

# **FEAR APPEAL IN ADVERTISING AND ITS EFFECT IN NEPAL**

A Dissertation Submitted to the Office of the Dean, Faculty of Management in partial fulfillment of the requirements for the Master of Business Studies (MBS)

SubmittedBy

**BHUWON B.K.**

Campus Roll No 3616/175

Exam Roll No: 13187/19

TU Registration No:7-3-39-1882-2018

Marketing

Kathmandu, Nepal

July, 2024

## **Certificate of Authorship**

I, Bhuwon B.K., declare that this GRP is my own original work and that it has fully and specifically acknowledged wherever adapted from other sources. I also understand that if at any time it is shown that I have significantly misrepresented material presented to Research Department, any credits awarded to me on the basis of that material may be revoked.

.....

Bhuwon B.K.

TU Reg. No.7-3-39-1882-2018

Date: July 2024

## Report of Research Committee

Mr. Bhuwon B.K. has defended research proposal entitled “**Fear Appeal in Advertising and its Effect in Nepal**”. successfully. The research committee has registered the dissertation for further progress. It is recommended to carry out the work as per suggestion and guidelines of Asso. Prof. Dr. Kapil Khanal and Asso. Prof. Suman Kamal Parajuli submit the dissertation for evaluation and viva-voce examination.

Asso. Prof. Dr. Kapil Khanal  
Dissertation Supervisor

Dissertation Proposal Defended Date:

.....

Signature.....

Asso. Prof. Suman Kamal Parajuli  
Dissertation Supervisor

Dissertation Submitted Date:

.....

Signature.....

Asst. Prof. Dr. Sajeeb Kumar Shrestha  
Head, Research Department

Dissertation Viva-voce Date:

.....

Signature .....

## Approval Sheet

We, the undersigned, have examined the dissertation entitled “**Fear Appeal in Advertising and its Effect in Nepal**”. presented by Bhuwon B.K. candidate for the degree of Master of Business Studies (MBS Semester) and conducted the Viva-voce examination of the candidate. We hereby certify that the dissertation is worthy of acceptance.

.....  
Asso. Prof. Dr. Kapil Khanal  
Dissertation Supervisor

.....  
Asso. Prof. Suman Kamal Parajuli  
Dissertation Supervisor

.....  
Internal Examiner

.....  
Internal Expert

.....  
External Expert

.....  
Asso. Prof. Dr. Sajeeb Kumar Shrestha  
Chairperson, Research Committee

.....  
Asso. Prof. Dr. Krishna Prasad Acharya  
Campus Chief

## **Acknowledgements**

This study report is made possible through the help and support of many individual and organizations. I would like to take this opportunity to dedicate my acknowledgement of gratitude and thanks to them. First of all, I would like to acknowledge Shankerdev Campus for including a thesis project as a partial requirement of MBS program, providing all students with the opportunity to enhance their knowledge and competence by means of scientific tools for analysing and solving business problem.

Similarly, I would like to express my sincere gratitude and deep regards to my supervisor, Asso. Prof Dr Kapil Khanal and Asso. Prof. Suman Kamal Parajuli for constant guidance, feedback and encouragement throughout my study project. Additionally, I would also like to express my sincere gratitude to Prof Suman Kamal Parajuli, Director Dr. Dhruva Lal Pandey, Deputy Director of School of Management, Tribhuvan University, for their faith, insight, and guidelines in proper completion of this GRP.

Finally, I would like to give my sincere appreciation to my dear parents, respectable teachers at Shankar Dev Campus, Tribhuvan University and my beloved friends who helped me conducting the survey in order to obtain various information essential to complete my research project.

Researcher

Bhuwon Bk

TU Reg. No.7-3-39-1882-2018

## Table of Contents

<i>Title Page</i>	<i>i</i>
<i>Certificate of Authorship</i>	<i>ii</i>
<i>Report of Research Committee</i>	<i>iii</i>
<i>Approval Sheet</i>	<i>iv</i>
<i>Acknowledgements</i>	<i>v</i>
<i>Table of Contents</i>	<i>vi</i>
List of Tables	<i>viii</i>
List of Figures	<i>xii</i>
<i>List of Abbreviations</i>	<i>xiii</i>
<i>Abstract</i>	<i>xiv</i>
Chapter I	1
Introduction	1
1.1 Background	1
1.2 Statement of the problem	3
1.3 Objective of the study	3
1.4 Hypothesis	4
1.5 Scope and significance	4
1.6 Limitation of the study	5
1.7 Outline and structure	5
Chapter II	7
Related Literature and Theoretical Framework	7
Literature review	7
2.1.1 Advertising	7
2.1.2 Types of advertising	7
2.1.3 Appeal in advertising	8
2.2 Fear appeal	9
2.3 AIDA model	17
2.4 Effectiveness of fear appeal	21
2.5 Research gap and theoretical framework	22
2.5.1 Dependent variables	23
2.5.2 Independent variables	24
2.5.3 Moderating variables	24

Chapter III	25
Research Methods	25
3.1 Introduction	25
3.2 Research plan and design	25
3.3 Sample description	26
3.4. Respondents profile	27
1 Age profile of respondents	27
3.5 Measurement of reliability test using Cronbach's alpha	28
3.6 Data analysis tools	29
Analysis and Results	30
1 Frequency of ad watching	30
2 The type of ads audience wants to watch	30
3 Level of fear	31
4 Influence of fear appeal on advertisements	31
5 Fear appeal and convinced audience	32
6 Reaction to fear appeal ads	33
4.7. Correlation analysis between independent variables and AIDA	34
4.8 Regression and ANOVA analysis	40
4.9 Major findings	58
4.10 Summary of hypothesis testing	59
Chapter V	62
Discussions, Conclusions & Implications	62
5.1 Discussions	62
5.2 Conclusions	63
5.3 Implications	64
<b>Appendix A: Questionnaire</b>	

## List of Tables

Table 1	Cronbach Alpha Value	34
Table 2	Correlation analysis between depicted amount of fear and attention of the audience	34
Table 3	Correlation analysis between depicted amount of fear and interest of the audience	35
Table 4	Correlation analysis between depicted amount of fear and desire of the audience	35
Table 5	Correlation analysis between depicted amount of fear and action of the audience	36
Table 6	Correlation analysis between depicted susceptibility and attention of the audience	36
Table 7	Correlation analysis between depicted susceptibility and interest of the audience	37
Table 8	Correlation analysis between depicted susceptibility and desire of the audience	37
Table 9	Correlation analysis between depicted susceptibility and action of the audience	38
Table 10	Correlation analysis between efficacy statement and attention of the audience	38
Table 11	Correlation analysis between efficacy statement and interest of the audience	39
Table 12	Correlation analysis between efficacy statement and desire of the audience	39
Table 13	Correlation analysis between efficacy and action of the audience	40
Table 14	Regression (Amount of depicted fear and attention of the audience)	40

Table 15	ANOVA between mean of depicted fear and attention of audience	41
Table 16	Regression coefficient of amount of depicted Fear and attention of the audience	41
Table 17	Regression (Amount of depicted Fear and interest of the audience)	42
Table 18	ANOVA between mean of depicted fear and mean of interest of audience	42
Table 19	Regression coefficient of amount of depicted fear and interest of audience	43
Table 20	Regression (Amount of depicted Fear and desire of the audience)	43
Table 21	ANOVA between mean of depicted amount of fear and mean of desire of the audience	44
Table 22	Regression coefficient of amount of depicted fear and desire of audience	44
Table 23	Regression (depicted amount of fear and desire of the audience)	45
Table 24	ANOVA between depicted amount of depicted fear and action of audience	45
Table 25	Regression coefficients (amount of depicted fear and action of audience)	46
Table 26	Regression (Depicted susceptibility and attention of the audience)	46
Table 27	ANOVA between mean of depicted susceptibility and mean of attention of the audience	47
Table 28	Regression coefficients of depicted susceptibility and attention of the audience	47

Table 29	Regression (depicted susceptibility and interest of the audience)	48
Table 30	ANOVA of mean of depicted susceptibility and mean of interest of audience	48
Table 31	Regression coefficients depicted susceptibility and mean of interest of audience	49
Table 32	Regression (depicted susceptibility and desire of the audience)	49
Table 33	ANOVA of mean of depicted susceptibility and mean of desire of audience	50
Table 34	Regression coefficient of depicted susceptibility and desire of audience	50
Table 35	Regression (depicted susceptibility and action of the audience)	51
Table 36	ANOVA of mean of depicted susceptibility and mean of action of audience	51
Table 37	Regression coefficient of depicted susceptibility and action of the audience	52
Table 38	Regression (efficacy statement and attention of audience)	52
Table 39	ANOVA between mean of efficacy statement and attention of audience	53
Table 40	Regression coefficient of efficacy statement and attention of audience	53
Table 41	Regression (efficacy statement and interest of audience)	54
Table 42	ANOVA of mean of efficacy statement and mean of interest of audience)	54
Table 43	Regression coefficient of efficacy statement and interest of audience	55
Table 44	Regression (efficacy Statement and desire of audience)	55

Table 45	ANOVA of mean of efficacy statement and mean of desire of audience	56
Table 46	Regression coefficient of efficacy statement and desire of audience	56
Table 47	Regression (efficacy statement and action of audience	57
Table 48	ANOVA between efficacy statement and action of audience	57
Table 49	Regression coefficient between efficacy statement and action of audience	59
	Result of Hypothesis Testing	59

## List of Figures

Figure 1	AIDA Model	18
Figure 2	Theoretical framework	23
Figure 3	Classification of respondents by age group	27
Figure 4	Classification of respondents by gender	28
Figure 5	Classification of respondents by frequency of ad watching	30
Figure 6	Type of ads audience wants to watch	30
Figure 7	Level of fear in advertisement	31
Figure 8	The influence fear appeal ads on the audience	31
Figure 9	Level of ads convincing by respondents	32
Figure 10	Frequency of fear level according to gender distribution	32
Figure 11	Frequency of fear level according to age distribution	33
Figure 12	Fear appeal reaction by the respondents	33

## **List of Abbreviations**

AIDA	Attention, Interest, Desire, Action
EPPM	Extended parallel process model
PSA	Public service announcements
SPSS	Statistical Package for Social Science
AIDS	Acquired Immune Deficiency Syndrome

# Abstract

Advertising has become one of the most important commercial activities in the modern competitive environment. Companies spend a large part of their budget to produce and run advertisements for promotions to communicate information about their company and products. Companies hope that consumers will purchase their products due to the advertisements, which deliver messages about a certain brand and its products.

The marketers use rational and emotional appeal to motivate the consumers to purchase product. Within emotional appeal the fear appeal is one of the mostly used appeals in the advertisement.

This study aims to analyse the effectiveness of fear appeal advertisement where different factors are involved in the message which are effective to create the attention, interest, desire and action by the consumers.

The factors under the fear appeal advertisements are Amount of depicted fear, depicted susceptibility and Efficacy statements which are defined as the independent variables of the fear appeal advertisements which will affect the dependent variables; Attention, Interest, Desire and Action.

An Experimental survey was conducted through questionnaire distribution for this study. The 400 respondents were shown the print ads and asked to fill up the questionnaire and the basis of respondent selection was convenient sampling. The questionnaires were distributed among the audience in Kathmandu city.

The study showed that Fear appeal is effective to attract the attention of the audience but doesn't contribute much to the action or the purchase of the product.

The audiences prefer creative, short and problem oriented ads, humorous ads than fear appeal advertisements.

It showed that adults and older age audience are more convinced by the fear appeal advertisements while the younger ones below 20 are least convinced by the fear appeal and there is slight difference in the behavior of the males and females in the effectiveness of fear appeal in the advertisement.

# Chapter I

## Introduction

### 1.1 Background

Fear appeal in Advertising has become one of the most important commercial activities in the modern competitive environment. Companies spend a large part of their budget to produce and run advertisements for promotions to communicate information about their company and products. Companies hope that consumers will purchase their products due to the advertisements, which deliver messages about a certain brand and its products. Thorson and Leavitt (1992) stated that the best prophet for purchase is advertising and to make the audience receive a necessary message, advertisers have to put some driving power into the message. This drive power is appeal. Every advertising appeal represents an attraction, which arouses consumers' desires. The question is "What kind of advertising appeal design can attract consumers more easily and effectively?"

Advertising appeal refers to the direct or indirect delivery of certain benefits or incentives or the explanation why consumers should consider buying a product in an advertisement. Consumers are attracted and show interest due to the communication of advertising messages. Advertising messages aim at influencing consumer behavior, product attitudes, and even purchase intentions Chu, (1996), Belch and Belch (1998) Kotler (2003). Appeals speak to an individual's need, wants or interest. The most common advertising appeals include use of fear, humor, rational, sex or bandwagon propaganda.

The more specific question of why advertisers would purposely try to evoke negative emotions in consumers is intriguing, however, since ads that provoke fear, guilt or anger are by definition aversive, and risk prompting consumers to ignore the ad or dislike the product. It has been suggesting that ads use positive affect to make consumers like the ad and then buy the product, and negative affect to evoke an uncomfortable state that makes consumers want the "solution" offered by the advertiser Aaker, Stayman and Hagerty (1986).

So how do fear appeals influence consumers? Rogers' Protection Motivation Theory (1975) provides one explanation. The premise of the Protection Motivation Theory is that people are motivated to protect themselves from physical, psychological and social

threats. When faced with a new threat (the fear appeal), this initiates a coping appraisal based on four variables; the severity of the threat, probability of the threat occurring if no adaptive behavior is performed, availability of a coping response (solution), and the individual's ability to carry out the coping behavior.

Fear appeal is built upon fear. Fear is an unpleasant emotional state characterized by anticipation of pain or great distress and accompanied by heightened autonomic activity especially involving the nervous system the state or habit of feeling agitation or dismay: something that is the objects of apprehension or alarm; Merriam-Webster (2002).

A fear appeal in advertising is a message that is designed to scare the intended audience by describing a serious threat to them. The advertising tactic is to motivate the intended audience to engage or not engage in certain behavior based upon a fear. Many theories have been proposed regarding fear appeal, including the fear-as-acquired drive model, parallel process model, and protection motivation theory. However, a theory that takes the best of some of the other theories extends the research, and helps explain the effectiveness of an appeal to fear is the extended parallel process model (EPPM).

EPPM is concerned with how perceived threats and perceived efficacy can cause behavioral change based upon fear. According to the theory, a perceived threat consists of perceived susceptibility, which is your perception of the probability of the threat actually occurring, and perceived severity, which is your perception of the seriousness of the threat. Perceived efficacy consists of response-efficacy, which is how you perceived the safety and effectiveness of the recommended response to the threat, and self-efficacy, which is how easy or simply you believe you can engage in the recommended course of action. Basically, the theory argues that the perceived threat determines the motivation to act, and the perceived efficacy determines in what way you will act.

According to the theory, appeal to fear will only be effective if there is a strong perceived threat and a strong efficacy component. The possible responses to an appeal to fear message.

No response – If the perceived susceptibility is low or the perceived severity of the consequences is low, then you will not respond in the manner the advertisement message desires.

Fear control response – In this situation, the perceived threat is greater than the perceived efficacy.

Danger control response – If you believe the perceived threat is high, the recommended action will be effective and believe you can effectively engage in the action, and then you will tend to pursue the recommended action. In other words, the fear advertising will be successful in getting you to do what it wants you to do.

## **1.2 Statement of the problem**

A fear appeal in advertisement is message that is designed to scare the intended audience by describing a serious threat to them Referring to the above statement, this research tries to find out whether the use of fear appeal is effective in promotion of the products and services in Nepal. The main research problem is whether the fear appeal used in advertising is able to grab the attention, arouse interest, create desire and lead to the purchase action. The study has therefore, attempted to answer the following questions:

1. Does the fear appeal in the ad grab the attention of consumers?
2. Does the fear appeal in the ad arouse interest in consumers?
3. Does the fear appeal in the create desire in consumes for the product?
4. Does the fear appeal lead the consumers to purchase the product?

## **1.3 Objective of the study**

The general objective of the study is to examine whether the fear appeals used in advertisements are effective in promoting the goods and services or not. The specific objectives of the research are as follows:

1. To make consumers aware of a serious potential threat.
2. To find out the effectiveness of advertisement fear appeal on customer purchase behavior.
3. To find out the effectiveness of fear advertisement on post purchase behavior.

## **1.4 Hypothesis**

Based on the previous studies, the following six hypotheses have been formulated and were later tested with the data collected using appropriate statistical tools.

H1: There is significant relationship between amount of depicted fear in advertisements and attention of the audience.

H2: There is significant relationship between amount of depicted fear in advertisements and interest of the audience.

H3: There is significant relationship between amount of depicted fear in advertisements and desire of the audience.

H4: There is significant relationship between amount of depicted fear in advertisements and action of the audience.

## **1.5 Scope and significance**

According to Philip Kotler (1984) “Advertising is any paid form of non-personal presentation & promotion of ideas, goods, or services by an identified sponsor. Advertising is one of the most used forms of promotion by marketers to reach the mass audience. A lot of money is spent on the advertisements and they are very essential for attracting the customers. The fear appeal is one of the most used appeals in advertising and the central question to this research is” does fear appeal influence the effectiveness of advertisements to the consumers?”

This study attempts to bring some new insights regarding the fear appeal used in the advertising and its effectiveness in the consumers. The fear appeal here includes amount of depicted fear, efficacy of statement, depicted susceptibility in the advertisement which leads to the attention, interest, desire and the required action towards the product and the services. This study is of the practical significance, as this study is investigating fear appeals effectiveness for influencing attitudes, intentions, and behaviors of the audience.

## **1.6 Limitation of the study**

The study has following limitations:

- There are many factors that influence the fear level of the audience. Due to time constraints, all the factors might not have been taken into consideration and examined.
- The sample size of the study is limited to 400. Though the sample size of 400 is fairly large, yet it may not be truly representative of the hundreds of individuals who constitute the population of the study. Therefore, the study does not incorporate wide geographical coverage of the respondent. This study was conducted with an assumption that other parts of the country would exhibit a similar behaviour as would be found out by this study.
- Since questionnaire has been used as data collection tool, the respondents might not have answered the questions exactly according to what they think and behave.
- There are more than three independent variables that result into the effect of fear of the advertisement on audience. Therefore, not all of those variables are considered for this research.
- There are various products in which the fear advertisements are used. Only toothpaste is taken into the consideration.

## **1.7 Outline and structure**

This GRP report consists of three major sections: preliminary report, body and supplementary. The preliminary part includes Title Page, Certification, Declaration of Authenticity, Acknowledgements, Table of Contents, List of Table, List of Figures and Common Abbreviations used in the report and Executive Summary.

The body or main part of the report includes five sections: Introduction, Related Literature and Theoretical Framework, Research Methods, Analysis and Results, and Discussions, Conclusions and Implications.

## **Chapter I: Introduction**

The first section of the report includes the background information on Advertisement and fear appeal used in advertising. The chapter includes problem statement, objectives of study, hypothesis, limitation and scope and significance of the study.

## **Chapter II: Related literature and theoretical framework**

In the second chapter, the literature review related to Advertisements, appeals used in advertisements, the effect of fear appeal in the advertisements are included. The chapter further consists of Theoretical framework which explains the relationship between the dependent and the independent variable and also the moderating variables.

## **Chapter III: Research methods**

The third chapter consist of the outline of methodology used for the study. It includes descriptions about the research design, sample for study, nature and sources of data, instruments and procedures used for the study and a brief introduction to the data analysis.

## **Chapter IV: Analysis and results**

The fourth chapter- data analysis and results- consists the analysis and interpretation of data using quantitative and qualitative methods with the assistance of statistical models. The SPSS and MS- Excel software has been used for the data analysis and interpretation has been done accordingly.

## **Chapter V: Discussion, conclusions and implications**

The fifth chapter discusses about the issues during the study period and creates link with previous studies. On the basis of the research objectives, the finding is compared and concluded. Moreover, implications of the acquired findings in the policy level are even highlighted in this chapter.

## **Chapter II**

### **Related Literature and Theoretical Framework**

#### **Literature review**

##### **2.1.1 Advertising**

William F. Arens (2006) defines advertising as “the structured and composed nonpersonal communications of information, usually paid for and usually persuasive in nature, about the products (goods, services and ideas) by identified sponsors through various media.

Advertising, as the term is commonly understood today, includes all sorts of public messages for commercial purposes, paid for and avowed by those who expect to profit from them. Originally the verb “to advertise” meant merely to warn or give notice. As the value of public notices as aids in marketing goods and services gradually became recognized, their number increased until they formed an overwhelming proportion of the total, and the term “advertising” became generally accepted in its more limited meaning.

The standard definition of advertising contains six key elements:

- The ad message is mostly paid for
- The user/sponsor is distinctly identified
- The purpose should be to inform, to persuade and/or to remind
- Mass media must be used
- It reaches a mass of potential consumers or users of the net
- It is impersonal

##### **2.1.2 Types of advertising**

According to Sethia, Chunawalla (2011), the principal means of classification of advertisements are by geographical spread, by target groups, by types of impact, direct or indirect action advertising and institutional advertising.

- Geographical spread advertising which further includes National advertising, Local advertising and global advertising
- Target group advertising which includes consumer-based advertising, Industrial advertising, Trade advertising and Professional advertising.
- Public awareness advertising, which is a broader method of advertising. According to SethiaChunawalla, it can be a pioneering product advertising, competitive product advertising, retentive advertising, service advertising, institutional advertising, corporate advertising, public service advertising and social awareness messages.

Rai (2014) states, “Advertising as a social force improves the standard of living and provides a vision for civilized life”. According to Wright and Mertes, (2013) “Advertising serves as a communication vehicle for a society by making more available to many at less cost”. According to Rai (2014), advertising fulfils marketing role, communication role, economic role and societal role. Advertising is an integral part of marketing and it shares the major portion of the total marketing budget however it is a relatively small part of the marketing plan. Advertising plays a significant role in the process of business mass communication. It conceptualizes, creates, transmits and possibly communicates various types of market information/messages to match buyers and sellers in the mass marketplace. Advertising is presumed to affect the economic decision making of the consumers in favour of a certain product regardless of price, being persuaded by other non-price benefits. Advertising is also a social process of interacting with people about the advertising information and changing attitudes and social behaviour.

### 2.1.3 Appeal in advertising

Advertising appeal refers to packaging products, services, organizations, or individuals in a variety of ways that clearly deliver a certain benefit, stimulation, identification, or reason to explain what consumers are thinking about and why they buy products Kotler (1991). Berkman and Gilson (1987) defined advertising appeal as an attempt at creativity that inspires consumers’ motives for purchase and affects consumers’ attitude towards a specific product or service. Schiffman and Kanuk (2007) defined advertising appeal as suppliers’ application of a psychologically motivating power to arouse consumers desire and action for buying while sending broadcasting signals to change

receivers' concepts of the product. Hence, advertising appeal is applied to attract the consumers' attention, to change the consumers' concept of the product, and to affect them emotionally about a specific product or service Belch and Belch(1998), Schiffman and Kanuk, (2007). To meet the varying demands of their target consumers, advertisers commonly use rational appeal and emotional appeal in their advertising in an attempt to influence consumer behaviour Chu(1996). By rational advertising appeal, the product can be emphasized by its benefits, in which the consumers' self-benefit is the key proposition, and the function or benefit requested by consumers of the product or service is articulately presented in advertising. On the other hand, emotional advertising appeal places stress on meeting consumers' psychological, social, or symbolic requirements, where many purchase motives come from. Kotler (1991) defined rational appeal as rationally oriented purchase stimulated by directly giving explanations of a product's advantages. Rational appeal focuses on the benefits consumers may enjoy. According to Lin (2011); rational appeal has a more significantly positive effect on advertising attitudes than emotional appeal.

In an advertisement, it emphasizes that a product or service could achieve the function and benefits consumer's desire. He defined emotional appeal as the stimulation of consumers' purchase intentions by arousing their positive or negative emotions. Positive emotional appeal covers humour, love, happiness, etc, while negative emotional appeal involves fear, a sense of guilt, and so on.

## **2.2 Fear appeal**

One common variable researcher manipulate is the level of fear, which is exemplified by depicting an amputated ear versus a suspicious mole Janis (1967); Leventhal, Safer, and Panagis (1983). The other variable researchers commonly manipulate is the level of response efficacy, which is how strongly the message reinforces that the fear can be removed by taking the recommended action, for example that applying sunscreen reduces the probability of getting skin cancer versus putting on sunscreen is not time-efficient Witte (1991).

Even though many marketers can recognize an appeal based on fear, there is no agreement regarding what causes a message to be categorized as a fear appeal Witte (1993). In general, however, a fear appeal posits the risks of using and not using a specific product, service, or idea. Witte (1992) argued that fear appeal is influenced by

two persuasive messages that arouse fear by depicting a personally relevant and significant threat, followed by a description of feasible recommendations for deterring the threat.

According to Gore, Madhavan, Curry, McClurg (1998), fear appeals rely on a threat to an individual's well-being which motivates him or her towards action; e.g., increasing control over a situation or preventing an unwanted outcome. That is, a fear appeal is a type of "psychoactive" ad that can arouse fear in the participant regarding the effect of the participant's suboptimal lifestyle Hyman and Tansey (1990). Lewis, Watson, Tay, and White (2007) have explained that fear appeal is composed of three main concepts: fear, threat, and perceived efficacy.

Fear is a negatively balanced emotion that is usually accompanied by heightened physiological arousal. Threat is an external stimulus that creates a perception in message receivers that they are susceptible to some negative situation or outcome. And, perceived efficacy is a person's belief that message recommendations can be implemented and will effectively reduce the threat depicted in the message. Gore et al., (1998) and Witte and Allen (2000) have concluded that fear appeals are most effective when they contain both high levels of threat and high levels of efficacy. That is, the message needs to contain (1) a meaningful threat or important problem and (2) the specific directed actions that an individual can take to reduce the threat or problem.

As per Eckart (2011); Jones (2010); Lennon and Rentfro (2010) , individual need to perceive that there is a way to address the threat and that he or she is capable of performing that behavior. In addition, Cauberghe, De Pelsmacker, Janssens, and Dens (2009) stated, message involvement is a full mediator between evoked fear, perceived threat, and efficacy perception on the one hand, and attitudes towards the message and behavioral

Fear appeals can be direct or indirect. A direct fear appeal focuses on the welfare of the message recipient. An indirect fear appeal focuses on motivating people to help others in danger. Whether the fear appeal is direct or indirect, three additional factors contribute to success: (1) design ads which motivate changes in individual behavior, (2) distribute the ads to the appropriate target audience, and (3) use a sustained communication effort to bring about change Abernethy and Wicks (1998).

The use of fear appeals is common in many types of marketing communications. Huhmann and Brotherton (1997) have conducted a content analysis of popular magazine advertisements. They found that of 2,769 magazine ads examined, 131 contained fear appeals (4.8 percent). This was less often than other types of appeals: testimonials (11 percent), humor (10.8 percent), comparisons (10 percent), and sexual appeals (8.6 percent). But it was more often than aesthetic appeals (4.1 percent) or before/after appeals (4 percent). While this study was done on magazine ads, it should be remembered that television serves the largest audiences of any mass media and is the primary source of information for many (Americans Abernethy and Wicks, 1998). Johnston and Warkentin (2010); Elliott (2003); Eadie, MacKintosh, and MacAskill (2009) state that with regard to Television, fear appeals are perhaps the most common tactic used in public service announcements (PSAs). In these PSAs, threats of physical harm, injury, and death are used more frequently than social threats. According to Bagozzi and Moore (1994), in the typical fear appeal context, fright and anxiety in the target audience can result because danger to themselves is perceived by members of the audience. In fact, stronger fear appeals bring about greater attitude, intention, and behavior changes. That is, strong fear appeals are more effective than weak fear appeals Higbee (1969). In addition, fear appeals are most effective when they provide (1) high levels of a meaningful threat or important problem and (2) high levels of efficacy or the belief that an individual's change of behavior will reduce the threat or problem. That is, fear appeals work when you make the customer very afraid and then show him or her how to reduce the fear by doing what you recommend Witte and Allen (2000).

However, too much fear can lead to dysfunctional anxiety Higbee(1969). In general, there is a direct relationship between low to moderate levels of fear arousal and attitude change Krisher, Darley, and Darley (1973). Weak fear appeals may not attract enough attention but strong fear appeals may cause an individual to avoid or ignore a message by employing defense mechanisms. Importantly, extreme fear appeals generally are unsuccessful in bringing about enduring attitude change, Ray and Wilkie( 1970).Also according to Krisher, Darley, and Darley (1973),there is direct relationship between low to moderate levels of fear arousal and attitude change.

The Content of Fear Appeal's six prominent theories make predictions about the impact of message characteristics on fear appeal effectiveness; first, the linear model of fear appeals Witte and Allen (2000), second, the curvilinear model of fear appeals Hovland

(1953), third, the health belief model Rosenstock (1966); Becker (1974); Becker (1977) and Rosenstock (1974), fourth, the parallel process model Leventhal (1970), fifth, the extended parallel process model Witte (1992), and finally, the stage model de Hoog(2007). These theories concern the level of depicted fear within messages, the use (or omission) of efficacy statements within messages, and the level of depicted susceptibility and/or severity within messages.

### **Amount of depicted fear**

The drive-reduction model Hovland (1953); Janis (1967); Ray and Wilkie (1970) conceptualize fear as a state that motivates individuals to adopt recommendations expected to alleviate the unpleasant state. As noted by Keller (1999), the persuasiveness of fear appeals can be enhanced if the message arouses ‘a level of fear sufficiently intense to constitute a ‘drive state’ and if the recipient’s elaboration of the communicator’s ‘reassuring recommendation’ was accompanied by a reduction in emotional tension.

Keller further states that the drive-reduction model of fear appeals is based on two assumptions: (a) that when fear is sufficiently intense, it motivates instrumental responding, and (b) that any cognitive or behavioral response that reduces a negative state such as fear is inherently reinforcing. The first assumption is based on the premise that a low level of fear arousal will not sufficiently motivate the recipient to seek a method to reduce the fear. The second assumption suggests that a message containing recommendations on the appropriate cognitive or behavioral responses to reduce fear will be viewed favorably. The first assumption pertains to the relationship between level of fear arousal and persuasion; the second assumption speaks to the order of the health consequences and the recommendations.

Rossiter and Thornton (2004) strongly support the fear drive theory. However, they add that the overall level of fear needs to be measured as well as the fear pattern of ads. That is, they measured the fear pattern of the ad, based on moment-to-moment ratings of fear-to-relief taken for the ad’s duration. Rosiiter and Thornton (2004) found that a post-exposure overall rating of fear is in fact measuring the maximum level of fear experienced, not the average level, and that this static rating of fear cannot distinguish very different patterns, such as the pattern of rising fear with no relief, the ‘shock’ pattern of sudden fear with no relief (both representing positive punishment), and the classic fear-relief pattern (the drive reduction pattern).

## **Depicted susceptibility**

According to the stage model Hoog(2007), the effectiveness of fear appeals should depend on their levels of depicted susceptibility and severity. A message high in depicted susceptibility emphasizes then message recipient's personal risk for negative consequences; For example, One of fourteen women is destined to develop breast cancer during her life. So, every woman may get breast cancer. You also run that risk! Siero,S.,Kok,G., &Pruyn, J. (1984). Whereas a message low in depicted susceptibility does not personalize risk e.g., One of fourteen women is destined to develop breast cancer during her lifefavers et al. (1984). A message high in depicted severity describes the negative consequences of not taking action e.g., Breast cancer is a serious disease of which many women die, contrary to, for example, cancer of the uterus, where 90 percent to 95 percent recover; Siero et al. (1984), whereas a message low in depicted severity portrays manageable consequences e.g., "If breast cancer is detected at an early stage it can be cured in a number of cases, contrary to, for example, lung cancer where 90 percent die of it."; Siero et al. (1984). According to this model, high depicted severity (but not susceptibility) should improve attitudes, whereas high depicted susceptibility (but not severity) should improve intentions and behaviors. Consequently, only the combination of high-depicted susceptibility and severity should improve attitudes, intentions, and behaviors. A previous meta-analysis found mixed results concerning these predictions Hoog (2007). Specifically, messages with high depicted severity positively influenced attitudes, intentions, and behaviors, whereas messages with high depicted susceptibility positively influenced intentions and behaviors but not attitudes.

Barr and Kellaris (2000) investigated individuals' proneness to be influenced by non-personal sources, such as advertising. Barr and Kellaris (2000), presumed that individuals with high levels of SII also would be highly susceptible to other influences, including STA. Barr and Kellaris defined STA as the extent to which individuals attend to and value commercial messages as sources of information for guiding their consumptive behaviours. According to Katz (1960), attitude exists due to at least one of the following motive-determined functions of attitude: ego-defensive, knowledge, value-expressive, and utilitarian. According to Johar and Sirgy (1991), within the field of advertising, the two most used concepts to influence consumer behavior are utilitarian and value-expressive functions.

The value-expressive function of advertisements relates to the personality-related attributes associated with the product, service or brand. Johar and Sirgy (1991) define this approach as a value-expressive advertising appeal, holds a creative objective to create an image of the generalized user of the advertised product (or brand). The value-expressive approach also referred to as the image or symbolic appeal. The basic strategy behind such an advertisements approach involves creating a personality of the product, service, or brand by which the target consumers can associate. Thus, providing consumers that use this product, service, or brand with the specified image. This advertising strategy is referred to as Transformational Advertising by Rossiter and Percy (1987).

The link from the value-expressive advertising to value-expressive influence as a part of SNI is pretty obvious. As mentioned above by Bearden et al. (1989), the value-expressive influence is motivated by the desire to enhance one's self-image through the process of identification. Such an identification process could very well be through an advertisement. This depiction corresponds with the description of value-expressive influence by Park and Lessig (1977). For instance, an advertisement that states that by using a specific brand of shampoo, the looks and health of the hair will increase.

Conversely, value-expressive advertising tries to portray the users of product, service, etc. with a certain image, or build a personality around the product, service Johar and Sirgy( 1991). As an example, a value-expressive function in advertising could be the stereotypic image of sports car owners as young, attractive, successful etc. Advertisement consistent with the utilitarian function, the main focus is on specific product attributes or utilitarian benefits satisfying specific needs. Johar and Sirgy (1991) further state that the strategy of utilitarian advertising is mainly to inform the consumer about key benefits of the specific product, service, or brand that are perceived as either highly important or functional to the targeted consumers. Thus, Rossiter and Percy (1987) refer to this approach as Informational Advertising.

Shavitt (1992) describes utilitarian advertising as the product attributes presented through utilitarian advertising have the goal to maximize rewards and minimize the downsides. Linking the product attributes with intrinsically associated benefits. This strategy is referred to as transformational advertising by Rossiter and Percy (1987). Johar and Sirgy (1991) define value-expressive advertising as a value-expressive

advertising appeal holds a creative objective to create an image of the generalized user of the advertised product (or brand). Shavitt (1992) describes value-expressive attitudes of advertising as aids to self-expression and social interactions. Shavitt (1992) further states that the attitudes are based on what the product, brand, or service symbolizes and expresses about the consumers identity and values.

Katz (1960) argued that different people like or dislike a product or service equally, but for completely different reasons due to the utilitarian or value-expressive function. Spivey et al. (1983) recommended that the effectiveness of advertising can be improved by matching the customer's functional profiles with the appeal of the advertisement. Also, the functional theory states that attitudes that serve different functions, also respond to different persuasive appeals. As the quote above expresses, McGuire (1968) proposed that individuals who are likely to be influenced by one source might conform to the suggestion of other sources as well. Thus, it is reasonable to presume that advertising with a focus on features and intrinsic benefits (utilitarian) of the product, brand, or service should be persuasive to individuals susceptible to utilitarian influence. Conversely, advertisements that focus on what the product, brand, or service symbolizes (value-expressive) should be persuasive to individuals susceptible to value-expressive influence, as per the presumption of McGuire (1968). All and all there seem to be a strong theoretical link between SII and STA based on the above.

### **Efficacy statement**

Albert Bandura introduced the concept of self-efficacy through his Social Cognitive Theory and since its introduction it has been widely applied in health researches well as clinical practices. Bandura (1986, 1994) defines self-efficacy as people's perceptions about their own abilities to control what has an effect on their lives. This concept has been applied to a variety of situations, from controlling stress to choosing the right career. According to Bandura (1995), people can build self-efficacy through mastery" experience, by increasing positive affect, through vicarious experiences, and/or by social persuasion.

. Bandura has identified four processes in which self-efficacy can play an instrumental role: cognitive, motivational, affective, and selection process, Bandura (1995). In cognitive processes, the higher the sense of self-efficacy the higher the goals people set for themselves. In motivational processes, self-efficacy determines not only the goals

people set for themselves but also the amount of effort, the length of perseverance when faced with difficulty, and their resilience to failures. Ineffective processes, self-efficacy helps exercise control over negative emotions such as anxiety, depression and stress. In selection processes, perceived self-efficacy determines the kind of life people choose to live and the kind of occupation they choose to pursue.

Parallel Response Model or Parallel Process Model (PPM) Leventhal (1970) and Extended Parallel Process Model (EPPM) Witte, (1992, 1994); Maloney, Lapinski, and Witte, (2011); Witte and Morrison, (2000); Morrison, (2005); Ordonana, GonzalezJavier, Espin-Lopez, and Gomez-Amor, (2009). The extended parallel process model (EPPM) is based on Leventhal's (1970) danger control/fear control model, i.e., parallel response model. The parallel response model points out that the relationship between the emotional response of fear and persuasion is positive and linear.. Threat determines the intensity of response, whereas efficacy determines the nature of the response." Witte, (1992) Witte (1994) tested the EPPM and found general support for the model. The author found that "(1) the emotion fear is associated with fear control responses and is not directly related to danger control responses, (2) perceptions (or cognitions) about the recommended response are associated with danger control responses and unrelated to fear control responses, and (3) when efficacy beliefs are strong, perceived threat mediates the relationship between the emotion fear and behaviour" Witte (1994). Cognitions appear to lead to fear appeal success (i.e., changes in attitude, intention, and behaviour) by way of the danger control processes. At the same time, the emotion fear leads to fear appeal failure or defensive action by way of the fear control processes. The EPPM reinforces the idea that fear appeals can be effective persuasive devices if they generate strong perceptions of threat and fear and if they also generate strong perceptions of efficacy with regard to a recommended response, Morman, (2000). Also, according to Heath (2007) emotional appeal do not pay vital role as much as the marketers think. Also, the participant was motivated to Fear Appeal Theory control the danger. However, a purely negative message reported more discomfort and higher probability of performing the risk behaviours. In general, an effective health-risk message has been shown to be based on guidelines which include all of the information for individuals to make well-informed decisions, just enough threat to motivate actions, and feasible solutions to enhance patients' perceived efficacy to combat the illness. That is, a PSA with a fear appeal message with feasible

treatments and solutions to the problem can enhance communications and compliance of recommended behaviour Siu (2010)

### **2.3 AIDA model**

AIDA was created by Strong in 1925 and is a behavioral model that has as purpose to make sure that an advertisement raises awareness, stimulate interest, and leads the customer to desire and eventually action. According to AIDA customers always goes through this rational process when buying products, but many says that purchases more often are spontaneous, Hackley (2005).

According to Brierley (2002), the model may be seen by many as the strongest advertising theory, but has along with the others been criticized by different sections of the advertising community.

Brierley (2002) further states that the advertising world has because of this lately turned into focus more on the two main behavioral responses: awareness and interest. They mean that all four phases are not equally important and to be successful the advertiser has to look further into the behavioral. Another criticism that the model has met is that it represents only high-involvement purchases. According to AIDA customers always goes through this rational process when buying products, but many says that purchases more often are spontaneous.

AIDA is an acronym that describes what happen when a consumer engages with an advertisement. The term and approach are attributed to American advertising and sales pioneer, E. St. Elmo Lewis.

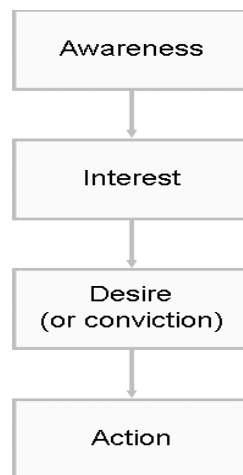
Marketers can gain the attention of consumer by product samples, large visual signs and other sensory techniques. Once the marketer has the attention of the consumer, they must craft their interest through product demonstrations, information and ads. Companies must then build desire by focusing on creating a want for their specific brand, and lastly, consumer action through promotions, discounts and calling out of features or benefits.

An advertisement would be effectively only if the media audience accepts that message and is motivated to take the requisite action. The mission of an advertisements is to attract a reader, so that he will look at the advertisement and start to read it; which will then interest him, so that he will continues to read it; then to persuade him, so that when

he has read it, he will believe it. If an advertisement contains these three qualities of success, it is a successful advertisement. AIDA is an acronym that is used by marketers and advertisers to develop a marketing communication strategy and explains a four-stage process for the sale to happen Rawal, (2013)

With the AIDA model Strong suggest that for an advertisement to be effective it has to be one that:

1. Commands Attention
2. Leads to Interest in the product
3. And thence to Desire to own or use the product
4. and then finally leads to Action (Mackay, 2005)



*Figure 1 AIDA Model*

For the advertisement to contribute to success it has to be designed so that the customer passes through all these four phases, with all being equally important. The model implies advertising should inject memorable and believable messages that will make costumers triggered to act in a certain way Brierley (2002).

## **Attention**

The first thing your ad copy needs to do is grab the viewer's attention. If you don't get the attention of your customer immediately, you've lost them for good. You achieve this with your ad commercial that has an appeal required for the brand to be promoted.

The assumption that high attention is always beneficial has never been tested, partly because attention is so hard to measure. But then it has never needed to be tested, because of the nature of the metrics used to evaluate the effects of advertising. Historically these have focused on persuasion and recall, and because both have been shown to be facilitated by high levels of attention, it has always been assumed that high attention equates with high recall which equates to high advertising effectiveness. Heath, Brandt, and Nairn (2006).

## **Interest**

you need to create an interest in your product or service. We've gotten their attention, now we must focus on building their interest. Once you've got their attention, your interest section should also use emotions to address the fact that this purchase is a good bargain, the right step, a sound decision, etc. But in addition to that, we need to let the customer know what will happen if he/she doesn't buy our product or service. To create an interest Fanta designed an animated TVC which starts with the scene of a room where a girl is seen looking bored, idling her time. A boy enters with a bottle of "Fanta" in his hand. As they take sips from the bottle, the mood changes and they start jumping with joy. The camera zooms out of the window to another house where another girl and a boy are seen sharing Fanta and jumping around. The camera then zooms out further and pans around showing the entire city having fun. Everything is seen pulsating and jumping in sync as drops of Fanta spill and bounce around.

## **Desire**

There's a huge difference between being interested in something and desiring it. You need to convert your viewer's interest into a strong desire for what you're offering. A television ad must create a strong motivation and generate a need for buying the product

even if need is not there. This can happen only if the ad has used the correct appeal in the advertisement

### **Action**

When a brand promotes its image through an ad advertisers should ensure they are able to convince their customers to make a final buy or be inquisitive to know more about the product/brand. How so ever attractive and customer focused an ad be, if there is no strong positioning in the minds of the customer your brand will be lost among the lot and lot of efforts are then required to tell your audience how beneficial the product is for its target market. An ad will be an able to create a strong impact only if it is able to highlight the benefits its target market will get with using the product only then action towards a purchase will take place as people will always buy your product when they see the benefits attached with using it. A very good example that Cleary demonstrates product usage benefit is that of Moov which is Backache Specialist and is Ideal for consumers with hectic lifestyles and are prone to recurring backaches. The specialized Ayurvedic 'Fast Pain Relief Formula' penetrates deep inside, produces warmth and helps you recover fast.

The men and women show different behaviour while purchasing the product. Shavitt,, Lowry, Haefner(1998) observe that men have more positive attitudes toward advertising than women. Bush(1999) find gender to be the only social structure variable other than race that correlates with attitude toward advertising, but they report that women have more positive attitude scores than men. Dutta-Bergman (2006) finds the gender variable to be the strongest predictor of attitude towards the regulation of advertising, suggesting that women have more negative attitudes towards advertising.

Males are more externally focused while female tend to be more internally focused. There are many differences between males and females if we see in terms of psychological and physiological terms. Female and males both shows totally different behaviour when they purchase any goods or services. Where women are more subjective and intuitive men tend to be more analytical and logical who make their opinion based on other people's purchase rather than trying it themselves. Further, where men tend to make purchases based on the immediate needs women look at purchase as a long term decision. (Siddiqui (2016)

Age also creates some impact on action. According to the recent study Dutta- Bergman, (2006) older people tend to rely more on advertising for consumption decision.

## **2.4 Effectiveness of fear appeal**

The more specific question of why advertisers would purposely try to evoke negative emotions in consumers is intriguing, however, since ads that provoke fear, guilt or anger are by definition aversive, and risk prompting consumers to ignore the ad or dislike the product. It has been suggesting that ads use positive affect to make consumers like the ad and then buy the product, and negative affect to evoke an uncomfortable state that makes consumers want the solution offered by the advertiser Aaker, Stayman and Hagerty (1986).

More generally, then, advertiser who use negative emotional appeals presumably do so in hopes that this will (a) capture their audience's attention, (b) induce an intended set of emotions, and (c) motivate them to purchase the marketer's product or service Richins (1997). Unfortunately, there are no guarantees that what the consumer actually experiences will be the affective response the advertiser intended to create: Research has shown that this kind of mismatch between advertiser intentions and consumer response occurs all too often Cotte, Coulter and Moore (2004).

Fear appeals are also more effective for one-time-only behaviors (e.g., screenings) vs. repeated behaviors (e.g., dieting), and for detection behaviors (e.g., screenings) vs. prevention/promotion behaviors (e.g., vaccines), as predicted by Rothman and Salovey's theory of gain- and loss-framed messages. Finally, as predicted based on Regulatory Focus Theory, fear was more effective in prevention-focused populations. Fear was significantly more effective in East Asian (vs. Western) countries, in all-female (vs. all-male) samples, and in samples with higher proportions of Asian or female participants.

The EPPM predict the interaction between threat and efficacy with danger control processes occurring when threat and efficacy are both high. Political scientists refer to this concept as a "wake-up call" effect. This effect generates energy, tension and action LA Tour and Rotfeld (1997). The resulting fear will lead to attempts to suppress thinking about the threatening event. Danger control processes should lead to acceptance and performance of the adaptive behavior to decrease the perceived danger to self.

Brennan and Binney (2010) show that negative appeal is more likely to invoke self-protection and inaction than an active, positive response. That is, appeal can be based on positive emotions such as love, excitement, sex, hope, and humor. For example, the Salvation Army and Red Cross use hope as an ongoing appeal. Positive feeling of interest, cheerfulness, and lack of irritation exert a positive influence on ad and brand recognition Gegens and Pelsmacker (1998).

While fear appeals may work for some audience, a reward appeal may work better for other audiences. Instead of doom and gloom, a humorous appeal may be more effective. Or, empathy strategies have been used in road-safety advertising. In addition, recent antismoking and antidrug campaigns have focused on humor, irony, and supportive messages which seem to be producing favorable results in awareness, liking, attitude change, and attempts to quit. Other appeals have included positive role models, empowerment, sexual appeals, and opinion leaders Beets, Cardinal, and Alderman, Lloyd, (2009); Nisbet, (2010); Valente and Pumpuang, (2007).

Lewis, Watson, White and Tay (2007) have studied the extent to which fear appeals are effective and the potential use of positive emotional appeals and humor. They found that both emotion and the provision of strategies were key components to increase persuasiveness of road safety ads. As such, positive appeals warrant further attention in the role they play in persuasion.

## **2.5 Research gap and theoretical framework**

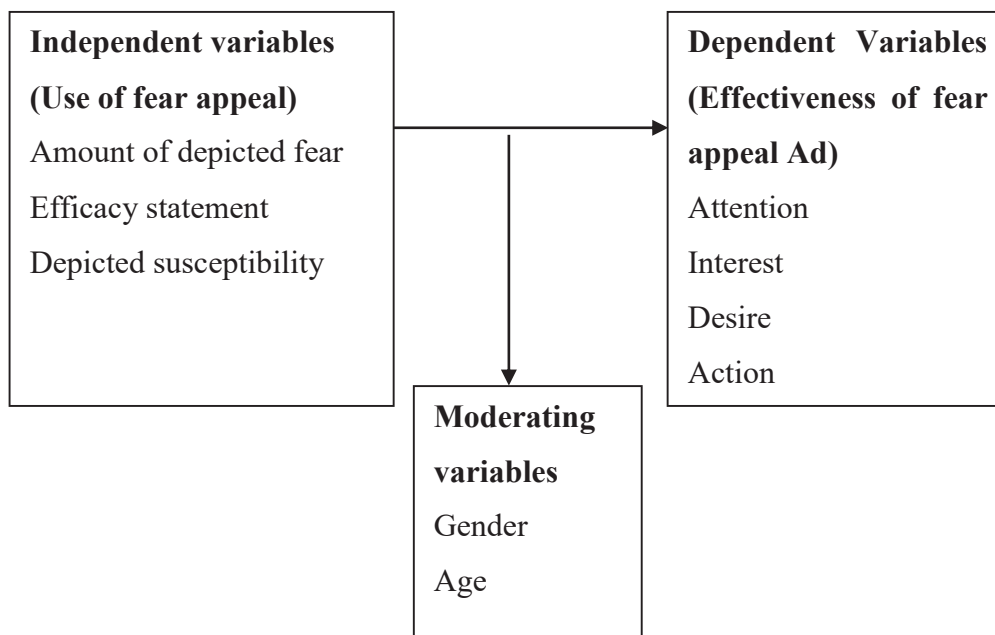
A number of researches have been done to examine the effect of rational appeal and emotional appeal. Lin (2011) state that rational appeal has a more significantly positive effect on advertising attitudes than emotional appeal. Gegens and Pelsmacker (1998), Golden and Johnson (1983), Coulson (1989), state that the fear appeal does not work for all audience.

While Gore, Madhavan, Curry, McClurg (1998), Staring & Breteler (2004), Bandura (1995) also posits that individuals are more likely believe negative statements about their abilities than positive statements. Lewis, Watson, White and Tay (2007) say that those fear appeal is more effective in persuasion ad like road safety.

Also, Dutta-Bergman (2006) states that gender and age are also influential factors towards advertising and action.

Different view regarding the fear appeal ads were found in the previously done researches. This research is done to examine the effectiveness of fear appeal in Nepalese audience. The research is done to examine how effective the fear appeal is to grab the attention, create interest and desire and lead to purchase action in context of Nepal.

The entire analysis and interpretation of this research paper is based upon the different variables, Dependent Variables, Independent Variables and Moderating Variables.



*Figure 2 Theoretical framework*

### 2.5.1 Dependent variables

This study has taken four dependent variables i.e. Attention, Interest, Desire and Action which shows whether the fear appeal used in advertisements is able to create the effectiveness in consumers or not. To study about factor effectiveness of fear appeal used in advertisements, many independent variables have been considered and analyzed.

**Attention** - The consumer becomes aware of a category, product or brand (usually through advertising)

**Interest** - The consumer becomes interested by learning about brand benefits & how the brand fits with lifestyle

**Desire** - The consumer develops a favorable disposition towards the brand

**Action** - The consumer forms a purchase intention, shops around, engages in trial or makes a purchase.

### **2.5.2 Independent variables**

They are the factors which affects the dependent variables. This study has focused on different independent variables which influence the effectiveness of the fear appeal used in advertisements. They are amount of depicted fear, efficacy statements and depicted susceptibility in the content or message of the advertisement.

#### **Amount of depicted fear**

A drive state that motivates individuals to adopt recommendations expected to alleviate the unpleasant state.

#### **Depicted Susceptibility**

A message high in depicted susceptibility emphasizes the message recipient's personal risk for negative consequences; for example, one of fourteen women is destined to develop breast cancer during her life.

#### **Efficacy statement**

This can occur if audience become so convinced that we have the ability to do something that we attempt a task that is too difficult and become discouraged. This may be true for changing health behaviour.

### **2.5.3 Moderating variables**

There is certain variable that create an intervening impact and in this research; gender difference (Male or Female), and age are the moderating variable, which is moderating the relationship between use of fear appeal and its effectiveness in the advertisement.

## **Chapter III**

### **Research Methods**

#### **3.1 Introduction**

This chapter presents the research approach and methodology adopted in the current research study, specifically in relation to the research design and the data collection procedures, basically it is quantitative study having the features of survey research. The research study has included college students and employees as the major respondents of the present research study. Primary data collection method has been considered by the researcher for collection of the data.

For the study purpose, suitable statistical tools and techniques were used in the study. Mostly descriptive and analytical statistical tools used were data presentation and analysis and the data collected were tabulated and analyzed using SPSS software. This chapter includes the following sections: discussion of the research design, various sources of data, description of the population and sample size of the research study, reliability and validity of data, discussion of the procedures of collection of the data and description of the various tools and techniques employed by the researcher to analyze and interpret the data and the measurement of the study variables.

#### **3.2 Research plan and design**

This study is based on quasi experimental design. For this, survey method is used where self-administered questionnaire are chosen for the distribution to the consumers to obtain primary data. The advertisements were shown to the respondents and the questionnaires were filled up. Descriptive research and explain was carried out for the purpose of carrying out this research. The findings of this research were based upon the primary survey. The data had been collected by formulating a set of questionnaires. In accordance to this, data are collected and analyzed through survey questionnaires. The overall survey and study is guided by the objectives of the study that is set in the first chapter. The survey is done through the distribution of the questionnaire to the respondents. This study has focused to follow the convenience sampling process, sample characteristics, instrument development, content reliability, pre-test, statistical analysis plan, data and overall methodology undertaken for the purpose of this research.

Furthermore, the variables, measurement and the data analysis technique are stated in this chapter.

### **3.3 Sample description**

#### **Population**

All the age groups of Kathmandu valley who are exposed to advertisements were considered as total population for the study. The research studies fear appeal in advertising and its effectiveness. Therefore, the population of the study is all those consumers of Valley who watch advertisements.

#### **Sample size**

The total sample size taken for the study was 400 respondents. Convenience sampling method for data collection has been used. Convenience sampling was appropriate for this research because this is best way to reach the respondents; similarly due to the resource constraints- time and money. This sampling method generally assumes a homogeneous population that means the members of the population poses similar characteristics. This sample of the study represents the whole population of different gender, age, and so on.

#### **Sampling technique**

The secondary data were used in this study basically on the first two chapters of this study. Secondary data were used basically in background, literature reviews and theoretical framework. The secondary sources from where secondary information's were in this study are previous reports, journal articles, websites, periodicals and other online publications. Besides this, primary data collection method has been used as a data collection method for the research study. Data could be obtained from several sources as per necessity of the research work. In gathering information pertaining to the current study, a set of structured questionnaires was used as the main instrument for the data collection.

The questionnaire used simple language to approximate the likely understanding level of the respondents. The researcher has avoided ambiguous, double barreled and lead question in order to minimize confusions and bias of responses. Delivery and collection questionnaires help to confirm that the questionnaire is filled up completely to reduce the occurrence of missing data, also to explain to participants of research any queries

they may have regarding the questionnaire, and this will increase the accuracy of the data that were collected.

### Sample size

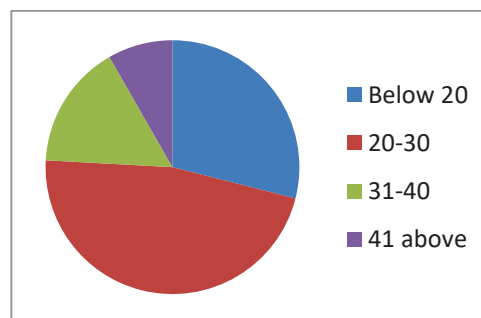
The total sample size taken for the study was 400 respondents. Convenience sampling method for data collection has been used. Convenience sampling was appropriate for this research because this is best way to reach the respondents; similarly due to the resource constraints- time and money. This sampling method generally assumes a homogeneous population that means the members of the population poses similar characteristics. This sample of the study represents the whole population of different gender, age, and so on.

## 3.4. Respondents profile

All the age groups of the audience and both the gender were taken into consideration for the research.

### 1 Age profile of respondents

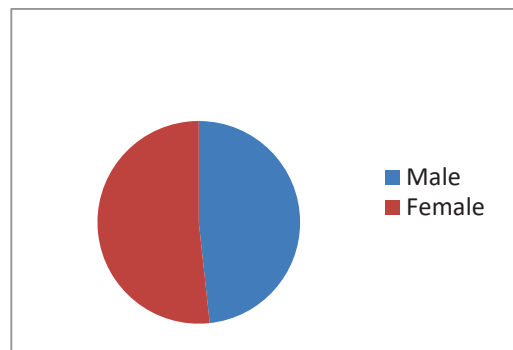
A total of 400 respondents were taken for this study. This section explains the demographic characteristics of the respondent that is distribution of Gender and Age.



**Figure 3** Classification of respondents by age group

The figure 1 shows that the age group was divided into 4 categories. Out of total 400 respondents where 29.0 percent belonged to age below 20 years, 46.9 percent between age 20-30 years, 15.9 percent between age 31-40 years and 8.3 percent above age 41 years.

## 2. Gender profile of respondents



*Figure 4 Classification of respondents by gender*

The figure 2 shows that out of 400 respondents, there were 193 males and 207 females. The percentage distribution was 48.25 percent of male and 51.75 percent of female.

### 3.5 Measurement of reliability test using Cronbach's alpha

Tavakol and Dennick (2011) conceptualized that alpha is an important concept in the evaluation and assessments of questionnaires. It is mandatory that researchers should estimate this quantity to add validity and accuracy to the interpretation of their data. Nevertheless, alpha has frequently been reported in an uncritical way and without adequate understanding and interpretation. High quality tests are important to evaluate the reliability of data supplied in an examination or a research study. Alpha is a commonly employed index of test reliability. The reliability test by calculating alpha value for Likert scale question is carried out.

The opinion statements of all consumers are calculated and presented in the following table.

**Table 3**

*Cronbach Alpha Value*

Variables	Cronbach's alpha	Items
AD1 Attention	.614	3
AD1 Interest	.661	2
AD1 Desire	.666	3

AD1 Action	.661	3
AD2 interest	.606	2
AD2 Desire	.744	3
AD2 Action	.661	3
AD3 Attention	.718	3
AD3 interest	.677	2
AD3 Desire	.604	3
AD3 Action	.608	3

The average of Cronbach's alpha for all questions in this questionnaire via SPSS software is greater than 0.6 which results in the appropriate dynamism of the questionnaire. Thus, these indexes show that items included in the factors are reliable enough to follow further analysis.

### **3.6 Data analysis tools**

The data obtained from respondents were analysed using the following statistical tools and the software.

#### **3.5.1 Descriptive statistics**

Descriptive statistics is an important statistical tool to compute different values of the variables of the study. It exactly provides different aspects of measurements. In this study, different statistical values are calculated such as mean, median, mode and standard deviations.

#### **3.5.2 Correlation analysis**

Correlation analysis is the statistical tool to identify mutual association between two or more variables. It is useful for determining the strength and direction of the relation between two variables. In this study, correlation analysis is done to assess the impact of perceived fit/match (independent variable) over purchase intention of consumers (dependent variable).

#### **3.5.3 Regression Software used**

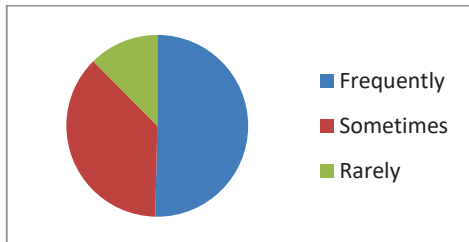
The data obtained from the questionnaire responses were analysed using SPSS software and results thus obtained were analysed, interpreted and presented in the data analysis and major findings chapters in the written format using MS-word

## Chapter IV

### Analysis and Results

In this chapter all the all the research findings and statistical analysis of the primary data collected for the research are systematically presented.

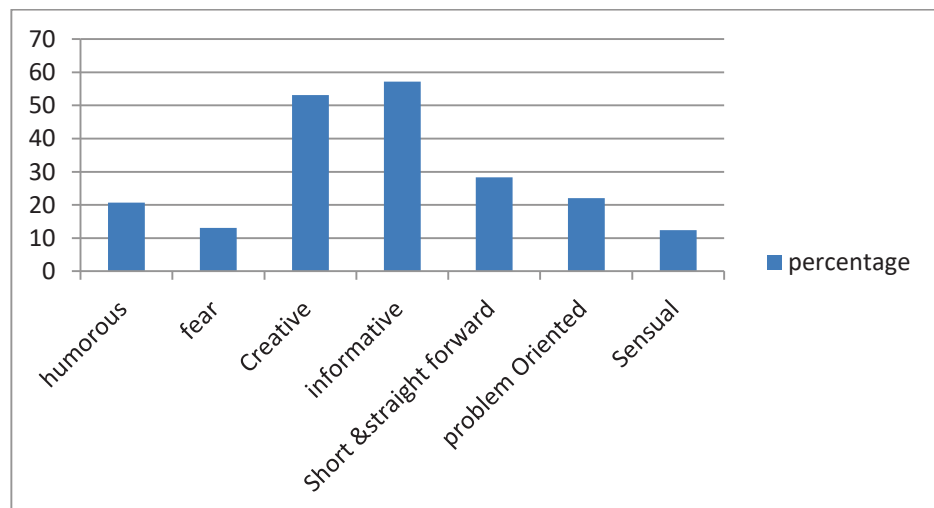
#### 1 Frequency of ad watching



*Figure 5 Classification of respondents by frequency of ad watching*

The figure 1 shows the frequency of ad watching by the audience. Out of 400 respondents, 50.3 percent of the respondents watched ads frequently, 37.2 percent watched ads sometimes and 12.4 percent respondents watched ads rarely.

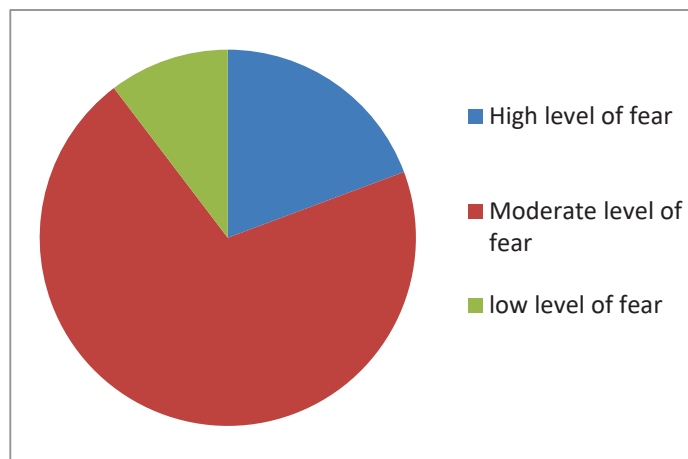
#### 2 The type of ads audience wants to watch



*Figure 6 Type of ads audience wants to watch*

The figure 2 shows the types of ads audience prefer to watch. According to the respondents, the informative advertisements attract them most followed by creative, short & straight forward. The percentage of the respondents are 57.2, 53.1 and 28.3 respectively.

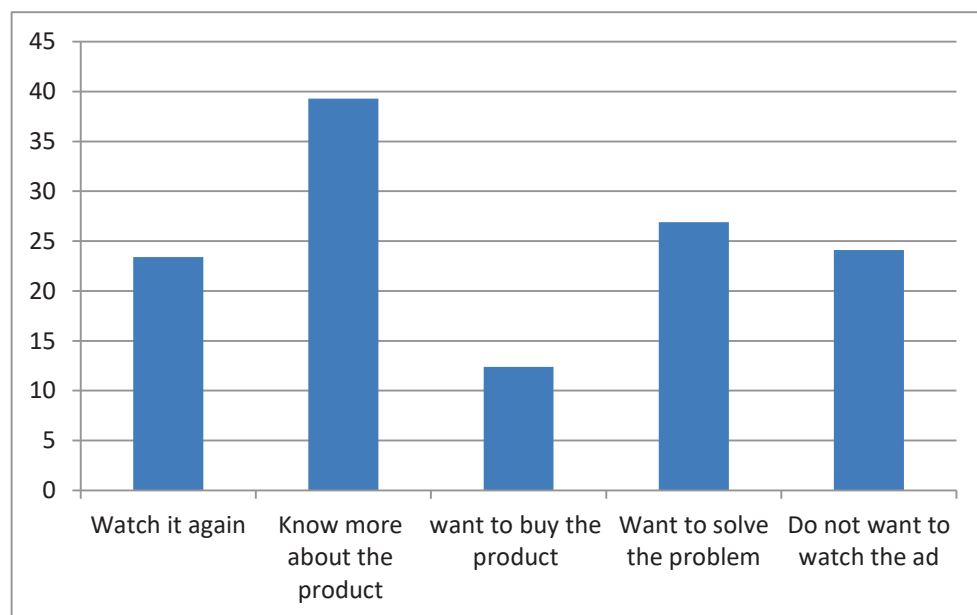
### 3 Level of fear



*Figure 7 Level of fear*

The figure 3 shows the level of fear preferred by the audience. The respondents preferred the moderate level of the fear. More half of the respondents voted for moderate level of fear followed by high level of fear.

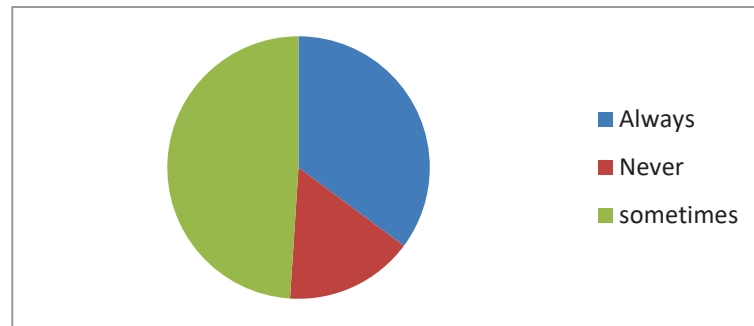
### 4 Influence of fear appeal on advertisements



*Figure 8 The influence of audience after watching the fear appeal ads*

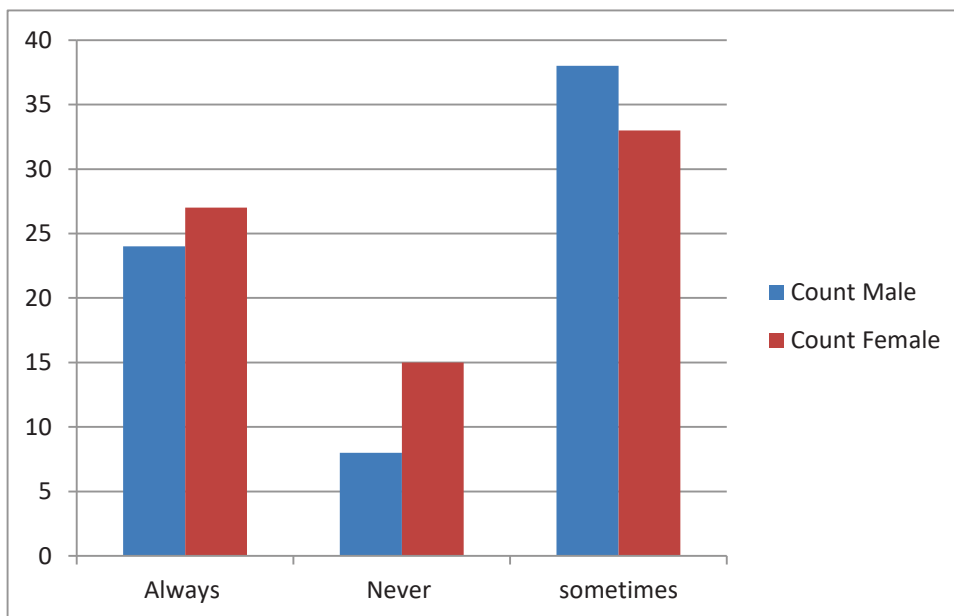
The figure 4 shows the influence of audience after watching the fear appeal ads. Majority of the respondents want to know more about the product followed by wanting to solve the problem, do not want to watch it again, and watch it again after watching the fear appeal ads.

## 5 Fear appeal and convinced audience



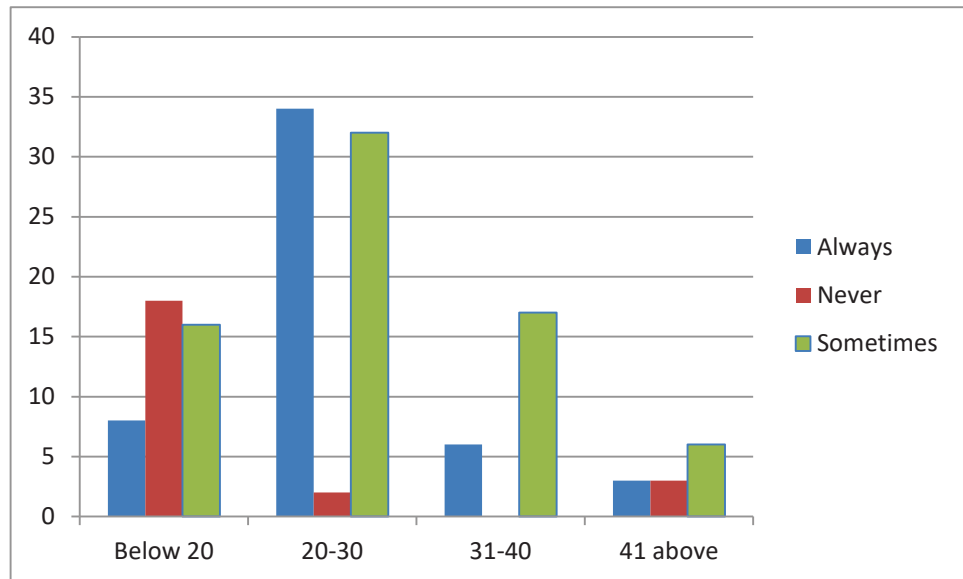
**Figure 9** Level of ads convincing by respondents

The figure 5 shows how often the audiences are convinced after watching the fear appeal ads. More than half of the respondents sometimes find the ads convincing followed by always and never.



**Figure 10** Frequency of fear level according to gender distribution

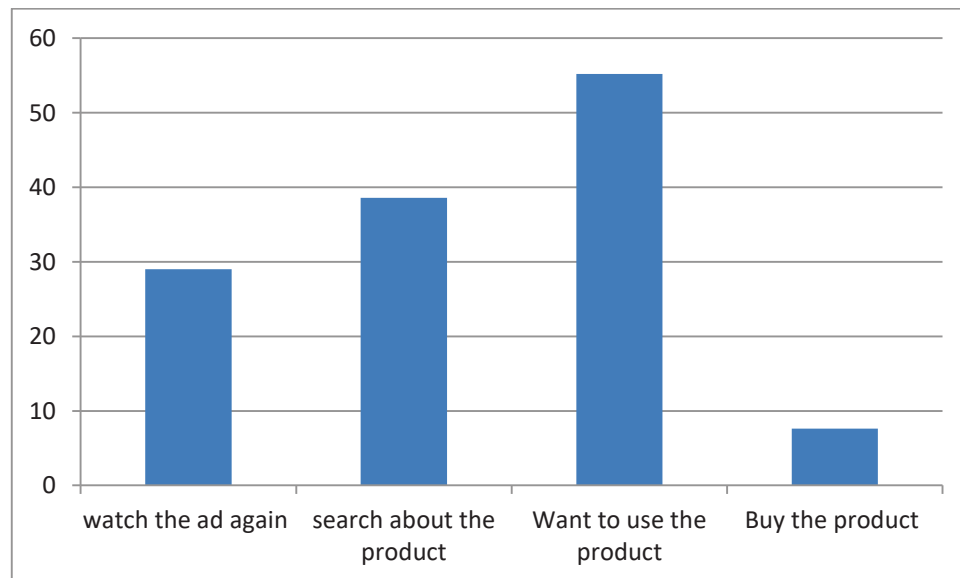
The figure 6 shows the level of fear among the males and females. Both the males and females find the fear ads convincing. Both the gender sometimes finds the ads convincing followed by always and never.



*Figure 11* Frequency of fear level according to age distribution

The figure 4.7 shows the frequency of fear level according to age. The age group of 20-30 years find the fear appeal convincing followed by 41 above, and 31-40 age groups. The age group below 20 years do not the fear appeal convincing.

## 6 Reaction to fear appeal ads



*Figure 12* Fear appeal reaction by the respondents

The figure 8 shows what the audiences do after they watch the fear appeal ads. More than half of the respondents want to use the product i.e desire for the product followed by search about the product followed watch the ad again i.e attention towards it after watching the fear appeal advertisement.

## 4.7. Correlation analysis between independent variables and AIDA

**Table 1**

*Correlation analysis between depicted amount of fear and attention of the audience*

<b>Correlations – Depicted amount of fear and attention of audience</b>		
		Amount of Depicted fear
<b>Attention</b>	Pearson Correlation	.250*
	Sig. (2-tailed)	.015

\*. Correlation is significant at the 0.05 level (2-tailed).

Since, p-value of degree of correspondence between the attention of audience and amount of depicted fear in the advertisements is 0.015 which is less than  $\alpha$  i.e. 0.05 so, the hypothesis is accepted, which means there is significant relationship between attention of audience amount of depicted fear in the advertisements and attention of the audience. Also Correlation coefficient between attention of audience and amount of depicted fear in the advertisements is 0.201 thus we can conclude that there is positive relationship between amount of depicted fear in the advertisements and attention of audience i.e. the greater the depicted amount of fear in Ads, greater the attention of the audience.

**Table 2**

*Correlation analysis between depicted amount of fear and interest*

<b>Correlations – Depicted amount of fear and interest of audience</b>		
		Amount of Depicted fear
<b>Interest</b>	Pearson Correlation	.064*
	Sig. (2-tailed)	.442

Since, p-value of degree of correspondence between amount of interest of audience and amount of depicted fear in the advertisements is 0.442 which is more than  $\alpha$  i.e. 0.05 we reject the hypothesis, which means there is no significant relationship between amount of depicted fear and attention of the audience. Also Correlation coefficient between interest of audience and amount of depicted fear in the advertisements is .442 thus we can conclude that there is positive relationship between

attention of audience and amount of depicted fear in the advertisements i.e. the greater the depicted amount of fear in Ads, greater the interest of the audience.

**Table 3**

*Correlation analysis between depicted amount of fear and desire of the audience*

<b>Correlations – Depicted amount of fear and desire of audience</b>		
		Amount of Depicted fear
<b>Desire</b>	Pearson Correlation	.295*
	Sig. (2-tailed)	.000

\*. Correlation is significant at the 0.05 level (2-tailed).

Since, p-value of degree of correspondence between the desire of audience and amount of depicted fear in the advertisements is 0.000 which is less than  $\alpha$  i.e. 0.05 we accept the hypothesis, which means there is significant relationship between desires of audience amount of depicted fear in the advertisements. Also, Correlation coefficient between desires of audience and amount of depicted fear in the advertisements is 0.295 thus we can conclude that there is positive relationship between amount of depicted fear in the advertisements and desire of audience i.e. the greater the depicted amount of fear in Ads, greater the attention of the audience.

**Table 4**

*Correlation analysis between depicted amount of fear and action of the audience*

<b>Correlations – Depicted amount of fear and action of the audience</b>		
		Amount of Depicted fear
<b>Action</b>	Pearson Correlation	.056*
	Sig. (2-tailed)	.501

\*. Correlation is significant at the 0.05 level (2-tailed).

Since, p-value of degree of correspondence between the action of audience and amount of depicted fear in the advertisements is 0.501 which is more than  $\alpha$  i.e. 0.05 we reject the hypothesis, which means there is no significant relationship between actions of audience and amount of depicted fear in the advertisements. Also Correlation coefficient between actions of audience and amount of depicted fear in the advertisements is 0.056 thus we can conclude that there is positive relationship between

amount of depicted fear in the advertisements and desire of audience i.e. the greater the depicted amount of fear in Ads, greater the actions of the audience.

**Table 5**

*Correlation analysis between depicted susceptibility and attention of the audience*

<b>Correlations – Depicted susceptibility and attention of the audience</b>		
		Amount of Depicted fear
<b>Attention</b>	Pearson Correlation	.462**
	Sig. (2-tailed)	0.000

\*. Correlation is significant at the 0.01 level (2-tailed).

Since, p-value of degree of correspondence between the attention of audience and depicted susceptibility in the advertisements is 0.000 which is less than  $\alpha$  i.e. 0.05 we accept the hypothesis, which means there is significant relationship between attention of audience and depicted susceptibility in the advertisements. Also Correlation coefficient between attention of audience and depicted susceptibility in the advertisements is 0.462 thus we can conclude that there is positive relationship between depicted Susceptibility in the advertisements and action of audience i.e. the greater the depicted susceptibility in Ads, greater the attention of the audience.

**Table 6**

*Correlation analysis between depicted susceptibility and interest of the audience*

<b>Correlations – Depicted susceptibility and interest of the audience</b>		
		Amount of Depicted fear
<b>Interest</b>	Pearson Correlation	.065
	Sig. (2-tailed)	0.436

\*. Correlation is significant at the 0.01 level (2-tailed).

Since, p-value of degree of correspondence between the interest of audience and depicted susceptibility in the advertisements is 0.436 which is more than  $\alpha$  i.e. 0.05 we reject the hypothesis, which means there is no significant relationship between interest of audience and depicted susceptibility in the advertisements. Also, Correlation coefficient between interest of audience and depicted susceptibility in the advertisements is 0.065 thus we can conclude that there is positive relationship between

depicted Susceptibility in the advertisements and interest of audience i.e. the greater the depicted susceptibility in Ads, greater the interest of the audience.

**Table 7**

*Correlation analysis between depicted susceptibility and desire of the audience*

<b>Correlations – Depicted susceptibility and desire of the audience</b>		
		Depicted Susceptibility
<b>Desire</b>	Pearson Correlation	.139
	Sig. (2-tailed)	0.095

\*. Correlation is significant at the 0.01 level (2-tailed).

Since, p-value of degree of correspondence between the desire of audience and depicted susceptibility in the advertisements is 0.095 which is more than  $\alpha$  i.e. 0.05 we reject the hypothesis, which means there is no significant relationship between desire of audience and depicted susceptibility in the advertisements. Also, Correlation coefficient between desire of audience and depicted susceptibility in the advertisements is 0.139 thus we can conclude that there is positive relationship between depicted Susceptibility in the advertisements and interest of audience i.e. the greater the depicted susceptibility in Ads, greater the desire of the audience.

**Table 8**

*Correlation analysis between depicted susceptibility and action of the audience*

<b>Correlations – Depicted susceptibility and action of the audience</b>		
		Amount of Depicted fear
<b>Action</b>	Pearson Correlation	.357**
	Sig. (2-tailed)	0.000

\*\* . Correlation is significant at the 0.01 level (2-tailed).

Since, p-value of degree of correspondence between the action of audience and depicted susceptibility in the advertisements is 0.000 which is less than  $\alpha$  i.e. 0.05 we accept the hypothesis, which means there is significant relationship between action of audience and depicted susceptibility in the advertisements. Also, Correlation coefficient between action of audience and depicted susceptibility in the advertisements is 0.357 thus we can conclude that there is positive relationship between depicted Susceptibility in the

advertisements and action of audience i.e. the greater the depicted susceptibility in Ads, greater the action of the audience.

**Table 9**

*Correlation analysis between efficacy statement and attention of the audience*

<b>Correlations – Efficacy statement and attention of the audience</b>		
		Efficacy Statement
<b>Attention</b>	Pearson Correlation	.278**
	Sig. (2-tailed)	0.001

\*\* . Correlation is significant at the 0.01 level (2-tailed).

Since, p-value of degree of correspondence between the attention of audience and Efficacy statements in the advertisements is 0.001 which is less than  $\alpha$  i.e. 0.05 we accept the hypothesis, which means there is significant relationship between attention of audience and Efficacy statements in the advertisements. Also, Correlation coefficient between action of audience and depicted susceptibility in the advertisements is 0.278 thus we can conclude that there is positive relationship between Efficacy statements in the advertisements and interest of audience i.e. the greater the Efficacy statements in Ads, greater the action of the audience.

**Table 10**

*Correlation analysis between Efficacy statement and interest of the audience*

<b>Correlations – Efficacy Statement</b>		
		Efficacy Statement
<b>Interest</b>	Pearson Correlation	.072
	Sig. (2-tailed)	0.387

\*\* . Correlation is significant at the 0.01 level (2-tailed).

Since, p-value of degree of correspondence between the interest of audience and Efficacy statements in the advertisements is 0.387 which is more than  $\alpha$  i.e. 0.05 we reject the hypothesis, which means there is no significant relationship between interest of audience and Efficacy statements in the advertisements. Also, Correlation coefficient between interest of audience and depicted susceptibility in the advertisements is 0.072 thus we can conclude that there is positive relationship between Efficacy statements in the advertisements and interest of audience i.e. the greater the Efficacy statements in

Ads, greater the action of the audience.

**Table 11**

*Correlation analysis between efficacy statement and desire of the audience*

<i>Correlations – Efficacy Statement</i>		
		Efficacy Statement
<b>Desire</b>	Pearson Correlation	.133
	Sig. (2-tailed)	0.177

\*\* . Correlation is significant at the 0.01 level (2-tailed).

Since, p-value of degree of correspondence between the interest of desire and Efficacy statements in the advertisements is 0.177 which is more than  $\alpha$  i.e. 0.05 we reject the hypothesis, which means there is no significant relationship between desire of audience and Efficacy statements in the advertisements. Also, Correlation coefficient between desire of audience and depicted susceptibility in the advertisements is 0.113 thus we can conclude that there is positive relationship between Efficacy statements in the advertisements and desire of audience i.e. the greater the Efficacy statements in Ads, greater the action of the audience.

**Table 12**

*Correlation analysis between efficacy statement and action of the audience*

<i>Correlations – Efficacy Statement and action of the audience</i>		
		Efficacy Statement
<b>Action</b>	Pearson Correlation	.104
	Sig. (2-tailed)	0.214

Since, p-value of degree of correspondence between the interest of action and Efficacy statements in the advertisements is 0.214 which is more than  $\alpha$  i.e. 0.05 we reject the hypothesis, which means there is no significant relationship between action of audience and Efficacy statements in the advertisements. Also, Correlation coefficient between action of audience and depicted susceptibility in the advertisements is 0.104 thus we can conclude that there is positive relationship between Efficacy statements in the

advertisements and action of audience i.e. the greater the Efficacy statements in Ads, greater the action of the audience.

#### 4.8 Regression and ANOVA analysis

**Table 13**

*Regression (Amount of depicted fear)*

<i>Model Summary</i>				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.201 <sup>a</sup>	.040	.034	.53329

Predictors: (Constant), Mean of amount of depicted fear

It is understood from the value calculated that the correlation value is 0.201 which indicates a low degree of correlation between the variables. The  $R^2$  value (the "R Square" column) is 0.040 which indicates the only 4 percent of the total variation in the dependent variable i.e. effectiveness of fear appeal in the advertisements can be explained by the amount of depicted fear used in the ads.

**Table 14**

*ANOVA of mean of depicted fear and mean of attention of audience*

<i>ANOVA<sup>a</sup></i>						
Model		Sum of Squares	df	Mean Square	F	Sig.
Total	42.379	144				.015 <sup>b</sup>
Residual		40.668	143	.284		

a. Dependent Variable: Mean of attention of audience

b. Predictors: (Constant), Mean of amount of depicted fear

Here, p-value is 0.015, which is less than 0.05. Thus, the regression model statistically significantly predicts the outcome variable i.e. it is a good fit for the data.

**Table 15**

*Regression coefficient of amount of depicted fear and attention of the audience*

<b>Coefficients</b>					
Model		Unstandardized Coefficients		Standardized Coefficients	
		B	Std. Error	Beta	t
1	(Constant)	2.096	.147		14.300
	Mean of depicted fear	.152	.062	.201	2.452

a. Dependent Variable: Mean of attention

Since, attention of the audience has significant relationship upon amount of depicted fear used in advertisement using the value for unstandardized coefficients as shown in Table. The regression equation becomes:

$$\text{Attention} = 2.096 + 0.147 (\text{Depicted amount of fear})$$

Thus, keeping other variables constant, when depicted amount of fear increases by 1 unit the attention of audience increases by 0.147.

**Table 16**

*Regression (Amount of depicted fear and interest)*

<b>Model Summary</b>				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.064 <sup>a</sup>	.004	-.003	.66850

a. Predictors: (Constant), Mean of amount of depicted fear

It is understood from the value calculated that the correlation value is 0.064 which indicates a low degree of correlation between the variables. The  $R^2$  value (the "R Square" column) is 0.004 which indicates the only 4 percent of the total variation in the dependent variable i.e. effectiveness of fear appeal in the advertisements can be explained by the amount of depicted fear used in the ads.

**Table 17**

*ANOVA of amount of depicted fear and interest of audience*

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	.266	1	.266	.596	.442 <sup>b</sup>
	Residual	63.906	143	.447		
	Total	64.172	144			

a. Dependent Variable: Mean of interest of audience

b. Predictors: (Constant), Mean of amount of depicted fear

Here, p-value is 0.442, which is more than 0.05. Thus, the regression model statistically significantly predicts the outcome variable i.e. it is not a good fit for the data.

**Table 18**

*Regression coefficient of amount of depicted fear and interest of audience*

		Coefficients				
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	T	Sig.
1	(Constant)	1.779	.184		9.678	.000
	Mean of depicted fear	.060	.078	.064	.772	.442

a. Dependent Variable: Mean of interest of audience

Since, interest of the audience has no significant relationship upon amount of depicted fear used in advertisement using the value for unstandardized coefficients as shown in Table. The regression equation becomes:

$$\text{Interest} = 1.779 + 0.060 (\text{Depicted amount of fear})$$

Thus, keeping other variables constant, when depicted amount of fear in the ads increases by 1 unit the attention of the audience increases by 0.060.

**Table 19**

*Regression (Amount of depicted fear and desire of the audience)*

<b>Model Summary</b>				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.295 <sup>a</sup>	.087	.081	.62464

a. Predictors: (Constant), Mean of amount of depicted fear

It is understood from the value calculated that the correlation value is 0.295 which indicates a low degree of correlation between the variables. The  $R^2$  value (the "R Square" column) is 0.087 which indicates the only 8.7 percent of the total variation in the dependent variable i.e. effectiveness of fear appeal in the advertisements can be explained by the amount of depicted fear used in the ads.

**Table 20**

*ANOVA of mean of depicted amount of fear and mean of desire of audience*

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	5.313	1	5.313	13.618	.000 <sup>b</sup>
	Residual	55.795	143	.390		
	Total	61.108	144			

a. Dependent Variable: Mean of Desire of audience

b. Predictors: (Constant), Mean of depicted amount of fear

Here, p-value is 0.00, which is less than 0.05. Thus, the regression model statistically significantly predicts the outcome variable i.e. it is a good fit for the data.

**Table 21**

*Regression coefficient of amount of depicted fear and desire of audience*

Model		Unstandardized		Standardized		
		Coefficient	Std. Error	Beta	T	Sig.
1	(Constant)	1.39	.172		8.103	.000
	1					
	Mean of depicted amount of fear	.268	.073	.295	3.690	.000

a. Dependent Variable: Mean of Desire of audience

Since, desire of the audience has significant relationship upon amount of depicted fear used in advertisement using the value for unstandardized coefficients as shown in Table. The regression equation becomes:

$$Desire = 1.391 + 0.268 (\text{Depicted amount of fear})$$

Thus, keeping other variables constant, when depicted amount of fear increases by 1 unit the attention of the audience increases by 0.268.

**Table 22**

*Regression (depicted amount of fear and desire of the audience)*

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.056 <sup>a</sup>	.003	-.004	.61469

a. Predictors: (Constant), Mean of depicted amount of fear

It is understood from the value calculated that the correlation value is 0.056 which indicates a low degree of correlation between the variables. The R<sup>2</sup> value (the "R Square" column) is -0.004 which indicates the only 4 percent of the total variation in the dependent variable i.e. effectiveness of fear appeal in the advertisements can be explained by the amount of depicted fear used in the ads.

**Table 23**

*ANOVA of mean of depicted amount of fear and mean of the action of audience*

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	.172	1	.172	.456	.501 <sup>b</sup>
	Residual	54.032	143	.378		
	Total	54.204	144			

a. Dependent Variable: Mean of action of audience

b. Predictors: (Constant), Mean of depicted amount of fear

Here, p-value is 0.501, which is more than 0.05. Thus, the regression model statistically significantly predicts the outcome variable i.e. it is not a good fit for the data.

**Table 24**

*Regression coefficient of mount of depicted fear and action of audience*

Coefficients						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.795	.169		10.621	.000
	Mean of amount depicted fear	.048	.071	.056	.675	.501

a. Dependent Variable: Mean of action of audience

Since, action of the audience has no significant relationship upon amount of depicted fear used in advertisement using the value for unstandardized coefficients as shown in Table. The regression equation becomes:

$$\text{Action} = 1.795 + 0.048 (\text{amount of depicted fear})$$

Thus, keeping other variables constant, when depicted amount of fear increases by 1 unit the attention of the audience increases by 0.048.

**Table 25**

*Regression (Depicted susceptibility and attention of the audience)*

<b>Model Summary</b>				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.462 <sup>a</sup>	.213	.207	.72360

a. Predictors: (Constant), Mean of depicted susceptibility

It is understood from the value calculated that the correlation value is 0.462 which indicates a low degree of correlation between the variables. The  $R^2$  value (the "R Square" column) is 0.213 which indicates the only 21.3 percent of the total variation in the dependent variable i.e. effectiveness of fear appeal in the advertisements can be explained by the amount of depicted susceptibility used in the ads.

**Table 26**

*ANOVA of mean of depicted susceptibility and mean of attention of the audience*

<b>ANOVA<sup>a</sup></b>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	20.264	1	20.264	38.702	.000 <sup>b</sup>
	Residual	74.874	143	.524		
	Total	95.139	144			

a. Dependent Variable: Mean of attention

b. Predictors: (Constant), Mean of depicted susceptibility

Here, p-value is 0.000, which is less than 0.05. Thus, the regression model statistically significantly predicts the outcome variable i.e. it is a good fit for the data.

**Table 27**

*Regression coefficients of depicted susceptibility and attention of the audience*

<b>Coefficients</b>					
Model	Unstandardized		Standardized		
	B	Std. Error	Beta	T	Sig.
1 (Constant)	1.018	.205		4.977	.000
Mean of depicted susceptibility	.514	.083	.462	6.221	.000

a. Dependent Variable: Mean of depicted susceptibility

Since, attention of the audience has significant relationship upon depicted susceptibility f used in advertisement using the value for unstandardized coefficients as shown in Table. The regression equation becomes:

$$\text{Attention} = 1.018 + 0.514 (\text{Depicted susceptibility})$$

Thus, keeping other variables constant, when depicted susceptibility increases by 1 unit the attention of the audience increases by 0.514.

**Table 28**

*Regression (Depicted susceptibility and interest of the audience)*

<b>Model Summary</b>				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.065 <sup>a</sup>	.004	-.003	.66847

a Predictors: (Constant), Mean of depicted susceptibility

It is understood from the value calculated that the correlation value is 0.065 which indicates a high degree of correlation between the variables. The  $R^2$  value (the "R Square" column) is 0.004 which indicates the only 4 percent of the total variation in the dependent variable i.e. effectiveness of fear appeal in the advertisements can be explained by the amount of depicted susceptibility used in the ads.

**Table 29**

*ANOVA of mean of depict susceptibility and mean of interest of audience*

ANOVA <sup>a</sup>						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	.272	1	.272	.610	.436 <sup>b</sup>
	Residual	63.900	143	.447		
	Total	64.172	144			

a. Dependent Variable: Mean of interest of audience

a. Predictors: (Constant), Mean of depicted susceptibility

Here, p-value is 0.436, which is more than 0.05. Thus, the regression model statistically significantly predicts the outcome variable i.e. It is not a good fit for the data.

**Table 30**

*Regression coefficients of depicted susceptibility and interest of audience*

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients		Sig.
		B	Std. Error	Beta	T	
1	(Constant)	1.773	.189		9.381	.000
	Mean of depicted susceptibility	.060	.076	.065	.781	.436

a. Dependent Variable: Mean of interest of audience

Since, interest of the audience has no significant relationship upon amount of depicted susceptibility used in advertisement using the value for unstandardized coefficients as shown in Table. The regression equation becomes:

$$\text{Interest} = 1.773 + 0.060 (\text{Depicted susceptibility})$$

Thus, keeping other variables constant, when depicted amount of fear increases by 1 unit the interest of the audience increases by 0.060.

**Table 31***Regression between depicted susceptibility and desire of the audience*

<b>Model Summary</b>				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.132 <sup>a</sup>	.017	.011	.70012

a. Predictors: (Constant), Mean of depicted susceptibility

It is understood from the value calculated that the correlation value is 0.132 which indicates a low degree of correlation between the variables. The  $R^2$  value (the "R Square" column) is 0.011 which indicates the only 1.11 percent of the total variation in the dependent variable i.e. effectiveness of fear appeal in the advertisements can be explained by the amount of depicted susceptibility used in the ads.

**Table 32***ANOVA of mean of depicted susceptibility and mean of desire of audience*

<b>ANOVA<sup>a</sup></b>						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	1.241	1	1.241	2.532	.114 <sup>b</sup>
	Residual	70.093	143	.490		
	Total	71.334	144			

a. Dependent Variable: Mean of Desire of audience

b. Predictors: (Constant), Mean of depicted susceptibility

Here, p-value is 0.114, which is more than 0.05. Thus, the regression model statistically significantly predicts the outcome variable i.e. it is not a good fit for the data.

**Table 33**

*Regression coefficients of depicted susceptibility and desire of audience*

Model	Unstandardized		Standardized		T	Sig.
	B	Std. Error	Beta			
1 (Constant)	1.609	.198			8.131	.000
Mean of depicted susceptibility	.127	.080	.132		1.591	.114

a. Dependent Variable: Mean of Desire of audience

Since, desire of the audience has no significant relationship upon amount of depicted susceptibility used in advertisement using the value for unstandardized coefficients as shown in Table. The regression equation becomes:

$$\text{Desire} = 1.609 + 0.127 (\text{Depicted susceptibility})$$

Thus, keeping other variables constant, when depicted amount of fear increases by 1 unit the attention of the audience increases by 0.127.

**Table 34**

*Regression (depicted susceptibility and action of the audience)*

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.139 <sup>a</sup>	.019	.012	.44307

a. Predictors: (Constant), Mean of depicted susceptibility

It is understood from the value calculated that the correlation value is 0.139 which indicates a low degree of correlation between the variables. The  $R^2$  value (the "R Square" column) is 0.019 which indicates the only 1.9 percent of the total variation in the dependent variable i.e. effectiveness of fear appeal in the advertisements can be explained by depicted susceptibility used in the ads.

**Table 35***ANOVA of mean of depicted susceptibility and mean of action of audience*

ANOVA <sup>a</sup>						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	.553	1	.553	2.817	.095 <sup>b</sup>
	Residual	28.072	143	.196		
	Total	28.625	144			

a. Dependent Variable: Mean of action of audience

b. Predictors: (Constant), Mean of susceptibility

Here, p-value is 0.095 which is more than 0.05. Thus, the regression model statistically significantly predicts the outcome variable i.e. it is not a good fit for the data.

**Table 36***Regression coefficient of depicted susceptibility and action of the audience*

Coefficients						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.654	.125		13.207	.000
	Mean of susceptibility	.085	.051	.139	1.678	.095

a. Dependent Variable: Mean of action

Since, action of the audience has no significant relationship upon amount of depicted fear used in advertisement using the value for unstandardized coefficients as shown in Table. The regression equation becomes:

$$\text{Action} = 1.654 + 0.085 (\text{Depicted susceptibility})$$

Thus, keeping other variables constant, when depicted susceptibility increases by 1 unit the action of the audience increases by 0.085.

**Table 37**

*Regression (Efficacy Statement and attention of the audience)*

<b>Model Summary</b>				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.278 <sup>a</sup>	.077	.071	.55581

a. Predictors: (Constant), Mean of efficacy statement

It is understood from the value calculated that the correlation value is 0.278 which indicates a low degree of correlation between the variables. The  $R^2$  value (the "R Square" column) is 0.77 which indicates the only 70.7 percent of the total variation in the dependent variable i.e. effectiveness of fear appeal in the advertisements can be explained by the efficacy statement used in the ads.

**Table 38**

*ANOVA of mean of efficacy statement and mean of attention of audience*

<b>ANOVA<sup>a</sup></b>						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	3.706	1	3.706	11.995	.001 <sup>b</sup>
	Residual	44.176	143	.309		
	Total	47.882	144			

a. Dependent Variable: Mean of attention of audience

b. Predictors: (Constant), Mean of efficacy statement

Here, p-value is 0.01, which is less than 0.05. Thus, the regression model statistically significantly predicts the outcome variable i.e. it is a good fit for the data.

**Table 39**

*Regression coefficient of efficacy statement and attention of the audience*

<b>Coefficients</b>					
Model	Unstandardized		Standardized		
	B	Std. Error	Beta	T	Sig.
1	(Constant)	1.788		12.419	.000
	Mean of efficacy statement	.195	.278	3.463	.001

a. Dependent Variable: Mean of attention

Since, attention of the audience has significant relationship upon amount of efficacy statement used in advertisement using the value for unstandardized coefficients as shown in Table. The regression equation becomes:

$$\text{Attention} = 1.788 + 0.195 (\text{Efficacy statement})$$

Thus, keeping other variables constant, when efficacy statement of fear increases by 1 unit the attention of the audience increases by 0.195.

**Table 40**

*Regression (Efficacy statement and interest of the audience)*

<b>Model Summary</b>				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.072 <sup>a</sup>	.005	-.002	.52834

a. Predictors: (Constant), Mean of efficacy

It is understood from the value calculated that the correlation value is 0.072 which indicates a high degree of correlation between the variables. The  $R^2$  value (the "R Square" column) is 0.005 which indicates the only 0.5 percent of the total variation in the dependent variable i.e. effectiveness of fear appeal in the advertisements can be explained by the efficacy statements used in the ads.

**Table 41***ANOVA of mean efficacy statement and mean of interest of audience*

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	.210	1	.210	.752	.387 <sup>b</sup>
	Residual	39.918	143	.279		
	Total	40.128	144			

a. Dependent Variable: Mean of Interest of audience

b. Predictors: (Constant), Mean of efficacy statement

Here, p-value is 0.387, which is more than 0.05. Thus, the regression model statistically significantly predicts the outcome variable i.e. it is a not a good fit for the data.

**Table 42***Regression coefficient of efficacy statement and interest of audience*

Coefficients						
Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	T	Sig.
1	(Constant)	1.822	.137		13.317	.000
	Mean of efficacy statement	.046	.053	.072	.867	.387

a. Dependent Variable: Mean of Interest of audience

Since, interest of the audience has no significant relationship upon amount of efficacy statement used in advertisement using the value for unstandardized coefficients as shown in Table. The regression equation becomes:

$$\text{Interest} = 1.822 + 0.046 (\text{Efficacy Statement})$$

Thus, keeping other variables constant, when efficacy statement increases by 1 unit the interest of the audience increases by 0.046.

**Table 43**

*Regression (efficacy statement and desire of the audience)*

<b>Model Summary</b>				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.113 <sup>a</sup>	.013	.006	.53876

a. Predictors: (Constant), Mean of efficacy

It is understood from the value calculated that the correlation value is 0.113 which indicates a low degree of correlation between the variables. The  $R^2$  value (the "R Square" column) is 0.013 which indicates the only 10.13 percent of the total variation in the dependent variable i.e. effectiveness of fear appeal in the advertisements can be explained by the efficacy statement used in the ads.

**Table 44**

*ANOVA of mean of efficacy and mean of desire of audience*

<b>ANOVA<sup>a</sup></b>						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	.533	1	.533	1.837	.177 <sup>b</sup>
	Residual	41.508	143	.290		
	Total	42.041	144			

a. Dependent Variable: Mean of desire of audience

b. Predictors: (Constant), Mean of efficacy

Here, p-value is 0.177, which is more than 0.05. Thus, the regression model statistically significantly predicts the outcome variable i.e. it is not a good fit for the data.

**Table 45**

*Regression coefficient of mean of efficacy statement and mean of desire of audience*

<b>Coefficients</b>					
Model	Unstandardized		Standardized		
	B	Std. Error	Beta	T	Sig.
1 (Constant)	1.750	.140		12.540	.000
Mean of efficacy statement	.074	.055	.113	1.355	.177

a. Dependent Variable: Mean of desire

Since, desire of the audience has no significant relationship upon efficacy statement used in advertisement using the value for unstandardized coefficients as shown in Table. The regression equation becomes:

$$Desire = 1.750 + 0.074 (\text{efficacy statement})$$

Thus, keeping other variables constant, when efficacy statement increases by 1 unit the desire of the audience increases by 0.074.

**Table 46**

*Regression (Efficacy statement and action of the audience)*

<b>Model Summary</b>				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.104 <sup>a</sup>	.011	.004	.42725

a. Predictors: (Constant), Mean of efficacy

It is understood from the value calculated that the correlation value is 0.104 which indicates a low degree of correlation between the variables. The  $R^2$  value (the "R Square" column) is 0.011 which indicates the only 1.1 percent of the total variation in the dependent variable i.e. effectiveness of fear appeal in the advertisements can be explained by the efficacy of statement used in the ads.

**Table 47**

*ANOVA of mean of efficacy statement and mean of action of audience*

Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	.284	1	.284	1.555	.214 <sup>b</sup>
Residual	26.104	143	.183		
Total	26.388	144			

a. Dependent Variable: Mean of action of audience

b. Predictors: (Constant), Mean of efficacy

Here, p-value is 0.214, which is more than 0.05. Thus, the regression model statistically significantly predicts the outcome variable i.e. it is not a good fit for the data.

**Table 48**

*Regression coefficient of efficacy statement and action of audience*

Coefficients						
Model		Unstandardized		Standardized	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.727	.111		15.606	.000
	Mean of efficacy statement	.054	.043	.104	1.247	.214

a. Dependent Variable: Mean of action of audience

Since, action of the audience has no significant relationship upon efficacy statement used in advertisement using the value for unstandardized coefficients as shown in Table. The regression equation becomes:

$$\text{Action} = 1.727 + 0.147 (\text{Efficacy Statement})$$

Thus, keeping other variables constant, when efficacy statement increases by 1 unit the action of the audience increases by 0.147.

## ➤ 4.9 Major findings

- Frequency of watching advertisements was categorized in to three categories, frequently, sometimes and rarely. Most of the audience watched ads frequently.
- The audience preferred informative ads followed by creative ads and short & straight forward while the least preferred advertisements are sensual and fear appeal ads.
- The moderate level of fear in the advertisements is convincing and liked by the audience.
- Most of the respondents sometimes find the fear appeal convincing.
- The age group of 20-30 found the fear appeal more convincing followed by 41 above, 31-40 age groups. The Age groups below 20 find it least convincing.
- Although majority of respondents show high attention to the ads, the purchase action is relatively low. There is slight difference in the behavior of males and females. The number of males is higher in purchase action while numbers of females is higher in attention, interest and desire for the product.
- All the three independent variables; amount of depicted fear, depicted susceptibility and efficacy statement have significant relationship with attention of the audience. The results show that fear appeal is effective to grab the attention of the audience.
- The amount of depicted fear has the significant relationship with the desire of audience for the product.
- Among three independent variables; amount of depicted fear, depicted susceptibility and efficacy statement, have no significant relationship with interest of the audience.
- The depicted susceptibility in fear appeal advertisement has significant relationship to action of the audience.
- Although the respondents are attracted by the ad and have desire for the product the purchase action is relatively low.
- Although the study doesn't show the significant relationship of fear appeal and all the dependent variables, there is some positive impact of fear appeal in the

advertisement as there is positive correlation between fear appeal advertisements and AIDA of the audience.

#### 4.10 Summary of hypothesis testing

**Table 49**

*Results of Hypotheses Testing*

Hypotheses	Result (P value)	Inferential
H1: There is significant relationship between amount of depicted fear in advertisements and attention of the audience.	Accepted (0.015)	The increase in depicted amount of fear in the ads leads to increase in attention of the audience.
H2: There is significant relationship between amount of depicted fear in advertisements and Interest of the audience.	Rejected (0.442)	The increase in depicted amount of fear in the ads does not lead to increase in interest of the audience.
H3: There is significant relationship between amount of depicted fear in advertisements and desire of the audience.	Accepted (0.000)	The increase in depicted amount of fear in the ads leads to increase in interest of the audience.
H4: There is significant relationship between amount of depicted fear in advertisements and Action of the audience.	Rejected (0.501)	The increase in depicted amount of fear in the ads dos not lead to increase in action of the audience.
H5: There is significant relationship between depicted susceptibility in advertisements and attention of the audience.	Accepted (0.000)	The increase in depicted susceptibility of fear in the ads leads to increase in attention of the audience.

H6: There is significant relationship between depicted susceptibility in advertisements and interest of the audience.	Rejected (0.436)	The increase in depicted susceptibility of fear in the ads does not lead to increase in interest of the audience.
H7: There is significant relationship between depicted susceptibility in advertisements and desire of the audience.	Rejected (0.095)	The increase in depicted susceptibility of fear in the ads does not lead to increase in interest of the audience
H8: There is significant relationship between depicted susceptibility in advertisements and action of the audience.	Accepted (0.000)	The increase in depicted susceptibility of fear in the ads leads to increase in interest of the audience
H9: There is significant relationship between Efficacy statement in advertisements and attention of the audience.	Accepted (0.001)	The increase in Efficacy statement of fear in the ads leads to increase in attention of the audience
H10: There is significant relationship between Efficacy statement in advertisements and interest of the audience.	Rejected (0.387)	The increase in Efficacy statement of fear in the ads does not lead to increase in interest of the audience
H11: There is significant relationship between Efficacy statement in advertisements and desire of the audience.	Rejected (0.177)	The increase in Efficacy statement of fear in the ads does not lead to increase in desire of the audience
H12: There is significant relationship between Efficacy statement in advertisements and action of the audience.	Rejected (0.214)	The increase in Efficacy statement of fear in the ads does not lead to increase in action of the audience

---

Amount of depicted fear is effective to create attention and desire in the audience for the product through the fear appeal advertisement.

Depicted susceptibility is effective to create attention and action in the audience for the product through the fear appeal advertisement.

Efficacy statement is effective to create attention in the audience for the product through the fear appeal advertisement.

By studying the table, it can be concluded that depicted susceptibility is more effective among three independent variables as it has significant relationship with attention and action of the audience. A message high in depicted susceptibility emphasizes the message recipient's personal risk for negative consequences which makes audience more concerned about their health. The more personal messages attract the audience and lead them towards the purchase (action) of the product. The main reason behind the advertising is the sales or the purchase of the product of the audience which is fulfilled by the depicted susceptibility used in the fear appeal advertisements.

## Chapter V

### Discussions, Conclusions & Implications

#### 5.1 Discussions

The major objective of this research is to identify the effectiveness of fear appeal in the advertisement to grab the attention, create interest & desire and motivate them to purchase (action) the product. The study revealed that the fear appeal is not always effective to create AIDA in the audience which supports the findings of Heath (2007), which forwards emotional appeal do not pay vital role as much as the marketers think. It also supports Brierley (2005), which claims that all four phases are not equally important and to be successful the advertiser has to look further into the behavioral phases.

The study shows that the audience preferred creative, short and straight forward, humor appeal than fear appeal which supports the findings of Gegens and Pelsmacker (1998) which forwards the message that positive feeling of interest, cheerfulness, and lack of irritation exert a positive influence on ad and brand recognition. While fear appeals may work for audiences, a reward appeal may work better for other audiences. This finding also supports the finding of Lin (2011); which indicates that rational appeal has a more significantly positive effect on advertising attitudes than emotional appeal.

The study shows that the audience prefers the moderate level of fear appeal in ads followed by low level of fear. This finding supports Krisher, Darley, and Darley (1973); who state that there is a direct relationship between low to moderate levels of fear arousal and attitude change.

The study shows that all the independent variables; amount of depicted fear, depicted susceptibility and efficacy statements do not have significant relationships to all independent variables; attention, interest, desire and action which supports Hackley (2005).

This research shows that efficacy statement is not effective to encourage action in the audience in the fear appeal advertisement which does not supports the findings of Floyd (2000); who state that response efficacy and self-efficacy are the best predictors of whether the subject will perform and accept the recommended behaviour, regardless for the level of fear.

The research shows that the fear appeal ads are able to create the attention but not the interest towards the product which do not support the findings of LaTour and Rotfeld (1997) which state that using fear is additionally profitable as it heightens attention resulting in greater interest in the message and its product.

The research shows that there is a slight difference in the purchase behavior of the males and females. It creates relatively high attention, interest, desire towards the product in females than males but the number of males is more than females in the time of the action or the purchase. This supports the message of the article by Siddiqui (2016); which indicates that men tend to make purchases based on the immediate need's women look at purchase as a long-term decision.

The study shows that adults and older age audience are more convinced by the fear appeal advertisements while the younger ones below 20 years are least convinced by the fear appeal which supports the study of Dutta- Bergman, (2006) which claims that older people tend to rely more on advertising for consumption decisions.

## **5.2 Conclusions**

Advertising is one of the most important factors in marketing mix. The different types of appeals are used in the advertising to grab the attention, create interest and desire for the product and lead to the purchase action. This study is conducted to examine whether the fear appeal is effective to create the attention, interest, desire and action in the audience. It also examines whether fear appeal ads create any difference in gender and age.

The audiences watch the advertisements frequently but only sometimes find the fear appeal convincing so, it is very essential for the advertisers to make the ads which attract their audience and persuade them to buy the product. The study shows that the audiences prefer informative, creative and short and problem oriented ads, then fear appeal advertisements. It is very challenging for the advertisers to fulfill the demand of the audience through the fear appeal advertisements. Also, the appropriate level of fear should use in the advertisements to be effective.

The adults and older age audience are more convinced by the fear appeal advertisements while the younger ones below 20 years are least convinced by the fear appeal. Other appeals rather than fear appeal would be appropriate for the younger audience.

Comparing the behavior of male and females, the research shows that fear appeal creates relatively high attention, interest, and desire towards the product in females than males while number of males is more than females in the time of the action or the purchase which shows the need of different marketing messages for males and females.

Fear appeal ads create more attention and desire for the product of audience than the action of audience. The amount of depicted fear and depicted susceptibility are more effective to do so than efficacy statements. It might be useful for the marketers while deciding the content of message in fear appeal advertisements. Depicted susceptibility has significant relationship with the action of the audience which shows it is more effective than other two independent variables used in the fear appeal as those types of ads create direct connection to the audience.

Fear appeal is effective to attract the attention of the audience but doesn't contribute much to the action or the purchase of the product. The marketers should use other supporting activities to boost the sales.

Although the study doesn't show the significant relationship of fear appeal and all the dependent variables, there is some positive impact of fear appeal in the advertisement as there is positive correlation between fear appeal advertisements and AIDA of the audience.

### **5.3 Implications**

The study was conducted to examine the relationship between the fear appeal and attention, interest, desire and action of the audience towards the fear appeal advertisements. This information can be used to make the ads by any party concerned with making of Ads like Ad agencies, marketers, advertisers, independent Ad makers. They can select the appropriate appeal and the message content for their target market. Like, the younger audience below 20 are not much convinced by the fear appeal, so they can use other appeal for this level of audience. Further research can be done why this level of audience do not prefer fear appeal ad over other appeals. This research has taken only the toothpaste as a product, further research can be done to examine the effectiveness of the fear appeal on the other products too like insurance, hardware products etc. The level effectiveness of fear appeal can differ from product to product so the further research can be done to examine the most appropriate product to use the fear appeal advertisement.

## References

- Aaker, D. A., Stayman, D. M., & Hagerty, M. R. (1986). Warmth in advertising: Measurement, impact, and sequence effects. *Journal of Consumer Research*, 12(4), 365-381.
- Abernethy, A. M., & Wicks, J. L. (1998). Television station acceptance of AIDS prevention PSAs and condom advertisements. *Journal of advertising research*, 38(5), 53-54.
- Albers-Miller, N. D., & Royne Stafford, M. (1999). An international analysis of emotional and rational appeals in services vs goods advertising. *Journal of Consumer Marketing*, 16(1), 42-57.
- Ansu-Mensah, P., & Ausamah, S. Y. (2013). Consumers' attitude towards advertisement elements: A survey of marketing students in Sunyani Polytechnic, Ghana, West Africa. *International Journal of Innovative Research in Management*, 2(4), 13-24.
- Bagozzi, R. P., & Moore, D. J. (1994). Public service advertisements: Emotions and empathy guide prosocial behaviour. *The Journal of Marketing*, 6(2), 56-70.
- Bandura, A. (1995). *Self-efficacy in changing societies*. New York, Cambridge university press.
- Blumenthal, T. D., Cuthbert, B. N., Filion, D. L., Hackley, S., Lipp, O. V., & Van Boxtel, A. (2005). Committee report: Guidelines for human startle eyeblink electromyographic studies. *Psychophysiology*, 42(1), 1-15.

- Bradley, B. P., Mogg, K., Falla, S. J., & Hamilton, L. R. (1998). Attentional bias for threatening facial expressions in anxiety: Manipulation of stimulus duration. *Cognition & Emotion, 12*(6), 737-753.
- Brennan, L., & Binney, W. (2010). Fear, guilt, and shame appeals in social marketing. *Journal of Business Research, 63*(2), 140-146.
- Brierley, S. (2005). *The Advertising Handbook*. Routledge: Preston Publication.
- Cotte, J., & Ritchie, R. (2005). Advertisers' theories of consumers: Why use negative emotions to sell? *NA-Advances in Consumer Research, 32*(1), 7-15.
- Cui, G., Liu, H., Yang, X., & Wang, H. (2013). Culture, cognitive style and consumer response to informational vs. transformational advertising among East Asians: Evidence from the PRC. *Asia Pacific Business Review, 19*(1), 16-31.
- Curtis, G. J., & Locke, V. (2005). The effect of anxiety on impression formation: Affect-congruent or stereotypic biases? *British journal of social psychology, 44*(1), 65-83.
- De Hoog, N., Stroebe, W., & De Wit, J. B. (2007). *The impact of vulnerability to and severity of a health risk on processing and acceptance of fear-arousing communications: A meta-analysis*.
- Dhar, D. (2011). Advertising and its social responsibility. *Global Media Journal, 1*(2), 1-6.
- Gallacher, F., & Klieger, D. M. (1995). Sex role orientation and fear. *The Journal of psychology, 129*(1), 41-49.

- Goodwin, C., & Ross, I. (1992). Consumer responses to service failures: influence of procedural and interactional fairness perceptions. *Journal of Business research*, 25(2), 149-163.
- Gore, P., Madhavan, S., Curry, D., & McClurg, G. (1998). Persuasive messages. *Marketing Health Services*, 18(4), 32-45.
- Hackley, C. (2005). *Advertising and promotion: communicating brands*. New York, Sage University Press.
- Hansen A.B (2013). Susceptibility to interpersonal influence and advertising among Social Networking Sites. *Research in Business and Economics Journal*, 8(7), 10-40.\
- Henthorne, T. L., LaTour, M. S., & Natarajan, R. (1993). Fear appeals in print advertising: An analysis of arousal and ad response. *Journal of advertising*, 22(2), 59-69.
- Higbee, K. L. (1969). Fifteen years of fear arousal: research on threat appeals: 1953-1968. *Psychological bulletin*, 72(6), 426-450.
- Hively, M. H. (2006). *The effects of self-efficacy statements in anti-tobacco fear appeal PSAs*. Washington: Washington State University
- Hovland, C. I., Janis, I. L., & Kelley, H. H. (1953). Communication and persuasion; psychological studies of opinion change. *Journal of Advertising*, 6(2), 5-35.
- Huhmann, B. A., & Brotherton, T. P. (1997). A content analysis of guilt appeals in popular magazine advertisements. *Journal of Advertising*, 26(2), 35-45.

- Janis, I. L. (1967). Effects of fear arousal on attitude change: Recent developments in theory and experimental research. *Advances in experimental social psychology*, 3(1), 166-224.
- Janssens, W., & De Pelsmacker, P. (2007). Fear Appeal in Traffic Safety Advertising: The moderating role of medium context, trait anxiety, and differences between drivers and non-drivers. *Psychologica Belgica*, 47(3), 50-87.
- Johar, J. S., & Sirgy, M. J. (1991). Value-expressive versus utilitarian advertising appeals: When and why to use which appeal. *Journal of advertising*, 20(3), 23-33.
- Kaylene C.W. (2012). Fear appeal Theory. *Research in Business and Economics Journal*, 5(7), 1-10.
- Kohn, P. M., Goodstadt, M. S., Cook, G. M., Sheppard, M., & Chan, G. (1982). Ineffectiveness of threat appeals about drinking and driving. *Accident Analysis & Prevention*, 14(6), 457-464.
- Kotler, P. (1997). *Marketing management: Analysis, planning, implementation, and control*. New Jersey: Prentice Hall.
- Kotler, P., & McDougall, G. H. (1984). *Marketing essentials* (Vol. 556). Englewood Cliffs, NJ: Prentice-Hall.
- Kotler, P., & Scheff, J. (1997). *Standing room only: Strategies for marketing the performing arts*. Harvard business press.
- Kotler, P., Armstrong, G., Saunders, J., & Wong, V. (2003). *Principi di Marketing (Italian Translation of Principles of Marketing)*. ISEDE: Prentice Hall International.

- Krisher, H. P., Darley, S. A., & Darley, J. M. (1973). Fear-provoking recommendations, intentions to take preventive actions, and actual preventive actions. *Journal of Personality and Social Psychology*, 26(2), 301-310.
- LaTour, M. S., & Rotfeld, H. J. (1997). There are threats and (maybe) fear-caused arousal: Theory and confusions of appeals to fear and fear arousal itself. *Journal of advertising*, 26(3), 45-59.
- Leonidou, L. C., & Leonidou, C. N. (2009). Rational versus emotional appeals in newspaper advertising: Copy, art, and layout differences. *Journal of Promotion Management*, 15(4), 522-546.
- Leventhal, H. (1970). Findings and theory in the study of fear communications. *Advances in experimental social psychology*, 5(8), 119-186.
- Lewis, I. M. (2008). *Factors influencing the effectiveness of advertising countermeasures in road safety*. Queensland: Queensland University of Technology.
- Lewis, I., Watson, B., Tay, R., & White, K. M. (2007). The role of fear appeals in improving driver safety: A review of the effectiveness of fear-arousing (threat) appeals in road safety advertising. *International Journal of Behavioral Consultation and Therapy*, 3(2), 203-210.
- Lin, L. Y. (2011). The impact of advertising appeals and advertising spokespersons on advertising attitudes and purchase intentions. *African Journal of Business Management*, 5(21), 8446-9000.
- Lin, L. Y. (2011). The impact of advertising appeals and advertising spokespersons on advertising attitudes and purchase intentions. *African Journal of Business Management*, 5(21), 8446.

- Lukic, D. (2009). Emotional Appeals in Social Marketing. *Aarhus School of Business Department of Language and Business Communication*.
- Marcus, G. E., & MacKuen, M. B. (1993). Anxiety, enthusiasm, and the vote: the emotional underpinnings of learning and involvement during presidential campaigns. *American Political Science Review*, 87(03), 672-685.
- McGuire, W. J. (1968). Personality and attitude change: An information-processing theory. *Psychological foundations of attitudes*, 171-196.
- Mongeau, P. A. (2013). Fear appeals. *The SAGE handbook of persuasion: Developments in theory and practice*, 184-199.
- Nundy, M. (2014). Emergence and Social Transformation of Charitable Medical Institutions in Delhi A Historical Overview. *History and Sociology of South Asia*, 8(2), 195-215.
- Park, C. W., & Lessig, V. P. (1977). Students and housewives: Differences in susceptibility to reference group influence. *Journal of consumer Research*, 4(2), 102-110.
- Putrevu, S., & Lord, K. R. (1994). Comparative and non comparative advertising: Attitudinal effects under cognitive and affective involvement conditions. *Journal of Advertising*, 23(2), 77-91.
- Ray, M. L., & Wilkie, W. L. (1970). Fear: The potential of an appeal neglected by marketing. *The Journal of Marketing*, 54-62.
- Rippetoe, P. A., & Rogers, R. W. (1987). Effects of components of protection-motivation theory on adaptive and maladaptive coping with a health threat. *Journal of personality and social psychology*, 52(3), 596-600.

- Rogers, R. W. (1975). A protection motivation theory of fear appeals and attitude change. *The Journal of Psychology, 91*(1), 93-114.
- Roskos-Ewoldsen, D. R., Yu, J. H., & Rhodes, N. (2004). Fear appeal messages affect accessibility of attitudes toward the threat and adaptive behaviors. *Communication Monographs, 71*(1), 49-69.
- Rossiter, J. R., & Percy, L. (1987). *Advertising and promotion management*. McGraw-Hill Book Company.
- Shavitt, S. (1992). Evidence for predicting the effectiveness of value-expressive versus utilitarian appeals: a reply to Johar and Sirgy. *Journal of Advertising, 21*(2), 47-51.
- Shavitt, S., Lowrey, P., & Haefner, J. (1998). Public attitudes toward advertising: More favorable than you might think. *Journal of advertising research, 38*(4), 7-22.
- Siddiqui, W. (2016). Study on Buying Behavior of Men and Women. *Imperial Journal of Interdisciplinary Research, 2*(4).
- Siero, S., Kok, G., & Pruyn, J. (1984). Effects of public education about breast cancer and breast self-examination. *Social Science & Medicine, 18*(10), 881-888.
- Snipes, R. L., LaTour, M. S., & Bliss, S. J. (1999). A model of the effects of self-efficacy on the perceived ethicality and performance of fear appeals in advertising. *Journal of Business Ethics, 19*(3), 273-285.
- Staring, A. B., & Breteler, M. H. (2004). Decline in smoking cessation rate associated with high self-efficacy scores. *Preventive medicine, 39*(5), 863-868.

- Stephenson, M. T., & Witte, K. (1998). Fear, threat, and perceptions of efficacy from frightening skin cancer messages. *Public Health Reviews*, 26(1), 147-174.
- Tannenbaum, M. B., Hepler, J., Zimmerman, R. S., Saul, L., Jacobs, S., Wilson, K., & Albarracín, D. (2015). Appealing to fear: A meta-analysis of fear appeal effectiveness and theories. *Journal of Psychology*, 7(8), 15-40.
- Thornton, J., & Rossiter, J. R. (2004). Predicting the effectiveness of anti-speeding TV advertisements by skin conductance response (SCR).
- Thorson, E., Chi, A., & Leavitt, C. (1992). Attention, memory, attitude, and conation: A test of the advertising hierarchy. *NA-Advances in Consumer Research*, 19(8), 8-45.
- Wang, J. S., Cheng, Y. F., & Chu, Y. L. (2013). Effect of celebrity endorsements on consumer purchase intentions: advertising effect and advertising appeal as mediators. *Human Factors and Ergonomics in Manufacturing & Service Industries*, 23(5), 357-367.
- Williams, K. C. (2012). Fear appeal theory. *Research in Business and Economics Journal*, 5(1), 1-25.
- Williams, K. C. (2012). Improving fear appeal ethics. *Journal of Academic and Business Ethics*, 5(2), 1-15.
- Witte, K. (1992). Putting the fear back into fear appeals: The extended parallel process model. *Communications Monographs*, 59(4), 329-349.
- Witte, K. (1992). Putting the fear back into fear appeals: The extended parallel process model. *Communications Monographs*, 59(4), 329-349.

Witte, K. (1994). Fear control and danger control: A test of the extended parallel process model (EPPM). *Communications Monographs*, 61(2), 113-134

Witte, K., & Allen, M. (2000). A meta-analysis of fear appeals: Implications for effective public health campaigns. *Health education & behaviour*, 27(5), 591-615.

Wright, J. S., & Mertes, J. E. (1974). *Advertising's role in society*. West Publishing Company.

## Appendix A

### Questionnaire

Dear Sir/Madam

My name is Bhuwon Bk, and I am currently studying for Master in Business Statistics at Tribhuvan University and conducting research on “Use of Fear Appeal in advertisements and its effectiveness” as a partial fulfilment of my Master’s degree. I kindly request you to give a few minutes of your precious time and fill the following questionnaire. Information provided by you will be kept confidential and be used purely for academic purpose only.

1. Do you watch advertisement?
  - a. Frequently (201)
  - b. Sometimes (149)
  - c. Rarely (50)
  
2. Which type of advertisement take your attention?
  - a. Creative (211)
  - b. Fear (53)
  - c. Sensual (50)
  - d. Informative (228)
  - e. Short and straight forward (113)
  - f. Problem oriented (81)
  - g. Humorous (83)
  
3. What level of fear appeal in advertisement do you think is more effective at conveying the message? (Tick only 1 option)
  - h. High level of fear (77)
  - i. Moderate level of fear (281)
  - j. Low level of fear (42)

3. How do you feel after watching the fear appeal advertisements? (You can tick more than 1 option)
  - a. I would like to watch it again (94)
  - b. I want to know more about the product (157)
  - c. I want to buy the product (50)
  - d. I want to solve the problem (108)
  - e. I do not want to watch it again (96)
  
4. Do you think fear appeal advertisements are convincing? (Tick only 1 option)
  - a. Always (141)
  - b. Never (63)
  - c. Sometimes (196)
  
5. What do you do after you after you watch the advertisements? (You can tick more than 1 option)
  - a. Watch the advertisements again (116)
  - b. Search about the product (221)
  - c. Want to use the product (154)
  - d. Buy the product (28)

Please look at the advertisement 1 and tick the options.

AD 1.

**Amounted of depicted fear**

<i>S.N.</i>	<i>Question</i>	<i>Strongly Agree</i>	<i>Agree</i>	<i>Disagree</i>	<i>Strongly Disagree</i>
1.	Ads like these truly make me afraid about the tooth problems.	56	196	111	37
2.	These ads remind me of how bad the tooth problems are.	76	200	108	16

Attention:

<i>S.N.</i>	<i>Question</i>	<i>Strongly Agree</i>	<i>Agree</i>	<i>Disagree</i>	<i>Strongly Disagree</i>
1.	The problems shown in the ad grabs my attention	72	268	48	12
2.	The people in the ad are like me	21	163	174	42
3.	The people in the ad face the same situations as I do.	16	127	207	50

Interest:

<i>S.N.</i>	<i>Question</i>	<i>Strongly Agree</i>	<i>Agree</i>	<i>Disagree</i>	<i>Strongly Disagree</i>
1.	I would like to know more about the tooth problems as shown in the ad.	141	157	94	8
2.	I would like to know how the product solves the problem.	120	213	59	8

Desire:

<i>S.N.</i>	<i>Question</i>	<i>Strongly Agree</i>	<i>Agree</i>	<i>Disagree</i>	<i>Strongly Disagree</i>
1.	Seeing the ad makes me want to use the product	75	209	91	25

2.	Seeing the ad makes me want to get healthier teeth	133	190	52	25
3.	Seeing the ad makes me want to take care of my teeth	127	209	40	24

Action:

<i>S.N.</i>	<i>Question</i>	<i>Strongly Agree</i>	<i>Agree</i>	<i>Disagree</i>	<i>Strongly Disagree</i>
1	I brush my teeth twice a day to prevent tooth problems	208	159	13	20
2	After seeing the ads like this I search for the toothpaste which solves the problems like this	78	266	44	12
3	I purchase the particular brand toothpaste when I see ads like these	100	163	125	12

Please look at the advertisement 2 and tick the options.

AD 2

### Depicted Susceptibility

<i>S.N.</i>	<i>Question</i>	<i>Strongly Agree</i>	<i>Agree</i>	<i>Disagree</i>	<i>Strongly Disagree</i>
2.	The portrayals in the ads are possible.	77	171	108	44

6.	I had a strong emotional reaction to these ads.	45	166	164	25
----	---	----	-----	-----	----

Attention:

<i>S.N.</i>	<i>Question</i>	<i>Strongly Agree</i>	<i>Agree</i>	<i>Disagree</i>	<i>Strongly Disagree</i>
1.	The problems shown in the ad grabs my attention	125	154	69	52
2.	The people in the ad are like me	63	201	94	42
3.	The people in the ad face the same situations as I do.	67	204	100	29

Interest:

<i>S.N.</i>	<i>Question</i>	<i>Strongly Agree</i>	<i>Agree</i>	<i>Disagree</i>	<i>Strongly Disagree</i>
1.	I would like to know more about the tooth problems as shown in the ad.	141	160	91	8
2.	I would like to know how the product solves the problem.	133	213	33	21

Desire:

<i>S.N.</i>	<i>Question</i>	<i>Strongly Agree</i>	<i>Agree</i>	<i>Disagree</i>	<i>Strongly Disagree</i>
1.	Seeing the ad makes me want to use the product	97	212	83	8
2.	Seeing the ad makes me want to get healthier teeth	101	249	25	25
3.	Seeing the ad makes me want to take care of my teeth	128	199	45	28

Action:

<i>S.N.</i>	<i>Question</i>	<i>Strongly Agree</i>	<i>Agree</i>	<i>Disagree</i>	<i>Strongly Disagree</i>
1	I brush my teeth twice a day to prevent tooth problems	206	179	7	8
2	After seeing the ads like this I buy toothpaste which solves this problem	100	230	58	12
3	I purchase the particular brand toothpaste when I see ads like these	72	242	73	13

Please look at the advertisement 3 and tick the options.

AD 3:

**Efficacy Statements:**

<i>S.N.</i>	<i>Question</i>	<i>Strongly Agree</i>	<i>Agree</i>	<i>Disagree</i>	<i>Strongly Disagree</i>
1.	This toothpaste makes my teeth stronger.	105	89	174	32
3.	This toothpaste makes my teeth whiter.	41	160	152	47

Attention:

<i>S.N.</i>	<i>Question</i>	<i>Strongly Agree</i>	<i>Agree</i>	<i>Disagree</i>	<i>Strongly Disagree</i>
1.	The problems shown in the ad grabs my attention	125	195	72	8
2.	The people in the ad are like me	56	136	184	24
3.	The people in the ad face the same situations as I do.	50	158	176	16

Interest:

<i>S.N.</i>	<i>Question</i>	<i>Strongly Agree</i>	<i>Agree</i>	<i>Disagree</i>	<i>Strongly Disagree</i>
1.	I would like to know more about the tooth problems as shown in the ad.	122	204	74	0
2.	I would like to know how the product solves the problem.	98	214	81	7

Desire:

<i>S.N.</i>	<i>Question</i>	<i>Strongly Agree</i>	<i>Agree</i>	<i>Disagree</i>	<i>Strongly Disagree</i>
1.	Seeing the ad makes me want to use the product	115	196	83	6
2.	Seeing the ad makes me want to get healthier teeth	97	232	71	0
3.	Seeing the ad makes me want to take care of my teeth	127	196	66	11

Action:

<i>S.N.</i>	<i>Question</i>	<i>Strongly Agree</i>	<i>Agree</i>	<i>Disagree</i>	<i>Strongly Disagree</i>
1	I brush my teeth twice a day to prevent tooth problems	180	176	44	0
2	After seeing the ads like this I buy toothpaste with added ingredients salt and lemon	83	283	34	0

3	I purchase the particular brand toothpaste when I see ads like these	86	224	86	4
---	--	----	-----	----	---

Age:

1. Below 20 (116)
2. 20-30 (188)
3. 31-40 (64)
4. 41 above (32)

Gender:

1. Male (193)
2. Female (207)

# FEAR APPEAL IN ADVERTISING AND ITS EFFECT IN NEPAL

By: BHUWON B.K.

As of: Jul 10, 2024 1:12:10 PM  
16,995 words - 91 matches - 19 sources

Similarity Index

20%

Mode: Summary Report ▾

**sources:**

658 words / 4% - from 03-Jul-2024 12:00AM  
[idoc.pub](#)

327 words / 2% - Internet from 01-Dec-2020 12:00AM  
[www.researchgate.net](#)

333 words / 2% - Internet from 22-Jan-2016 12:00AM  
[study.com](#)

256 words / 1% - Internet from 14-Nov-2022 12:00AM  
[www.researchgate.net](#)

254 words / 1% - Internet from 24-Oct-2022 12:00AM  
[journalppw.com](#)

179 words / 1% - Internet from 24-Aug-2022 12:00AM  
[www.diva-portal.org](#)

175 words / 1% - Internet from 02-Apr-2020 12:00AM  
[docplayer.net](#)

169 words / 1% - from 17-Oct-2023 12:00AM  
[www.dissertations.wsu.edu](#)

123 words / 1% - Internet from 17-Jan-2023 12:00AM  
[www.slideshare.net](#)

122 words / 1% - Internet from 26-Jul-2019 12:00AM  
[www.yumpu.com](#)

120 words / 1% - Internet from 13-Dec-2022 12:00AM  
[www.jetir.org](#)

116 words / 1% - Internet  
[www.uritc.uri.edu](#)

109 words / 1% - Internet from 26-Apr-2016 12:00AM  
[www.onlinejournal.in](#)