (Mean =1.00 with an SD of 0).

Table - 9 reveals the results of Friedman test done on rating of presence of fear related emotions in selected advertisements

across different types of media by Delphi experts. Fear as an emotional strategy in the present context according to the observation of Delphi experts, is present in the form making the customer afraid of possible price hike and persuading them to make an early purchase. The results reveal that fear is a less used appealing strategy and is used differently (Chi

Square value of 15.00 significant at 0.01 level) across different media. News paper advertisements are found to have using more fear strategy (Mean=1.86 with an SD of 0.91) when compared to television (Mean= 1.20 with an SD of 0.41), magazine (Mean=1.13 with an SD of 0.35) and web (Mean= 1 with an SD of 0).

Detail analysis of the Delphi experts rating also revealed the extent of emotions present in different types of media advertisements. Analysis of the Friedman test results exhibited in table-10, evidently pointed out a significant difference in the usage of different emotions in news paper advertisements (Chi Square value of 23.98 significant at 0.01 level). According to the results joy was found the foremost emotion present in newspaper advertisements (Mean=2.80 with an SD of 1.14), followed by fear (Mean=1.86 with an SD of 0.91), love (Mean= 1.60 with an SD of 0.73), sadness (Mean=1.26 with an SD of 0.45) and surprise (Mean=1.13 with an SD of 0.35).

Table-11 reveals the results of Friedman test done on rating of presence of different emotions in selected magazine advertisements by Delphi experts. This result also markedly pointed out the differences in the usage of different emotions by magazine advertisements (Chi Square value of 40.41 significant at 0.01 level). According to the results joy was the key emotion present in (Mean=3.80 with an SD of 1.20) magazine advertisements followed by love (Mean= 3.20 with an SD of 1.32) and surprise (Mean =3.00 with an SD of 1.06). Results also revealed that mild presence of sadness (Mean=1.33 with an SD of 0.48) and fear (Mean=1.13 with an SD of 0.35) in magazine advertisements.

Table-12 reveals the results of Friedman test done on rating of presence of different emotions in selected web advertisements. This result also markedly pointed out the differences in the usage of different emotions by magazine advertisements (Chi Square value of 43.20 significant at 0.01

Table 11: Results of Friedman Test Done on Rating of Presence of Different Emotions in Selected Magazine Advertisements by Delphi Experts
(N (Number of Raters) = 15, Degrees of Freedom=4)

Type of Emotion	Mean	SD	Mean Rank	Chi - Square
Love	3.20	1.32	3.83	40.41**
Joy	3.80	1.20	4.30	
Surprise	3.00	1.06	3.47	
Sadness	1.33	0.48	1.90	
Fear	1.13	0.35	1.50	

** -Significant at 0.01 level, Source: Primary data

Table 12: Results of Friedman Test Done on Rating of Presence of Different Emotions in Selected Web Advertisements by Delphi Experts
(N (Number of Raters) = 15, Degrees of Freedom=4)

Type of Emotion	Mean	SD	Mean Rank	Chi - Square
Love	1.80	1.01	3.23	43.20**
Joy	4.00	1.06	4.80	
Surprise	1.53	0.74	2.83	
Sadness	1.00	0.00	2.07	
Fear	1.00	0.00	2.07	

** -Significant at 0.01 level, Source: Primary data

Table 13: Results of Friedman Test Done on Rating of Presence of Different Emotions in Selected Television Advertisements by Delphi Experts
 (N (Number of Raters) = 15, Degrees of Freedom=4)

Type of Emotion	Mean	SD	Mean Rank	Chi - Square
Love	3.66	0.89	4.17	39.91**
Joy	3.53	1.06	4.17	
Surprise	2.73	1.09	3.10	
Sadness	1.73	0.70	2.17	
Fear	1.20	0.41	1.40	

** -Significant at 0.01 level, Source: Primary data

level). According to the results in magazine advertisements also joy was the prominent emotion (Mean = 4.00 with an SD of 1.06). In web advertisements the difference in the usage of joy and other emotions were markedly different. The results reveal that presence of other emotions - positive emotions (love mean rating =1.80 with an SD of 1.01, surprise mean rating =1.53 with an SD of 0.74) in web advertisements is very minimal. The rating of both the negative emotions was found to be the least (both mean = 1 with an SD of 0).

Table - 13 reveals the results of Friedman test done on rating of presence of different emotions in selected television advertisements. This result also distinctly pointed out the differences in the usage of different emotions by television advertisements (Chi Square value of 39.91 significant at 0.01 level). In television advertisements love was found to be the foremost emotion (Mean = 3.66 with an SD of 0.89) followed by joy (Mean = 3.53 with an SD of 1.06) and surprise (Mean = 2.73 with an SD of 1.09). Both negative emotions (Mean rating of sadness =1.73 with an SD of 0.70 and mean rating of fear = 1.20 with an SD of 0.41) were found to be very less present in television advertisements.

The second and third Delphi iterations of the study aimed at developing a theoretical classificatory model of product benefits offered by Indian hatchback car brands and the presentation styles adopted by these brands in their advertisements. In the second iteration the list of identified product benefits and presentation styles were distributed to the Delphi experts with instructions to code the data in a meaningful order and the data were collected back and scrutinized. The scrutinized data was once more sent to the

experts in the third iteration to sort out the differences and come to a common consensus. Based on this feedback classification of rational and presentation strategies adopted by Indian hatchback advertisements were developed. Details of the model are depicted in figure-1 and 2.

The model incorporates five types of product benefits i.e. performance features, aesthetic features, ergonomic features, safety features and quality features. Performance features consist of those product benefits offered by different car brands which directly contribute to the smooth performance of the car like engine power, advance control, better road handling etc. Aesthetic features are those features of the car which directly contributes to the beauty and style of the car like exterior design, colour design etc. Ergonomic features are those features that optimize well-being while traveling, by facilitating better control and comfort like, better interior space, sitting comfort, driving comfort, control and display systems etc. Economic features are those features that try to satisfy buyers through financial and cost saving benefits. Safety features consist of those features that ensure safety of the vehicle and passengers like, antilock braking system, immobilizers etc. Quality features include those assurances in the advertisements that ensure quality such as high quality steel, technological advancements etc.

The model developed on presentation style includes four major styles i.e. direct presentation, symbolic presentation, logical presentation and emotional presentation. Direct presentations consist of presenting product information directly to the consumers like listing out the features or showing directly how the car functions. Symbolic Presentation

Figure 1: Classificatory Model of Product Benefits Offered by Indian Hatch Back Car Brands

(Source: Primary Data)

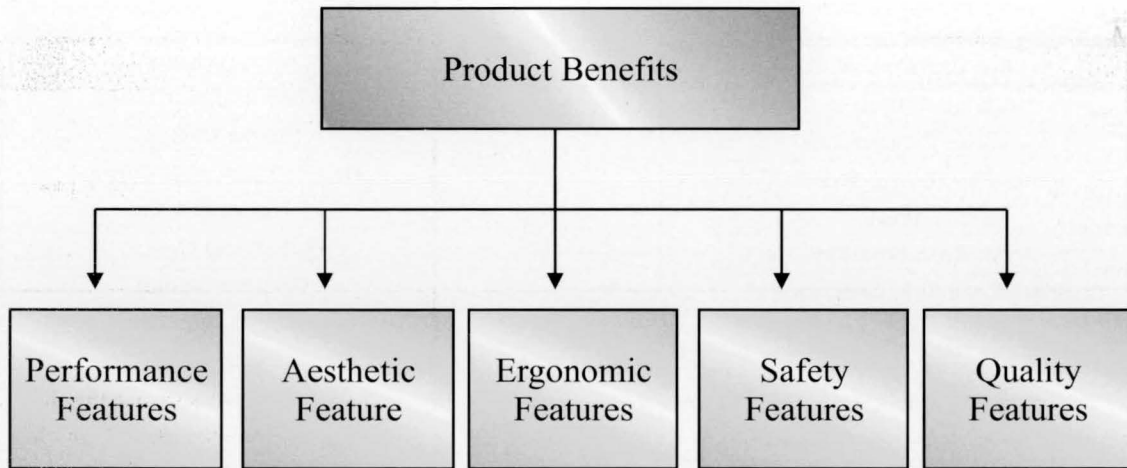
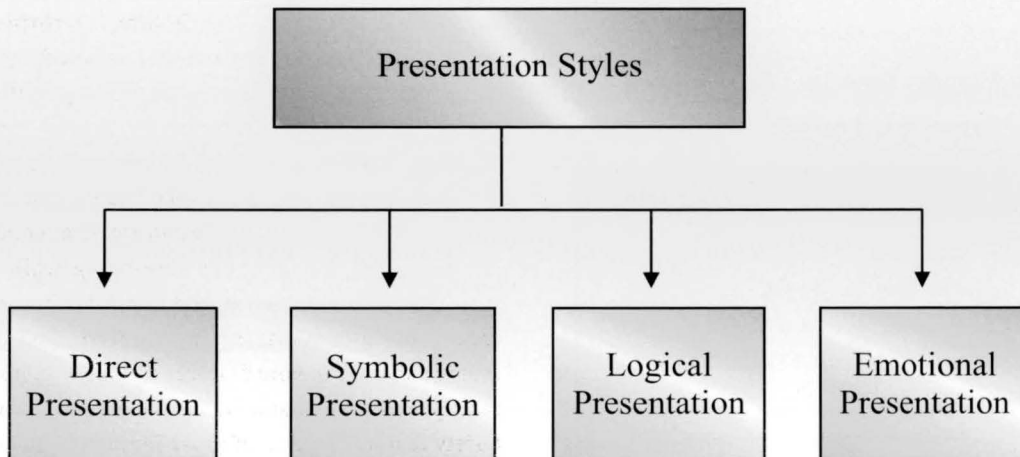


Figure 2: Classificatory Model of Types of Presentation Styles Adopted by Indian Hatchback Car Advertisements

(Source: Primary Data)



consist of presenting information in a symbolic way through stories, fancies etc. Logical presentation consist of trying to persuade the consumers by conveying the benefits in a logical way like demonstration, testimonials etc. Emotional presentation involves presentation charged with emotional content.

In the fourth and fifth iteration each Delphi experts grouped each product features and presentation styles identified in the first iteration into different classificatory groups of the

model. Detail list of those product benefits offered by different car brands which directly contribute to the smooth performance features classified by Delphi experts as performance features in the final iteration are given in table-14. Detail list of those features of the car which directly contributes to the beauty and style of the car classified as aesthetic features by Delphi experts in the final iteration are given in table-15. Detail list of features that optimize well-being of the travelers while traveling classified as safety features by Delphi experts in the final iteration are given in

Table 14: Product Benefits Classified as Performance Features

Performance Features
Advance Control
Advanced Brakes
Advanced Transmission
Better Functioning Wheels
Better Power
Better Road Handling
Better Road Side Assistance
Fuel Tank Features
Lighting System
Tubeless Radial Tyres
Wiper And Defogger Features

Source: Primary data

Table 15: Product Benefits Classified as Aesthetics Features

Aesthetic Features
Alloy Wheels
Chrome Radiator Grille
Colour Design
Deluxe Floor And Carpet
Exterior Design
Full Wheel Covers
Graphic Design
High Class Upholsteries
Interior Design
Pillar Styling Stripes
Roof Rails
Sculpted Side Panels
Sloping Roofline

Source: Primary Data

Table 16: Product Benefits Classified as Ergonomic Features

Ergonomic Features
Advanced Interior Lamps
Better Interior Space
Customized Accessories
Display And Control Features
Door And Window Features
Driving Comfort
Heating, Ventilation, And Air Conditioning Systems
In Car Entertainment Features
Mirror Features
Parking Comfort
Pockets, Bags, And Storage Facilities
Seating Capacity
Sitting Comfort
Traveling Comfort
Wind Screen And Wind Shield Features

Source: Primary Data

Table 17: Product Benefits Classified as Economic Features

Economic Features
Battery And Other Power Savers
Discount Benefits And Additional Offers
Finance And Loan Benefits
High Mileage
Insurance
Low Operation And Maintenance Cost
Price Details
Resale Value
Special Edition Offers
Warranty

Source: Primary Data

Table 18: Product Benefits Classified as Safety Features

Safety Features
Driver Assistance Systems
Burglar Alarm
Child Lock System
Crashworthy Systems
Driver Warning System
Key And Lock Features

Source: Primary Data

Table 19: Product Benefits Classified as Quality Features

Quality Features
Aerodynamic Efficiency
Colour Quality
Engine Quality
Maintaining Engineering Standards
Maintaining Pollution Control Standard
Quality of Interior Parts
Quality of Spare Parts
Quality of Tyres
Steel Quality
Technological Advancements

Source: Primary Data

Table 20: Presentation Styles Classified Under Different Models

Presentation Styles	
Direct Presentation	Logical Presentation
Direct Presentations Depicting Performance Features	Presentation Claiming Research Evidence
Direct Presentations Depicting Aesthetics Features	Presentation Showing Best Selling Awards And Quality Certificates
Direct Presentations Depicting Ergonomic Features	Presentation Through Celebrity Endorsement
Direct Presentations Depicting Economic Features	Presentation Using Demonstration
Direct Presentations Depicting Safety Features	Presentation Using Testimonials
Direct Presentations Depicting Quality Features	Presentation Using Comparison With Competitive Brands
Symbolic Presentation	Emotional Presentation
Presentation Using Dramatized Problem And Solution Method	Emotional Presentations Using Humor
Presentation Using Imaginary And Fantasy Oriented Stories	Emotional Presentations Using Love And Related Emotions
	Emotional Presentations Creating Surprise
	Emotional Presentations Using Fear Factor

Source: Primary Data

table-16. Detail list of those features that try to satisfy buyers through financial and cost saving benefits classified as quality features by Delphi experts are given in table-17. Detail list of those features that ensure safety of the vehicle and passengers classified as safety features by Delphi in

the final iteration are given in table-18. Detail list of those assurances in the advertisements that ensure quality classified as quality features by Delphi experts in the final iteration are given in table-19. Table-20 presents the Detail list of the presentation styles classified under different presentation categories by Delphi experts in the final iteration.

Conclusion

Indian auto industry particularly entry level hatchback segment is growing in a high pace and there exists a tough competitions between brands. In Indian minds car is something more than a machine to travel with comfort. Advertisements are used as a strong medium by marketers for communicating vital product information to the customers and persuading them to do the purchase. The purpose of the study is to analyze, identify and classify specific advertisement appeals used by major Indian hatchback entry level car companies by using the methodology of content analysis. Appeal was differentiated into rational appeal and emotional appeal. Rational appeal was conceptualized as those advertisement messages offering different product benefits and emotional appeal was conceptualized as the attempt of advertisements to stir up either negative or positive emotions in customers to motivate purchase. A systematic analysis of selected advertisements using Delphi technique identified the major product benefits and presentation styles adopted by the advertisements and developed a theoretical classificatory model. The study also analyzed the emotional strategies adopted by these advertisements and concluded that Indian hatchback advertisements significantly differ across media in the usage of various emotions.

Future Research Direction

Taking a decision to buy a car is a complex buying behaviour and is an interesting area for academic research. Present study is an effort to identify different appealing strategies practised by the Indian hatchback car advertisements to market their brands. In the advertisement effectiveness research area the effectiveness of an advertisement is measured from the point of view of buyers. An effective advertisement is an advertisement that persuades and motivates customers to buy. Consumers are different in respect of their physiological, psychological and social make up. One strategy that works with one group of customers may not work with another group of customers. For e.g. Krugman (1972) did an extensive study on the hemispheric differences in the processing of advertisements and concluded that left brain is needed more to read a press advertisement but we see television commercials with right brain. His another hypothesis is that "feeling" advertisement gets stored in the right brain, while "thinking" advertisements are processed in the left brain. From this hypothesis we can derive another hypothesis that consumers based on their cerebral hemispheric dominance differ in processing advertisement messages. The present

classificatory system that defines clearly the advertisement appeals and the presentation styles adopted by Indian hatchback car advertisements noticeably helps future researchers interested to find out any processing differences (like physiological, psychological or social) between consumer groups.

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