

Construction and Standardization of an Advertising Appeals Scale

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ABSTRACT

The objective of this study was to construct a standardized tool to measure two types of advertising appeals: Rational Appeal and Emotional Appeal. The survey included a demographic questionnaire and a self-report measure. The study comprised of two pilot studies and a main study. There were 100 participants for the first pilot study, 50 participants for the second pilot study, and 306 participants for the main study. All participants were Indian and above the age of 18. Cronbach's Alpha and Principal Component Analysis were used to analyse data and report results for research questions. Findings in the study revealed that the total scale and both sub-scales have acceptable internal consistency. The data was loaded into two factors: Rational Appeal and Emotional Appeal. The current study contributes to bridging a gap in the field of consumer behaviour with relevance to the accessibility of standardized tools. However, there is still a need for further investigation to set accurate norms and validate the scale in specific settings.

Keywords: *Construction, Standardization, Advertising Appeals Scale*

Earlier, when TV and newspaper advertisements were used more frequently, the way in which marketing strategies were designed may not be fruitful in today's world. With people opting for Over-The-Top streamed content over cable and the declining use of newspapers, these advertisements may not get as much attention. The start of premium versions of applications and websites that offer experiences without the advertisements show the low tolerance that people have for advertisements now. This has also led to a decrease in their attention span and marketers have a very limited amount of time to catch the consumers' attention and convince them to buy their product, or watch the full advertisement at the very least. In these conditions, a scale is required to measure which type of advertising appeal might be more effective, depending on specific genders, ages, cultures, etc.

Advertising Appeals

Advertising appeals include displaying product-related information in a certain way to attract consumers' attention and convince them to make purchases (Park, Jaworski & MacInnis, 1986). They are "the degree of drawing the consumers' attention and enhancing

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their desire to increase their product purchase intention” (Lin, 2011). Advertising appeals are tools used by marketers to move consumers to purchase their products. They do so by creating a message that targets the consumers’ wants, needs, values or beliefs. An effective advertising appeal should not only ensure that the message is comprehended by the consumer, but also that it drives them to act. Here, the act could be looking up more information about the product or even actually buying it. Advertising appeals are designed to evoke a feeling of interest in the target audience. Therefore, they are designed depending upon the market segment that the product is aiming to attract. There are various types of appeals that marketers use based on the product or service that they are promoting and the consumers being targeted. The two main types are rational appeals and emotional appeals (Belch and Belch, 1998; Chu, 1996).

Emotional Appeals

According to APA, emotions are “conscious mental reactions (such as anger or fear) subjectively experienced as strong feelings usually directed toward a specific object and typically accompanied by physiological and behavioural changes in the body”. Emotional appeal is “the degree of stimulating consumers’ purchase intention by arousing their positive or negative emotions” (Lin, 2011). An emotional appeal is when marketers target the consumers’ emotions to promote their products or build brand relationships. These strategies aim to invoke specific feelings using language or imagery. Through this, marketers try to establish a bond between the consumer and the product/service/brand. Emotional appeals are used to connect with the consumers on a deeper level. Previous research suggests that hedonic emotions have been found to be an effective mediator between brand experience and brand loyalty (Ding & Tseng, 2015). Similarly, the findings of a study conducted in Germany suggest that emotional relationships play a major role in urging consumer behaviour (Bauer, Heinrich & Martin, 2007). Emotional appeals have also been found to be more prevalent in marketing luxury products as it is difficult to explain the ‘premium-ness’ and the high pricing through logic (Lüthi & Scmhitt, 2016). They are also the most prominent factor in determining children’s proclivity for a particular advertisement (Nicolini, Cassia & Bellotto, 2017).

Although it can be a common misconception that only provoking positive emotions can lead to effective marketing, research has found that sometimes targeting negative emotions can also lead to positive marketing evaluation and product attitude. Such appeals can also be used to discourage the viewers from engaging in harmful behaviour such as smoking, substance abuse, unhealthy eating habits, violence, etc.

Fear Appeal

Fear appeals are used by subjecting the consumers to various types of risks. By demonstrating fearful imagery or language in the advertisements, consumers’ uncomfortable emotions are targeted and they are also made aware of the negative consequences. An experimental study found that advertisements that made use of strong fear appeals had a positive effect on the purchasing intentions of the consumers and advertisement attitudes (LaTour, Snipes & Bliss, 1996).

Guilt Appeal

When a decision made by the consumer goes against the values or beliefs that they identify themselves with, guilt is developed (Burnett & Lunsford, 1994). Marketers use guilt appeals to produce negative emotions within the consumers and encourage them to follow the message given in the advertisements in order to restore a psychological balance.

Anger Appeal

Anger appeals are used to galvanize consumers into overcoming barriers restricting them from making decisions. This is especially seen to be prevalent in charities and donations where the consumers perceive that they can reinstate equity i.e., unjust done to the injured party (Doorn, Zeelenberg & Breugelmans, 2017).

A common way of using emotional appeals is celebrity endorsements. This depends on the ability to transfer the positive feelings and trust associated with the celebrity to the specific brand or product. Consumers often feel a sense of reliability and familiarity when they see a celebrity that they trust and admire promoting a product. Celebrity endorsements have been found to have a significant effect on the purchasing intentions and behaviour of consumers (Osei-Frimpong et al, 2019).

The use of sustainable and eco-friendly packaging material can also be an effective emotional appeal. Many consumers are concerned about environmental causes and the waste that brands make when producing and disposing of their products. Green packaging helps the brands be perceived as socially responsible and environmentally conscious. Consumers have been found to have a proclivity towards products that have green claims than the ones that have neutral claims (Aagerup, Frank & Hultqvist, 2019).

Rational Appeals

According to APA, rational is defined as “pertaining to reasoning or, more broadly, to higher thought processes” or “influenced by reasoning rather than by emotion”. Rational appeals use logical arguments to target the consumers’ rationality. This appeal “delivers consumers’ interest by giving reasons. It emphasizes that a product or service is able to achieve a function or interest which a consumer desires” (Lin, 2011). It highlights the features and functions of the product to address the practical needs of the viewer. This is done by using facts, statistics, and data in such a way that there is no scope for counterargument. Marketers also often use rational appeals to present themselves as a better choice than the other competitors in the market. Here, it is expected that the consumers will make decisions based on their sense of reasoning. The utility i.e., how the product is useful, profitable, or beneficial is highlighted. A content analysis revealed that rational appeals are more prevalent in social advertising campaigns (Casais & Pereira, 2021). Rational appeals are also more effective in promoting tourism when a country is equated with a competence stereotype (Feng, Liu & Li, 2022). The findings of a study suggested that when the attitudes of the consumers are pre-emptively cognitive, rational appeals are more compelling (Huertas & Campomar, 2010).

Reviews by previous customers can be used by marketers to prove that their claims are factual and evidence-based. Here, the customers are seen to be a third party that has no affiliation with or bias towards the brand. These testimonials help potential customers understand real-world usage and outcomes of a particular product. Two-sided reviews have a significant effect on the perception of information helpfulness, which helps forecast purchase intentions (Filiari et al, 2018).

Consumer decision making

Belch (1978) describes consumer behaviour as “the process and activities people engage in when searching for, selecting, purchasing, using, evaluating and disposing of products and services so as to satisfy their needs and desires”. Consumer decision making is a complex process that individuals engage in when considering, evaluating, and choosing

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products/services. According to Engel, Kollat & Blackwell (1968), the consumer decision process consists of components such as input, information processing, decision process, and variables influencing the decision process (Cited by Stankevich, 2017).

According to Gajjar (2013), there are several factors that affect consumer purchasing decisions. These include:

- Cultural factors such as culture, subculture, and social class.
- Social factors such as reference groups, family, and roles and status.
- Personal factors such as age, occupation, economic situation, lifestyle, and personality.
- Psychological factors such as motivations, perceptions, and beliefs and attitudes.

LITERATURE REVIEW

Borborjafari, Khorshid and Rastegar (2016) conducted a study where they evaluated the relationship between rational advertising appeals, cognitive information processing styles of consumers, and advertising effectiveness. They found that rational appeals in advertising have a significant impact on the cognitive processing style and the effectiveness of the advertisement.

Kim, Jeon and Lee (2020) conducted a study where they examined the role of emotional and rational appeals and hidden heterogeneity of consumers in advertising copies for sustainable marketing. They found that rational appeals have a positive influence on utilitarian value.

Lin (2011) conducted a study to understand the impact of advertising appeals and advertising spokespersons on advertising attitudes and purchase intentions. Rational appeals were found to be more significant than emotional appeals.

Jomanovic, Vlastelica and Kostic (2016) conducted a study to understand the impact of advertising appeals on purchasing intentions. In advertisements, rational appeals were found to have a stronger influence on the purchasing intentions amongst men.

Wattoo, Aslam and Mahmood (2021) studied the impact of rational and emotional advertising appeals on consumers in terms of purchase intention. They found that rational appeals are more effective when encouraging people to modify their purchasing intentions towards a particular product. The participants of the study found it more engaging when they had the most possible information about the features and functions of a certain product.

Siani, Mohammadi, Hosseini and Dickson (2021) compared young adult responses to rational and emotional sports product advertisements. They found that rational advertising appeals are more effective for utilitarian products.

Marin, Pizzinatto and Giuliani (2014) studies about the rational and emotional communication in advertising in women's magazines in Brazil. They found that products from the general categories of durability and services had a strong correspondence with predominantly rational advertising content. As for the product categories, food and drink, financial services, personal care, electronics, furniture and utensils were identified to have an intense relationship with rational arguments.

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Wu and Wang (2011) found that when there is a high degree of product involvement, the rational appeal shows a brand attitude that is better than the emotional appeal.

As cited by Khuong (2015), emotional marketing refers to “a new paradigmatic approach or a new marketing shift, where management, (creation, support, evaluation) of emotional link between the company and the consumer (or other market players) becomes the key exchange-stimulating factor” (Rytel, 2010). Muhammad et al (2014) studied the impact of emotional appeals on youth purchasing behaviour. They found that happiness, humour, and play on words are emotional appeals that are significant to persuade consumers to purchase the products or services that are being advertised. The outcome of this study reinforced the belief that emotional appeals are effective in influencing the purchasing behaviour of the audience.

Vrtana, Krizanova, Skorvagova and Valaskova (2020) found that emotions play a primary role in advertising. There was a difference in the way positive and negative emotions were perceived based on geographical positioning.

Vrtana and Krizanova (2023) examined the influence of emotional advertising appeals on consumer purchasing behaviour and brand-costumer relationship. They found that the effectiveness of such advertisements depends on the age structure of the population. Advertisements with emotional appeals were found to have a notable impact on consumers who are a part of Generation Z (aged 18-25).

Using emotional appeals in advertisements leads to an increase in sales. The role of emotions is important in the success of advertisements (Singh, 2023).

Yousef, Dietrich and Torrisi (2021) assessed the effectiveness of emotional appeals in anti-drink driving advertisements. A mix of positive and negative emotional appeals was found to be more effective in modifying drunk driving attitudes, norms, and intentions of young adults.

Nallaperuma, Septianto and Bandopadhyay (2021) found that advertisements that present a combination of happiness and sadness (as compared to happiness alone) amplify purchasing intentions for pro-environment luxury products.

Sandoval and Garcia-Madariaga (2023) studied the impact of emotional appeals on non-profit advertising. They found that a negatively framed advertisement may invoke negative emotions in the viewers and make them more willing to make donations after seeing the advertisement.

Khanna (2016) conducted a content analysis of emotional and rational appeals in selected products advertising. She found that emotional appeals such as fun and happiness were the most influential amongst the purchase requests of children from urban backgrounds. On the other hand, action and adventure emotional appeals were the most influential amongst children from a rural background. In general, females reported a higher mean score as compared to men on emotional appeals.

Lee and Heere (2018) studied the relative effectiveness of emotional, rational, and combination advertising appeals on sports consumer behaviour. It was found that emotional

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appeals led to higher attitudes towards the ad, brand attitude, purchase intention, and merchandise consumption.

METHODS

Objective

To construct and standardize an advertising appeals scale.

Sample

The population chosen for the study was anyone above the age of 18, of any gender, residing in India. For the main study, a total of 306 responses were collected. The demographic profile has been summarised in the tables below.

Tables 1 & 2: Demographic Characteristics of the Respondents

Age	Frequency	Percent
18 – 30	110	35.9
31 – 50	104	34
51 – 70	88	28.8
71+	4	1.3
Total	306	100.0

Gender	Frequency	Percent
Male	112	36.6
Female	193	63.1
Non-Binary	1	0.3
Total	306	100.0

Tool Used

The Advertising Appeals Scale has 10 items, 5 for the Rational Appeal Scale and 5 for the Emotional Appeal Scale. Each item is evaluated on a True-False dichotomous scale and two items are reverse scored. The scale has a Cronbach's Alpha of 0.736.

Procedure

Design of the Test

A thorough review of literature was done for the purpose of conceptualization. The items were designed for two sub-scales: Rational Appeal and Emotional Appeal. Each item was evaluated on a dichotomous True-False scale. The items were reviewed by three professors and were finalised after their approval was received.

Pilot Study 1

The purpose of the pilot study is to refine the questionnaire and ensure that there is no ambiguity, vagueness, omissions, weaknesses or inadequacies in the test items. It also helps to ensure that the data collected is reliable and valid (Saunders, Lewis & Thornhill, 2009). The first pilot test was conducted with a sample size of 113 (68 Females, 45 Males). The test had 14 items, 7 for the Rational Appeal Scale and 7 for the Emotional Appeal Scale, each evaluated on a dichotomous True-False scale.

Pilot Study 2

The second pilot study was conducted with a sample size of 55 (34 Females, 19 Males, 2 Non-binary people). Some of the items from the first pilot study were reused, some items

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were revised, and some new items were added to the test. It had a total of 16 items, 8 for the Rational Appeal Scale and 8 for the Emotional Appeal Scale, each evaluated on a dichotomous True-False scale.

Data Collection

For the main study, primary data was collected from 306 respondents residing in various regions in India through the revised questionnaire. The questionnaire was circulated with the use of Google Forms. Respondents were asked to indicate if they thought each statement was either True or False. The final questionnaire had 10 items, 5 for the Rational Appeal Scale and 5 for the Emotional Appeal Scale. Convenience sampling was used to collect the data from the respondents.

Statistical Analysis

For both the pilot studies and also the main study, descriptive analysis was done to understand the data. Cronbach's Alpha was calculated to check the internal consistency of the Rational Appeal Scale, the Emotional Appeal Scale, and for all items together. For the final study, Principal Component Analysis was done to confirm the findings. Norms were established using stanine scores.

RESULTS

Pilot Study 1

Table 3: Pilot Study 1 Descriptives

	Rational	Emotional
N	109	109
Missing	0	0
Mean	12.9	10.9
Median	13	11
Standard Deviation	1.03	1.47

As seen in table 3, the scores for the first pilot study had a mean of 12.9 for the Rational Appeal Scale and a mean of 10.9 for the Emotional Appeal Scale. Both the mean and the median were higher for Rational Appeal. Standard deviation was higher for Emotional Appeal. The Cronbach's Alpha for the Rational Appeal Scale was 0.383, whereas for the Emotional Appeal Scale, it was 0.480. Therefore, the internal consistency was unacceptable for both sub-scales.

Table 4: Means, SDs, and Alpha Coefficients for all Pilot 1 variables

	Mean	SD	α
Rational	12.9	1.03	0.383
Emotional	10.9	1.47	0.480

Pilot Study 2

Table 5: Pilot Study 2 Descriptives

	Rational	Emotional
N	55	55
Missing	0	0
Mean	14.6	13.2
Median	15	13
Standard Deviation	1.37	1.72

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As seen in table 5, the scores for the second pilot study had a mean of 14.6 for the Rational Appeal Scale and a mean of 13.2 for the Emotional Appeal Scale. The mean and median were higher for Rational Appeal. Standard deviation was higher for Emotional Appeal. The Cronbach's Alpha for the Rational Appeal Scale was 0.622, whereas for the Emotional Appeal Scale, it was 0.659. Therefore, the internal consistency for both sub-scales was questionable. However, it was assumed that it had potential to be higher with a bigger sample.

Table 6: Means, SDs, and Alpha Coefficients of all Pilot 2 variables

	Mean	SD	α
Rational	14.6	1.37	0.622
Emotional	13.2	1.72	0.659

Main Study

Descriptives

As seen in table 7, the scores for the main study had a mean of 9.15 for the Rational Appeal Scale and a mean of 8.84 for the Emotional Appeal Scale. The mean was higher for Rational Appeal, the median was equal for both sub-scales, and the standard deviation was higher for Emotional Appeal.

Table 7: Main Study Descriptives

	Rational	Emotional
N	306	306
Std. error of mean	0.0591	0.0746
Mean	9.15	8.84
Median	9	9
Standard Deviation	1.03	1.31

Internal Consistency

As seen in table 8, the Cronbach's Alpha for the Rational Appeal Scale was 0.711, whereas for the Emotional Appeal Scale, it was 0.745. The Cronbach's Alpha for the entire scale was 0.736. Therefore, the internal consistency for both sub-scales and the entire scale was found to be acceptable.

Table 8: Means, SDs, and Alpha Coefficients for all variables

	Mean	SD	α
Rational	9.15	1.03	0.711
Emotional	8.84	1.31	0.745
Total	9	1.19	0.736

Principal Component Analysis

As seen in table 9, the principal component analysis revealed that the items can be loaded into two factors: Rational Appeal and Emotional Appeal. Items 3, 5, 6, 8, and 10 were grouped into the first factor i.e. Emotional Appeal. Items 1, 2, 4, 7, and 9 were grouped into the second factor i.e. Rational Appeal. Item 4 was grouped into both factors but only the loading in Rational Appeal was considered.

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Table 9: Principal Component Analysis

	Component		Uniqueness
	1	2	
When purchasing a product, I require a clear demonstration of how the price aligns with the benefits it offers.		0.747	0.441
I am comfortable purchasing a product without reviewing the research behind it.		0.625	0.549
I require evidence of how a product is better than its competitors when making a purchase.	0.459	0.376	0.648
I do not depend on customer reviews and testimonials when purchasing a product.		0.301	0.896
When I'm purchasing a product, I need the price structure to be transparent and easy to understand.		0.660	0.564
I need to be assured that a product was made ethically before I purchase it.	0.716		0.481
I will purchase a product if its sales contribute to a noble cause.	0.561		0.672
I need to ascertain that a brand aligns with my values and beliefs before I purchase its product.	0.684		0.521
I am more likely to purchase products from brands that make efforts to minimize their environmental impact.	0.665		0.555
I need to feel valued and appreciated as a customer before I purchase a product from a particular brand.	0.419		0.809

Note. 'varimax' rotation was used

As seen in table 10, the overall KMO value was found to be 0.654, with individual item values ranging from 0.411 to 0.749. Overall, it was found to be mediocre.

Table 10: KMO Measure of Sampling Adequacy

	MSA
Overall	0.654
When purchasing a product, I require a clear demonstration of how the price aligns with the benefits it offers.	0.560
I am comfortable purchasing a product without reviewing the research behind it.	0.674
I require evidence of how a product is better than its competitors when making a purchase.	0.692
I do not depend on customer reviews and testimonials when purchasing a product.	0.411
When I'm purchasing a product, I need the price structure to be transparent and easy to understand.	0.546
I need to be assured that a product was made ethically before I purchase it.	0.681
I will purchase a product if its sales contribute to a noble cause.	0.695
I need to ascertain that a brand aligns with my values and beliefs before I purchase its product.	0.749

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	MSA
I am more likely to purchase products from brands that make efforts to minimize their environmental impact.	0.668
I need to feel valued and appreciated as a customer before I purchase a product from a particular brand.	0.636

The scree plot seen in figure 1 revealed that two components were retained. These components explain 38.64% variance in the data. The plot shows that the eigenvalues started to form a straight line after the second principal component. The remaining principal components, therefore, account for a smaller amount of data.

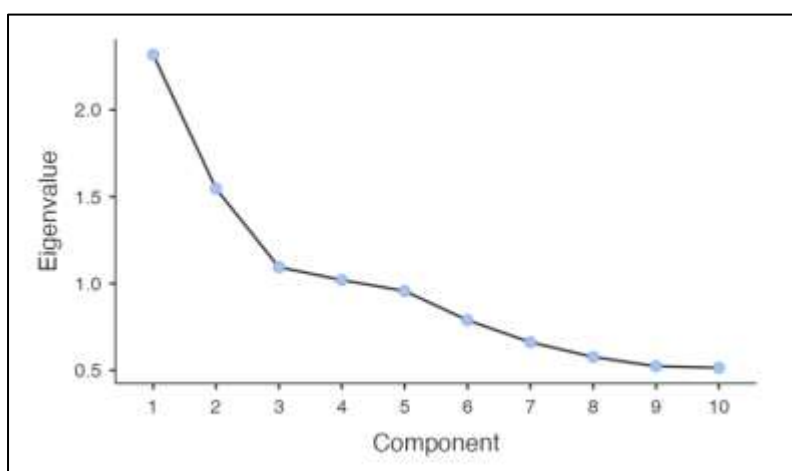


Figure 1: Scree Plot

Norms

To set the norms, stanine scores were used. As seen in table 11, it was found that for Rational Appeal, 7-8 indicates a low score, 9 indicates a medium score, and 10 indicates a high score. For Emotional Appeal, 6-8 indicates a low score, 9 indicates a medium score, and 10 indicates a high score.

Table 11: Norms

		Rational	Emotional
N	Valid	306	306
Percentiles	4	7.00	6.00
	11	8.00	7.00
	22	8.00	8.00
	39	9.00	9.00
	59	10.00	10.00
	76	10.00	10.00
	88	10.00	10.00
	95	10.00	10.00
	99	10.00	10.00

DISCUSSION

The aim of this research was to construct and standardize a measurement instrument to evaluate the two main types of advertising appeals. In the dynamic framework of marketing, the effectiveness of the type of appeal used has never been more crucial. Advertising appeals

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play an indispensable role in influencing consumer decisions and brand perceptions. As the market grows increasingly competitive and the expectations of consumers evolve, studying the nuances of the two main types of advertising appeals becomes pivotal for marketers attempting to create a lasting effect.

While choosing variables for research, an initial review of literature revealed that although there has been previous research on this topic, there is no standardized scale that is easily accessible to conduct similar studies in other geographic locations or on varying populations. It was disappointing to see a lack of availability of tools in the area of consumer behaviour, which is a currently booming field. This research was an attempt at making such a tool that might be useful for future researchers or at the very least, encourage them to construct tools of their own in this field. As a result, in this study, an instrument with acceptable indicators of reliability and internal consistency was developed.

The items of the scale are based on valid and relevant literature on advertising appeals, rational appeal, emotional appeal, and tool construction. For the purpose of scoring, a dichotomous scale was used. A neutral option was not provided to decrease the influence of social desirability. Two pilot studies were conducted to finalise the items. The first used a sample of 100 and had 14 items and the second used a sample of 50 and had 16 items. After the statistical analysis, 10 valid items were finalised for the scale. The sample for the main study met the requirement of a minimum number of 300 respondents and at least 5 respondents per item (306 individuals, 10 items).

After a sample of 100 was collected for the first pilot study, it was revealed that the items had weak internal consistency. As a result, it was decided that factors within the sub-scales should be eliminated and the items should be framed directly under the factors: Rational Appeal and Emotional Appeal. Most of the items were discarded, and new ones were framed. The second pilot study revealed that when the final 10 items were analysed, the internal consistency was acceptable. Once the reliability was confirmed, data was collected for the main study and internal consistency was found to be good. The Principal Component Analysis revealed that the items can be summarized into 2 factors. There are 5 items related to Rational Appeal grouped into the first factor. The second factor groups 5 items related to Emotional Appeal.

It is observed that one of the items, originally meant for the Rational Appeal Scale was loaded into both of the factors. This could be because the respondents could not understand the item or because of a difference in perception between the test constructor and the respondents. However, the decision to keep the item in the test was made because it provides important and relevant information about rational appeals.

It is hoped that the scale can be translated into different languages and be applied and validated in specific settings.

CONCLUSIONS

This research aimed to fill the gap of reliable and accessible instruments to measure the two main types of advertising appeals. Conceptually, the constructs and items for the tool were devised through a thorough review of literature. The tool can be used by marketers to study their target population and devise effective strategies accordingly.

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The following conclusions can be drawn from the study:

- The Advertising Appeals Scale has acceptable reliability.
- The scale has two factors: Rational Appeal and Emotional Appeal.
- The internal consistency for both factors is acceptable.

Suggestions

In the present study, the population was kept broad for the purpose of tool construction. It is important to validate the scale on specific populations, based on ages, gender, geographical locations, occupation, and educational background. The Advertising Appeals Scale should also be translated into different languages and adapted to other cultures to test the limits of generalization and to allow the comparison of results.

Limitations

The present study used a sample of 306 participants, which was not enough data to achieve a normal distribution. If more data were to be collected, accurate norms could be set for the scale. Also, as data was not collected in person, there could be a possibility of confusion or difference in understanding regarding the test items. Moreover, the respondents in the sample are primarily residents of Pune and belong to the upper middle class. Individuals from rural settings, as well as from varying social classes should also be taken into consideration.

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Conflict of Interest

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APPENDIX

ADVERTISING APPEALS SCALE

1. When purchasing a product, I require a clear demonstration of how the price aligns with the benefits it offers.
 - True
 - False
2. I am comfortable purchasing a product without reviewing the research behind it.
 - True
 - False
3. I will purchase a product if its sales contribute to a noble cause.
 - True
 - False
4. I require evidence of how a product is better than its competitors when making a purchase.
 - True
 - False
5. I need to ascertain that a brand aligns with my values and beliefs before I purchase its product.
 - True
 - False
6. I am more likely to purchase products from brands that make efforts to minimize their environmental impact.
 - True
 - False
7. I do not depend on customer reviews and testimonials when purchasing a product.
 - True
 - False
8. I need to feel valued and appreciated as a customer before I purchase a product from a particular brand.
 - True
 - False
9. When I'm purchasing a product, I need the price structure to be transparent and easy to understand.
 - True
 - False
10. I need to be assured that a product was made ethically before I purchase it.
 - True

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- False

Items 1, 2, 4, 7, and 9 comprise the Rational Scale.

Items 3, 5, 6, 8, and 10 comprise the Emotional Scale.

Scoring

True - 2

False – 1

Items 2 and 7 are reverse scored.