



USE OF EMOTIONAL APPEAL, GUILT APPEAL AND HUMOUR IN PRINT ADS IN ASSAMESE AND BENGALI MAGAZINES

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ABSTRACT

Effective use of advertising is of enormous consequence for firms and is an active topic of research for scholars in economics, marketing and management. Nearly all in the modern world is influenced to some degree by advertising and other forms of promotion. Both public and private sectors have learned that the ability to communicate effectively and efficiently with their target audience is critical to their success.

The Standard Directory of Advertisers formulated a list of 17,000 companies directly/ indirectly engaged in advertising in a year. Majority of them are small, private, or nonprofit organizations mostly utilizing broadcast or print media on a local basis in the metropolitan area or surrounding places in which they are located. Advertisers using local media, although large in number, do not account for the majority of advertising expenditures. In 1993, local advertising that mostly contains media use by small advertisers accounted for about 42% of all advertising expenditures, whereas national advertisers containing large scale users, accounted for the 58% the remaining.

KEYWORDS: Advertising, Marketing communication, trade magazines, business papers, direct mail

INTRODUCTION

Advertising is all-pervasive in the today's world and industry spends crores of rupees annually on product advertising. Annual expenditures by all advertisers in all media (newspapers, magazines, business papers, television, radio, direct mail, outdoor billboards and so on) were estimated to be \$138 billion in 1993. By the year 2000 annual advertising expenditure was \$320 billion in USA and \$ 780 billion worldwide.

Marketing communication expenditures in International Markets have grown also tremendously. Advertising expenditure outside United States increased from \$55 billion in 1980 to an estimated \$ 270 billion in

2010. In 2011, total advertising expenditure in India is estimated to be approximately Rs.256 billion. It has grown more than 44% from Rs.177 billion in 2007. According to ASSOCHAM¹³; the Indian Public Relations industry has grown 32% in 2011. Of the total advertising expenditure, Indian Marketers spend about 44.85% on television and 42.16% on print media.

Effective use of advertising is of enormous consequence for firms and is an active topic of research for scholars in economics, marketing and management. Nearly all in the modern world is influenced to some degree by advertising and other forms of promotion. Both public



and private sectors have learned that the ability to communicate effectively and efficiently with their target audience is critical to their success.

The Standard Directory of Advertisers formulated a list of 17,000 companies directly/ indirectly engaged in advertising in a year. Majority of them are small, private, or nonprofit organizations mostly utilizing broadcast or print media on a local basis in the metropolitan area or surrounding places in which they are located. Advertisers using local media, although large in number, do not account for the majority of advertising expenditures. In 1993, local advertising that mostly contains media use by small advertisers accounted for about 42% of all advertising expenditures, whereas national advertisers containing large scale users, accounted for the 58% the remaining.

The media use distinctions are very much clear cut and easy to separate one from the other. Retail advertisers at the local level mostly use newspaper advertising extensively. Consumer goods and services advertisers use to spend mostly on Television, radio, and consumer magazines. Industrial advertisers generally make heavy use of trade magazines, business papers, direct mail and trade shows.

THE PRINT MEDIA

Media developments have radically influenced the push of advertising through the years. Perhaps the most considerable contribution to advertising was the development of the printing press by Guttenburg in 1438. In 1478, after 40 years, William Caxton printed the first English Language advertisement, a pamphlet for a book of rules for the clergy at Easter.⁸ The printing press prepared possible newspapers and magazines, the print media on which most advertising still relies.

Magazine and newspaper have been advertising media for more than two centuries; for many years, they were the only major media available to advertisers. The earliest agencies in the mid 19th century were basically agents for newspapers. However, the newspaper is really the domain of the local merchants. More than 80% of newspaper advertising is placed at the local level and the most important newspaper advertisers are local retailers. There were about 1640 daily newspapers in the country in 1990. The highest circulation newspapers are The Wall Street Journal and the USA Today.⁹ In 2009, nearly \$ 25 billion was spent on newspaper advertising, or about 18% of the total advertising expenditures in the United States. There were 1,408 daily newspapers in the United States; of these, 38% were evening newspapers and 62% morning. There were 902 Sunday newspapers, most of which were published by daily newspapers.

Table No 1: Readership of Indian Publication by language.

Sl.No	Languages	Average Issue readersh (Million readers)
1	Hindi	68.4
2	English	22.2
3	Malayalam	20.1
4	Marathi	19.1
5	Tamil	13.9
6	Telegu	12.1
7	Gujarati	11.6
8	Bengali	11.1
9	Kannada	8.9
10	Oriya	3.6
11	Punjabi	2.2
12	Assamese	2.1
13	Urdu	0.6

Source: IRS Q3, 2011.

Table no 2: Top 10 Indian Dailies based on readership

Name of Publication	Language	AIR (in 000s)
DainikJagaran	Hindi	16,458
DainikBhaskar	Hindi	14,876
Hindusthan	Hindi	12,033
MalayalaMonorama	Malayalam	9,912
Amar Ujala	Hindi	8,836
The Times of India	English	7,467
Daily Thanthi	Tamil	7,447
Lokmat	Marathi	7,438
Rajasthan Patrika	Hindi	6,918
Mathrubhumi	Malayalam	6,630

Source: IRS Q3, 2011

Contrary to the global trend, in India the print medium is still believed to be the largest and growing advertising medium with close to Rs 108 billion spend on advertising in over 1000 periodicals published in 18 different languages.¹⁷In fact, India is the world's largest print market and with a growing literacy rate, consumption of the print media is further on the rise. However, out of

total Rs.209 billion print industries, newspaper contribute to a whopping 94% compared to just 6% by magazines. The Indian Print media earn as much as 67% revenue from advertising. In 2011, advertising spending in print media grew by about 8% over 2010 and the volumes also increased from 238 million column centimeters to 280 million column centimeters (cc).

Table no 3: Top 10 Magazines (Hindi and English) in India by Readership.**Top 10 Hindi Magazines in India by Readership.**

Name	Type	Readers
PratiyogitaDarpa	Monthly	20,25,000
SarasSalil	Fortnightly	19,41,000
MeriSeheli	Monthly	12,09,000
Cricket Samrat	Monthly	11,59,000
India Today	Weekly	11,16,000
GrihShobha	Fortnightly	9,90,000
Grehlakshmi	Monthly	9,83,000
Champak	Fortnightly	8,59,000
Vanitha	Monthly	7,77,000
Nirogdham	Quarterly	7,73,000

Top 10 English Magazines in India by Readership

Name	Type	Readers
India Today	Weekly	16,36,000
General Knowledge Today	Monthly	10,87,000
Reader's Digest	Monthly	9,98,000
Competition Success Review	Monthly	6,57,000
Outlook	Weekly	4,44,000
The Week	Weekly	3,87,000
Stardust	Monthly	3,85,000
Business Today	Fortnightly	3,45,000
Femina	Fortnightly	3,31,000
Filmfare	Fortnightly	3,27,000

Source: IRS, Q3, 2011, Average Issue Readership.

INTRODUCTION TO CONTENT ANALYSIS

Content analysis is a research technique that has developed to a great extent since 1952 by Bernard

Berelson when he reviewed and codified the field in his book, 'Content Analysis in Communications Research'.

Content analysis is a data collection technique like personal interview, self-administered questionnaires. As a research

technique, content analysis occupies a comparatively insignificant role in the social sciences, although many major studies have been based on data produced by this technique.

Most of the recent developments in the field of content analysis have been in the area of measurement. Rather relying solely on crude frequency counts, use has been made of evaluative-assertion analysis, Q-sort techniques, and paired comparisons but still the data prepared by these devices are usually analyzed in a traditional descriptive fashion.

CHARACTERISTICS OF CONTENT ANALYSIS

The characteristics of content analysis are objectivity, systematic and quantitative. The prerequisite of objectivity stipulates that the categories of analysis be defined so precisely that different analysts may apply them to the same body of content and secure the same results (Berelson 1952). The second attribute of content analysis is systematization. To get the appropriate result the various data must be arranged and analyzed systematically. Quantification is the third objective which means scientific method of measurement. This requirement is perhaps the most distinctive characteristic of content analysis. Quantification of findings makes a distinction content analysis from ordinary critical reading.

Content analysis identifies for the prerequisite of elements in the communication stimuli (a magazine or a newspaper). An element or section of the content may range from large to small. Some examples of elements of measurement of content analysis can be word, theme, character, item and space and time.

LITERATURES ON HUMOUR

Humour and emotion plays an important role in advertising. A number of studies have made valuable contributions to the understanding of the differences among cultures in terms of informational and emotional contents in advertisements as well as use of humor, comparative cues, and sex role portrayal. Most of the studies examining cross cultural differences in advertising expressions can be grouped into two broad categories. The first category of studies has examined advertising expression across cultures (e.g., American, Japanese, Blacks, Whites) that clearly have very dissimilar value systems (Gilly 1988; Hong, Muderrisoglu, and Zinkhan 1987; Mueller 1987; Tansey, Hyman, and Zinkhan 1990; Belk and Bryce 1986). The other category has analyzed advertising expressions in various states that have less obvious cultural differences (Dowling 1980⁵; Weinberger and Spotts 1989).

Emotional appeals are widely used in advertising because of the positive effect they have on consumers' reactions to advertisements (Holbrook 1986; Shimp 1981). Emotion has been conceptualized in multiple ways in the literature. There are two approaches on emotions in consumer research are the categorical and dimensional approaches. According to the categorical approach, all emotions stem from a relatively small number of basic categories that are qualitatively distinct (e.g., Plutchik 1980). The dimensional approach posits that pleasure, arousal, and dominance are the three underlying dimensions of emotion (Mehrabian and Russell 1974). Some researchers have recently argued that emotional response can be descriptive, empathic, and experiential (Stout and Leckenby 1986; Stout and Leckenby 1988). For this study, we defined emotional appeal as the extent to which advertising tries to build affective or subjective impressions of intangible aspects of a product (Holbrook and O'Shaughnessy 1984). In this paper, we used measured emotional response by using the scale developed by Plutchik (1980).

An advertisement's informativeness is a reflection of the extent to which advertisements focus on the consumers' practical, functional, or utilitarian need for the product (Belch and Belch 1990; Mueller 1991; Resnick and Stern 1977) so that they might make a sound choice between products or brands. Johnstone, Kaynak, and Sparkman (1987) claim that the study of informational content of advertisements has become an issue of considerable concern throughout the world because of the increase in international trade and promotion across diverse cultures.

Finally, use of humor in our study was considered as the extent to which an advertisement used expression devices like pun, understatement, joke, ludicrousness, satire, and/or irony (Kelly and Solomon 1975; Weinberger and Spotts 1989). As defined by Kelly and Solomon (1975), pun implies the humorous use of words or phrases in a way that suggests two interpretations. Understatement means a statement that makes something less important, impressive, serious, etc than it really is. Ludicrousness is unreasonable statement that cannot be taken seriously and satire means a way of criticizing a person, an idea or an institution in which humour is used to show faults and weakness.

HYPOTHESIS

H1: Advertisements in Assamese magazines use more emotional appeals than Bengali magazines

H2: Devices used to express humor are different among advertisements in Assamese and Bengali magazines.

H3: There is no difference among advertisements in Assamese and Bengali magazines in the extent of humor used.

METHODOLOGY

This study compared Assamese and Bengali Magazine advertisements in terms of content and expression by using content analysis (Kassarjian 1977). The Mood Rating Scale developed by Plutchik (1980) and used by Hong, Muderrisoglu, and Zinkhan (1987) was employed to measure the level of emotion contained in the selected advertisements. The judges were asked to rate each advertisement for the use of humor, identify the humorous device used, and judge whether the humor was expressed by words only, by pictures only, or by a

combination of words and pictures. The definitions of the humorous devices were provided to the judges in writing to facilitate the coding process.

Selection of Magazines:-

Two Assamese and two Bengali magazines were selected from the same category for the purposes of this study. In Assamese, there are two different women magazines: Priyo Xokhi both 2013 and 2014 issues; Nandini, 2013 & 2014 issues. We selected the women magazines with the least political orientation and the largest circulation. The same criteria were taken into account while selecting the Bengali magazines. The two Bengali magazines used in this study were Sananda and Desh for 2013 and 2014 entire publications. The magazines were chosen from the time period January 2013 through December, 2014.

Table No.4: The sample magazines:

Magazine Type	Assamese Magazines	No. of Ads	Magazine Type	Bengali Magazines	No. of Ads
Women Magazines	Priyo Xokhi,2013	204	Women Magazines	Sananda, 2013	632
	Priyo Xokhi,2014	244		Sananda, 2014	668
Women Magazines	Nandini, 2013	378	General	Desh, 2013	198
	Nandini, 2014	480		Desh, 2014	211

We also selected two Assamese newspapers and two Bengali newspapers for our study. We selected all the copies of those newspapers for the year, 2014. It covers newspaper from 1st January, 2014 to 31st December, 2014.

Coding Procedures:-

For coding various advertisements in the magazines, four independent judges, after appropriate training, were engaged. They were given appropriate training, began with an explanation of the content analysis method. Then, the specific coding process was explained to each of them, each category was defined as in the literature review, and examples were given. After the training, the judges coded a practice set of ads, and the probable problem they faced, were solved by the researcher. We also answered their questions about the coding process. Then a pretest will conducted with the ads from magazine issues not included in the sample. Disagreements in pretest coding were discussed until a

consensus was reached. To ensure objectivity, the judges separately coded the advertisements, but could refer to printed definitions that we supplied. In the first phase, the advertisements were coded by two judges. An Assamese judge coded the Assamese advertisements and a Bengali judge coded the Bengali advertisements. The primary reason for using native judges was to make certain that cultural differences in the expression of emotion as well as information were properly captured during the evaluation process. In the second phase a third judge and a fourth judge, fluent in both Assamese and Bengali language evaluated the advertisements from each language group. Inter-judge reliability was tested on the ads used in the study, and is decided to be greater than 95 percent. This exceeds the minimum reliability level of 85 percent specified by Kassarjian (1977)

Tests of Hypotheses:-

Table No.5: Avg. Values of Emotional Appeal in Assamese magazines:

Advertisements	Emotional Appeal	% of Emotional ads	Avg. value
PriyoXakhi, 2013	88	43	56%
PriyoXakhi, 2014	145	59	
Nandini, 2013	213	56	
Nandini, 2014	289	60	

Table No.6: Mean Values of Emotional Appeal and Information Cues in Bengali magazines:

Advertisements	Emotional Appeal	% of Emotional ads	Avg. value
Sananda, 2013	223	35	35%
Sananda, 2014	235	35	
Desh, 2013	85	43	
Desh, 2014	64	30	



Results: Chi square test has been conducted to check internal difference among the magazines. Chi Square value is 33.412, df =7 , P=0.000. But there is no significant difference among all the Assamese magazine ads and Bengali magazine ads but there is a significant difference

between Assamese magazine ads and Bengali magazine ads and the chi square value is $\chi^2 = 8.1$, Df = 1. So, as the tabulated value for χ^2 at 99% confidence level is 6.63, we can state that the emotional appeal ads in Assamese magazine and in Bengali magazines are not homogeneous.

Table No.7: Number of Advertisements using Humor in Assamese Magazines:

Use of Humor	PriyoXokhi, 2013	Priyo, 2014	Nandini, 2013	Nandini, 2014	All Assamese magazines	%
Yes	23	68	72	45	208	16
No	181	176	306	435	1098	84
Total	204	244	378	480	1306	100

Table No. 8: Number of Advertisements Using Humor in Bengali Magazines.

Use of Humor	Sananda, 2013	Sananda, 2014	Desh, 2013	Desh, 2014	All Assamese magazines	%
Yes	93	121	51	49	314	18
No	539	547	147	162	1395	82
Total	632	668	198	211	1709	100

Results: χ^2 test has been conducted to see if there is any difference between Assamese magazines and Bengali magazines in showing humourous contents in ads. Calculated value of χ^2 is 0.07 which is smaller than 3.841, the tabulated value of χ^2 at 5 percent level of significance

at 1 df. So, from the table no.4.4 and 4.5, it can be said that in case of humourous content in ads, there is no significant difference between Bengali magazines and Assamese magazines.

Table 9: Types of Humorous Devices Used in Advertisements in Assamese Magazines.

Types of Humor	Priyo Xakhi, 2013	Priyo Xakhi, 2014	Nandini, 2013	Nandini, 2014
Pun	9	33	50	15
Understatement	3	19	12	17
Joke	2	0	0	0
Ludicrousness	2	7	0	12
Satire	6	3	10	3
Irony	1	6	0	0
Total	23	68	72	45

Chi Square = 69.23df=15 P=0.000

Table No. 10: Types of Humorous Devices Used in Advertisements Bengali Magazines.

Types of Humor	Sananda, 2013	Sananda, 2014	Desh, 2013	Desh, 2014
Pun	25	45	15	25
Understatement	5	0	7	0
Joke	3	5	29	24
Ludicrousness	39	46	0	0
Satire	21	25	0	0
Irony	0	0	0	0
Total	93	121	51	49

Chi square= 173.735df=12 p=0.000

In the above two tables, table no.4.6 &4.7, the various humorous devices used in Assamese and Bengali magazines have been shown. F-test has been conducted to check if there is any difference between Assamese magazines and Bengali magazines in use of humourous

device. As calculated value of F at 95 percent confidence level df(5,5) is smaller than tabulated value of F, hence it can be said that there is no difference between the humorous devices used in Assamese magazine and Bengali magazines.

Guilt appeals in Assamese and Bengali magazine advertising:-

Literatures on Guilt appeal:-

Guilt appeals have received great attention from researchers of emotional appeals in advertising. Coulter and Pinto (1995) measured the effect of guilt appeals on ad and brand attitudes. Burnett and Lunsford (1994) conceptualized the role of guilt in consumer purchase decisions. Ruth and Faber (1988) demonstrated that consumers exposed to guilt appeals in ads have a higher intention to comply with suggested behaviors than other consumers.

Negative appeals have long been recognized as an important method of persuasion, and advertisers have used such appeals for decades (e.g., Higbee 1969). However, most academic research on the application of negative appeals in advertising has focused on fear.

We therefore conducted this study to investigate the extent to which guilt appeals appear in popular Assamese and Bengali magazines advertisements, as well as their mode of presentation. Magazine advertising was chosen because it reaches a national audience, has verbal and visual components, and can present extended copy in which a variety of appeals may appear. After reviewing relevant literature, we report the results of a content analysis of the guilt advertisements in 4 popular magazines 2 from each Assamese and Bengali for entire issues of 2013 and 2014. We enumerate the kinds of guilt and the verbal and visual components of the guilt appeals found.

Guilt is one of the most common negative emotions across cultures (Izard 1977). Consumer guilt has been defined as an emotional state involving penitence, remorse, self-blame, and self-punishment experienced after committing a violation or contemplating a future violation of internalized standards of proper behavior (Lasco 1991; Mosher 1965). Izard (1977, p. 423) states: "Usually people feel guilty when they become aware that they have broken a rule and violated their own standards or beliefs. They may also feel guilty for failing to accept or carry out their responsibility."

However, the types of goods and services that consumers might be convinced to purchase by a guilt appeal are difficult to know because experimental research on guilt in advertising has typically related to charity and volunteer services. The experiments measured the effect of guilt appeals on willingness to volunteer for community projects (McMillen 1971; Yinon et al. 1976) or to donate to charities (Bozinoff and Ghingold 1983; Eayrs and Ellis 1990; Regan 1971). A couple of experiments have

also investigated the effect of guilt appeals in hypothetical food and toiletry ads (Coulter and Pinto 1995²⁰; Pinto and Priest 1991³³).

Kinds of Guilt:-

Three kinds of guilt have been identified in the literature: reactive guilt, anticipatory guilt, and existential guilt. They differ in the antecedents that lead to the experience of guilt.

1. Reactive guilt is a response to an overt act of defying one's internalized standards of acceptable behavior (Rawlings 1970).
2. Anticipatory guilt is experienced as one considers a potential defiance of internalized standards (Rawlings 1970)³⁴. Anticipatory guilt appeals offer consumers an opportunity to avoid a wrongdoing, such as disappointing their children. Anticipatory guilt appeals may add that if the opportunity is neglected, an unwanted outcome will occur that the consumer could have prevented.
3. Existential guilt is experienced as a consequence of an inconsistency between one's well-being and of others (Izard, 1977), and Huhmann and Brotherton (1997) find that charity ads very often use this type of appeal. The example can be a starving child with the condition of the ad's reader to solicit charitable donations.

Verbal and Visual Components of Guilt Appeals:-

Verbally arousing guilt techniques have been identified in the interpersonal communication literature. Vangelisti, Daly, and Rudnick (1991) uncovered 17 communication techniques used to arouse guilt in face to face conversations. From those techniques, we identified four guilt statements -

- ◆ The statement of fact reports circumstances or information that may produce guilt in some members of the audience.
- ◆ The statement of action reports personal behavior that should or should not occur. It tells the readers that they violated or will violate a standard through an act of either omission or commission.
- ◆ A suggestion recommends future action or proposes that one engage in a particular behavior.
- ◆ A question asks about one's thoughts, feelings, or behavior.

Visual techniques designed to elicit guilt in print ads have not been identified in the literature. In general, visual elements in magazine ads are known to attract

attention, create associations, or increase the impact of an ad (Moriarty 1987). Visual elements in guilt ads may direct attention to a guilt appeal.

RESEARCH QUESTIONS

Our study was designed to measure the extent and the mode of presentation of guilt appeals in popular magazine advertising.

Q1: How often do guilt appeals appear in a sample of magazine ads? Is there any difference between Assamese and Bengali magazines in showing guilt appeals?

Q2: Which product classes are most likely to be advertised with guilt appeals?

Q3: In ads with guilt appeals, what kind of guilt appeal (reactive, anticipatory, or existential) is most often used?

Q4: In ads with guilt appeals, which type of guilt statement (statement of fact, statement of action, suggestion, or question) appears most often?

Q5: In ads with guilt appeals, how often are the guilt appeals contained in the text, the visual elements, or both?

DATA ANALYSIS AND INTERPRETATION

Table 11: Advertisements with Guilt and Fear Appeals by Magazine Type

Magazine Type	Guilt Ad			Fear Ad		Total Ad
	No	Percentage		No	Percentage	
PriyoXakhi, 2013	35	17	Assamese magazine 18%	12	6	204
PriyoXakhi, 2014	59	24		5	2	244
Nandini, 2013	59	15		11	3	378
Nandini, 2014	84	18		12	3	480
Sananda, 2013	62	10	Bengali magazine 12%	21	3	632
Sananda, 2014	65	10		17	3	668
Desh, 2013	38	19		4	2	198
Desh, 2014	46	22		3	1	211

Results: Chi² test has been conducted to see if there is any difference between Assamese magazines and Bengali magazines in showing guilt appeal content. Calculated value of Chi² is 1.142 which is smaller than 3.841, the tabulated value of chi² at 5 percent level of significance at

1 df. So, from the table no.4.8, it can be said that in case of guilt appeal content in ads, there is no significant difference between Bengali magazines and Assamese magazines.

Table No. 12: Product Class by Predominant Kind of Guilt in PriyoXakhi, 2013

Product Class	Reaction		Anticipatory		Existential		Total Ads	
	No	%	No	%	No	%	No	%
Consumer durable goods	0	0	0	0	0	0	0	0
Consumer nondurable goods	2	11	0	0	0	0	2	6
Health care	5	30	12	100	5	100	22	63
Financial services	10	59	0	0	0	0	10	29
Education Institute/charities	0	0	0	0	1		1	3
Total	17		12		6		35	

Table No. 13: Product Class by Predominant Kind of Guilt in PriyoXakhi, 2014

Product Class	Reaction		Anticipatory		Existential		Total Ads	
	No	%	No	%	No	%	No	%
Health care	11	37	20	83	5	100	36	61
Financial services	8	27	0	0	0	0	8	14
Education Institute/charities	6	20	4	17	0	0	10	17
Insurance	5	17	0	0	0	0	5	8
Total	30		24		5		59	

Table No. 14: Product Class by Predominant Kind of Guilt in Nandini, 2013

Product Class	Reaction		Anticipatory		Existential		Total Ads	
	No	%	No	%	No	%	No	%
Consumer nondurable goods	11	46	13	57	5	42	29	49
Health care	13	54	0	0	0	0	13	22
Financial services	0	0	0	0	7	58	7	12
Education Institute/ charities	0	0	10	43	0	0	10	17
Total	24		23		12		59	

Table No. 15: Product Class by Predominant Kind of Guilt in Nandini, 2014

Product Class	Reaction		Anticipatory		Existential		Total Ads	
	No	%	No	%	No	%	No	%
Consumer durable goods	3	8	00	0	0	0	3	4
Consumer nondurable goods	7	19	0	0	5	22	12	14
Health care	16	44	20	80	11	48	47	56
Financial services	3	8	4	16	0	0	7	8.3
Education Institute/ charities	7	19	1	4	7	30	15	18
Total	36		25		23		84	

Table No. 16: Product Class by Predominant Kind of Guilt in Sananda, 2013

Product Class	Reaction		Anticipatory		Existential		Total Ads	
	No	%	No	%	No	%	No	%
Consumer durable goods	9	22	2	14	0	0	11	18
Consumer nondurable goods	17	41	5	36	0	0	22	35
Health care	15	37	7	50	2	28	24	39
Education Institute/ charities	0	0	0	0	5	72	5	8
Total	41		14		7		62	

Table No. 17: Product Class by Predominant Kind of Guilt in Sananda, 2014

Product Class	Reaction		Anticipatory		Existential		Total Ads	
	No	%	No	%	No	%	No	%
Consumer durable goods	5	19	2	9	0	0	7	11
Consumer nondurable goods	7	26	5	22	0	0	12	18
Health care	12	44	11	48	0	0	23	35
Financial services		0			3	20	3	5
Education Institute/ charities		0	5	3	8	53	13	20
Astrology	3	11	0	0	4	27	7	11
Total	27		23		15		65	

Table No.18: Product Class by Predominant Kind of Guilt in Desh, 2013

Product Class	Reaction		Anticipatory		Existential		Total Ads	
	No	%	No	%	No	%	No	%
Consumer durable goods	5	31	0	0	5	55	10	26
Consumer nondurable goods	0	0	7	54	0	0	7	18
Health care	11	69	6	46	0	0	17	45
Education Institute/ charities	0	0	0	0	4	45	4	11
Total	16		13		9		38	

Table No.19: Product Class by Predominant Kind of Guilt in Desh, 2014

Product Class	Reaction		Anticipatory		Existential		Total Ads	
	No	%	No	%	No	%	No	%
Consumer durable goods	14	74	7	47	0	0	21	46
Consumer nondurable goods	0	0	5	33	0	0	5	11
Health care	0	0	0	0	8	67	8	17
Financial services	0	0	3	20	0	0	3	6
Education Institute/ charities	5	26	0	0	0	0	5	11
Astrology	0	0	0	0	4	33	4	9
Total	19		15		12		46	

Results: In the above tables, from table no.4.9.1 to table no.4.9.8, various types of guilt by product class have been shown. In Priyo Xokhi, 2013 & 2014, it is the health care and consumer products which show guilt appeals in ads.

In Nandini, health care products show mostly the guilt appeal in 2014 and in 2013, it was the consumer durables. In case of Bengali magazines, it is again health care and consumer durable products which represents guilt in the ads.

Table No.20: Guilt Statement by Kind of Guilt in PriyoXakhi, 2013.

Guilt Statement	Reaction		Anticipatory		Existential	
	No	%	No	%	No	%
Statement of fact	4	24	12	100	0	0
Statement of action	0	0	0	0	1	17
Suggestion	13	76	0	0	5	83
Question	0	0	0	0	0	0

Table No. 21: Guilt Statement by Kind of Guilt in PriyoXakhi, 2014.

Guilt Statement	Reaction		Anticipatory		Existential	
	No	%	No	%	No	%
Statement of fact	14	47	5	21	0	0
Statement of action	0	0	12	50	0	0
Suggestion	12	40	7	29	5	100
Question	4	13	0	0	0	0

Table No. 22: Guilt Statement by Kind of Guilt in Nandini, 2013

Guilt Statement	Reaction		Anticipatory		Existential	
	No	%	No	%	No	%
Statement of fact	24	100	13	57	7	58
Statement of action	0	0	0	0	5	42
Suggestion	0	0	10	43	0	0
Question	0	0	0	0	0	0

Table No. 23: Guilt Statement by Kind of Guilt in Nandini, 2014

Guilt Statement	Reaction		Anticipatory		Existential	
	No	%	No	%	No	%
Statement of fact	8	22	0	0	11	48
Statement of action	16	44	11	44	12	52
Suggestion	12	34	2	8	0	0
Question	0	0	12	48	0	0

Table No. 24: Guilt Statement by Kind of Guilt in Sananda, 2013

Guilt Statement	Reaction		Anticipatory		Existential	
	No	%	No	%	No	%
Statement of fact	19	46	0	0	5	71
Statement of action	0	0	0	0	2	29
Suggestion	15	37	12	86	0	0
Question	7	17	2	14	0	0

Table No.25: Guilt Statement by Kind of Guilt in Sananda, 2014

Guilt Statement	Reaction		Anticipatory		Existential	
	No	%	No	%	No	%
Statement of fact	17	63	5	22	8	53
Statement of action	0	0	0	0	2	14
Suggestion	10	37	5	22	5	33
Question	0	0	13	56	0	0

Table No.26: Guilt Statement by Kind of Guilt in Desh, 2013

Guilt Statement	Reaction		Anticipatory		Existential	
	No	%	No	%	No	%
Statement of fact	0	0	12	92	4	44
Statement of action	3	19	0	0	0	0
Suggestion	13	81	1	8	0	0
Question	0	0	0	0	5	56

Table No.27: Guilt Statement by Kind of Guilt in Desh, 2014

Guilt Statement	Reaction		Anticipatory		Existential	
	No	%	No	%	No	%
Statement of fact	12	63	12	80	7	58
Statement of action	4	21	0	0	0	0
Suggestion	3	16	0	0	5	42
Question	0	0	3	20	0	0

Results: In the above tables, table no.4.10.1 to table no.4.10.8, the various kinds of guilt statement has been analysis by showing which statement of guilt is more frequent in which magazines. If we count all the frequencies of Assamese ads, it is the Statement of fact which is mostly used to show guilt appeals in ads (98), followed by suggestions (66), action (57) and questions (16).

In Bengali magazines, to show the guilt appeals, the statement of fact has been used dominantly (101) followed by suggestions (69), question (30) and statement of action (11).

So, irrespective of magazine, Assamese or Bengali, statement of fact is mostly used to show guilt in the advertisements.

FINDINGS

1. Chi square test has been conducted to check internal difference among the magazines. But there is no significant difference among the two Assamese magazines and Bengali magazines but there is a significant difference between Assamese magazine ads and Bengali magazine ads and the chi square value is $\text{Chi}^2 = 8.1$, $\text{Df} = 1$. So, as the tabulated value for Chi^2 at 99% confidence level is 6.63, we can state that the emotional appeal ads in Assamese magazine and in Bengali magazines are not homogeneous.
2. The average emotional contents in Assamese advertisements are 56% while for Bengali advertisements is 35%. So, it can be concluded that Assamese magazine use more emotional appeals than Bengali Magazines.
3. Chi^2 test has been conducted to see if there is any difference between Assamese magazines and Bengali magazines in showing humourous contents in ads. Calculated value of Chi^2 is 0.07 which is smaller than 3.841, the tabulated value

of chi^2 at 5 percent level of significance. So, it can be said that in case of humourous content in ads, there is no significant difference between Bengali magazines and Assamese magazines.

4. F-test has been conducted to check if there is any difference between Assamese magazines and Bengali magazines in use of humourous device. As calculated value of F at 95 percent confidence level $\text{df}(5,5)$ is smaller than tabulated value of F, hence it can be said that there is no difference between the humorous devices used in Assamese magazine and Bengali magazines.
5. Irrespective of magazine, Assamese or Bengali, statement of fact is mostly used to show guilt in the advertisements.
6. In Priyo Xokhi, 2013 & 2014, it is the health care and consumer products which show guilt appeals in ads. In Nandini, health care products show mostly the guilt appeal in 2014 and in 2013, it was the consumer durables.
7. In case of Bengali magazines, it is again health care and consumer durable products which represents guilt in the ads.
8. Chi^2 test has been conducted to see if there is any difference between Assamese magazines and Bengali magazines in showing guilt appeal content. Calculated value of Chi^2 is 1.142 which is smaller than 3.841, the tabulated value of chi^2 at 95 percent level of confidence at 1 df. So, it can be said that in case of guilt appeal content in ads, there is no significant difference between Bengali magazines and Assamese magazines.

CONCLUSIONS

In the conclusion, we can state that marketers use various techniques and appeals to attract targeted customers. While going through the selected four

magazines, it was found that use of humour in Assamese magazine is more than the selected Bengali magazines. It may be due to the difference in both the cultures. Marketers might perhaps things that Assamese people as very easy going in nature can be convinced by emotional advertisements while Bengali people cannot. While using of fear and guilt appeal is also predominant in both Assamese and Bengali magazines, Assamese magazine use more guilt and fear appeals in advertisements than the Bengali magazines. Although a number products have been displayed in both the magazines but there are a few products which mostly demonstrated by guilt appeals. Healthcare, consumer products are mostly demonstrated by guilt appeals in both the magazines. It is because, people do not like to do mistakes in case of health and consumables and scared and feel guilty when such mistakes are committed. When advertisers use guilt and other appeals, people usually give more focus and attention than others. This kind of descriptive analysis is always useful not only for the academia but also for the marketers who can take valuable insights what appeal to use to attract prospects to their advertisements.

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