

# Advertisement Effectiveness: Study of Need Appeals in Indian Hatchback Car Commercials

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## Abstract

Present study is an analysis of motivational strategies adopted by Indian hatchback car advertisements. The study was based on abbreviated form of Murray's basic human needs developed by Fowles and is carried out in two stages. In the first stage selected hatchback car television commercials were subjected to content analysis using expert rating method. In the second stage major motivational needs related with hatchback car purchase behaviour were identified using a consumer survey. Results of both analyses were cross compared. The results indicate that even though the car purchase is related with a broad spectrum of human needs car advertisements are only making use of the most common ones.

**Keywords:** Advertising Appeals, Murray's Psychogenic Needs, Advertising Effectiveness, Purchase Decision

## 1. Introduction

Human acts are basically controlled by their needs and wants. Consumers generally make a purchase to satisfy their needs and usually face a broad array of brands that may satisfy their needs. The task of the customer is normally to choose a product from this wide range of market offerings. Role of advertisements are crucial here. It is a strong medium for communicating influential product offerings that satisfies customers' needs and persuading them to do the purchase. According to Abraham and Lodish, (1990) much of the advertising expenditures are wasted in ineffective campaigns [01]. An advertisement may be a good artistic creation that may win many laureates but if it is not selling the product it is considered as ineffective. Since human beings have selective attention they process those messages well allied with their stronger needs than weaker needs. Success of an advertising campaign depends on how well it is connected with the real needs of the consumers.

Purchase of a car is a large purchase; for most of the middle class folk in India it is the second largest purchase that they ever make next to the purchase of a home. Since it involves complex decision making process, analyzing the car advertisements especially entry level hatchbacks is a good choice for motivational research. For this reason the current study presents

an analysis of effectiveness of motivational strategies adapted by Indian hatchback car advertisements.

## Review of Literature

Motivational needs are defined as forces within a person which influence general behavioral tendencies and account for what a person desires (Fowles, 1976) [04]. Advertising messages contain motivational need appeals which advertisers use to enter consumers' minds (Fowles, 1982) [05]. According to Schiffman et al (2009) [08] advertisements have cues designed to arouse needs. Without these cues the needs might remain dormant. Creative advertisements arouse needs and create psychological imbalance in the consumers mind.

Theories of personality based upon needs and motives suggest that our personalities are a reflection of behaviors controlled by needs. In 1938, American psychologist Henry Murray developed a theory of personality that was organized in terms of motives, presses, and needs. Murray described needs as a, "potentiality or readiness to respond in a certain way under certain given circumstances" (Murray, 1938) [07]. He prepared a detailed list of 28 psychogenic needs. This research was the first systematic approach to the understanding of the non biological human needs.

Murray's basic needs include many motives that were assumed to play an important role in consumer behavior. Fowles (1976, 1982) did extensive studies on advertisement appeals based on Murray's needs, and asserted that target audiences' motivational need appeals are reflected in advertisements over time. He chose eighteen need appeals from the list of Murray's psychogenic motivational needs and applied it in the field of advertisement.

The literature of advertising from consumer perspective states that an ad may not motivate further action if it is not perceived to be relevant to customers' current or future needs, even though unique qualities of the ad may result in brand building (Blumler, 1979) [02]. These findings may be relevant at least in few Indian cases where the advertisements reinforce traditional stereotypes, but there exists only very few studies in this direction. For e.g. Srinivas (1999) found that traditional Indian sexual stereotypes play an important role in Indian advertisements where they are used to attach value to products [10]. Das (2011) found that Men in Indian magazine advertisements are portrayed as dominant and authoritative while women are portrayed in subordinate roles as ranging from homemaking and childcare, to endorsing beauty products and working in offices [03]. Even though these studies are helpful for us in identifying the issue, its orientation is more sociological. What we required in this issue are good consumer behavior oriented studies. Keeping this requirement in mind present study was carried out.

## Research Objectives

The main purpose of the study is to find out whether Indian hatchback car advertisements are really made on the basis of genuine consumer needs. Based on previous literature it was assumed that those advertisements represent more consumer needs would have more impact on consumer's purchase decision. Motivational needs in the study were conceptualized based on Murray's abbreviated developed by Fowles (1976).

Detail description of Fowles eighteen motivational needs are given in table-1.

**Table 1: Details of Fowles (1976) eighteen motivational need appeals**

Need	Description
Need for Achievement	To accomplish something difficult, to master, manipulate or organize physical objects, human beings, or ideas, to overcome obstacles and attain a high standard, to excel one's self, to rival and surpass others etc.
Need for Acquisition	To gain possessions and property, to work for money or goods, to keep what has been acquired etc.
Need for Affiliation	To draw near to another and enjoyably cooperate or reciprocate, to win affection to family and friends etc.
Need for Autonomy	To get free, shake off restraint, break out of confinement, to resist coercion and restriction, to be independent and free to act according to impulse, to be unattached,
Need for Cognizance	To explore, to ask questions, to satisfy curiosity, to look, listen, inspect, to read and seek knowledge etc.
Need for Deference	To praise, honor, and eulogize, to emulate an exemplar, to conform to custom family demands etc.
Need for Dominance	To control one's human environment, to influence or direct the behavior of others by suggestion, seduction, persuasion, or command, to dissuade, restrain, or prohibit etc.
Need for Exhibition	To make an impression, to be seen and heard, to excite, amaze, entertain, shock, intrigue, amuse, or entice etc.
Need for Harm Avoidance	To avoid pain, physical injury, illness, , to escape from a dangerous situation, to take precautionary measures etc.
Need for Inviolacy	To prevent depreciation of self-respect, to preserve one's good name, to be immune from criticism, to maintain psychological distance, to avoid humiliation, to remain or become un criticizable by others etc.
Need for Nurturance	To give sympathy and gratify the needs of someone who is weak, disabled, tired, inexperienced, etc, to feed, help, support, console, protect, comfort, nurse, heal etc.
Need for Order	To put things in order, to achieve cleanliness, balance, t, organization, neatness, tidiness, precision etc.
Need for Passivity	To relax, load, ruminate, to be disinclined to exert oneself physically and mentally etc.
Need for Play	To act for "fun", to seek enjoyable relaxation from stress, to participate in games, , dancing, parties, cards etc

Need for Recognition	To excite praise and commendation, to demand respect, to boast and exhibit one's accomplishments, to seek distinction, social prestige, honors, or high office
Need for Sentience.	To seek and enjoy sensuous or aesthetic impressions.
Need for Sex.	To form and further an erotic relationship, to have sexual intercourse, to be in love, , embrace, kiss etc.
Need for Succorance	To have one's needs gratified by sympathetic aid, to be nursed, supported, protected, loved, advised, guided, indulged, forgiven, consoled. To remain close to a devoted protector. To always have a supporter etc.

Source: Fowles, J. (1976). *Mass advertising as social forecast*, Westport, CT: Greenwood Press

The purpose of the research is specified with the following objectives.

1. To find out major depicted consumer needs in Indian hatchback car advertisements in order create a profile of consumer need based advertisement strategies.
2. To identify the major consumer needs that highly moderates Indian hatchback car purchase decision process by a detail consumer survey.
3. To analyze the effectiveness of Indian hatchback car advertisements by cross comparing the data of major motivational needs identified by consumer survey with the major motivational need appeals depicted in the advertisements.

## Research Methodology

In order to fulfill the research objectives the study was carried out in two stages. The first stage of research consists of content analysis where detail analysis of selected Indian hatchback car advertisements was done by selected panel of experts with the purpose of identifying major consumer needs depicted in these advertisements. The second stage of the research consist of a survey research where a detail survey was done among selected sample to identify the major consumer needs that highly moderates Indian hatchback car purchase decision process. Both data were processed and contrasted each other in a later stage for the benefit of the end purpose of the research. Detailed descriptions of the current analysis are as follows.

### Description of the sample

Table 2: Details of sample advertisements

Details of the Brand	Number of Sample Television Advertisements
Chevrolet Spark	2
Chevrolet Beat	1
Ford Figo	2
Fiat Punto	1
Hyundai i10	2
Maruti A Star	2
Maruti Alto	2
Maruti Ritz	1
Maruti Swift	1
Maruti Wagon R	1
Nissan Micra	1
Tata Indica Vista	1
Tata Nano	1
Volkswagen Polo	2

Source: Primary data

First stage of present study consists of content analysis of selected advertisements and it adopted time sampling method for selecting sample advertisements. The sample time was defined as 24 months from 1st of January 2009 to 31st December 2010. Since television advertisements follow uniformity and have a mass reach across the country the sample advertisements was restricted only to television commercials. Sample brands include hatchback cars between the price range of 200000/- and 600000/- INR (ex showroom price) competing in the market during the sample time. Television commercials telecasted in major national channels in the sample time period was observed by the researchers and the most telecasted ones were noted down and the same video was later downloaded from <http://www.youtube.com>. Details of the sample advertisements are provided in table -2.

Second stage of the research consists of survey research done among selected sample of consumers in a South Indian Urban conglomeration, who had made a sample brand car purchase recently in the duration of six months starting from 1st July to 31st December, 2010. Detail description of the sample are provided in table-3

Table 3: Details of sample hatchback ca consumers participated in survey research (N=85)

Details	Percentage
<b>Males</b>	68%
Females	32%
<b>Education</b>	
SSLC	15%
12 <sup>th</sup> Std	21%
UG	35%
PG and above	29%
<b>Income</b>	
</= 2.5 Lakh per Anum	14%
2.5 - 5 Lakh per Anum	62%
>/= 5 Lakh Per Anum	24%
<b>User Status</b>	
First Time Buyer	68%
Repeated Buyer	32%

Source: Primary data

### Procedure adopted for Data Analysis

The process of data analysis in the first stage involved identifying the presence and intensity of eighteen motivational needs developed by Fowles (1976). In order to establish objectivity in the process it was done by an expert panel of coders. The panel of coders consisted of twelve professionals from marketing and behavioral science related branches who had more than five years experience, in which three were psychologists working in corporate sector, three were teaching psychology at the postgraduate level, three were senior marketing managers working in car distribution centers, three had specialized in marketing and were teaching in management institutes. An eleven point rating scale was developed based on Fowles needs for the panel of coders to rate the intensity of each needs in each advertisements. Selected advertisements along with Fowles need description sheet were given to each coder with proper instructions and guidelines to scrutinize the advertisements analytically. Analysis forms were collected back from the coders, after assuring that all advertisements are well analyzed. The results were tabulated and subjected to inter rater reliability analysis by using interclass correlation coefficient method provided in Statistical Packages for Social Sciences (SPSS) software to find out the degree of agreement between the coders. Details of the analysis are provided in table-4. Later based on the coder's ratings a hierarchical list of major consumer needs based on intensity of its presence in the advertisements was made.

The process of data analysis in the second stage involved identifying the major Fowles psychogenic needs that highly moderates Indian hatchback car purchase decision process. In this stage a consumer needs analysis check list was developed based on Fowles' needs in order to find out those needs highly contributing to hatchback car purchase decision. The check list was administered to a selected sample of consumers who made a car purchase recently (within 6 months duration). The data was sorted and the consumer needs highly related with purchase decision were identified.

The main objective of the study was to compare the profile of consumer need based advertisement strategies of Indian hatchback car brands with the real consumer needs that highly moderate car purchase decision process. For serving this purpose both data (needs identified by the panel of coders after evaluating the advertisements and the major consumer needs identified by survey research) were processed and contrasted each other by using Pearson product moment coefficient test.

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

### Results and Discussion

The main purpose of the study is to find out whether Indian hatchback car advertisements are really made on the basis of genuine consumer needs. For achieving this objective the study first analyzed few selected Indian hatchback television commercials through the method of content analysis and identified the major motivational needs these advertisements are mainly based on. Later through a detail consumer survey method, major needs contributing to car purchase decision were

identified and then this list was cross compared with the previous list of major motivational need appeals depicted in the advertisements.

In the first stage, in order to keep the influence of subjectivity of coders' rating constant an inter rater reliability analysis was conducted between the raters rating (Number of raters=12 and number of advertisement = 20). The results indicate that (refer table-4) the rating of all eighteen needs across the sample advertisements yields high inter rater agreement (cronbach's alpha of all 18 needs are statistically significant).

Table - 5 presents the results of content analysis of selected Indian hatchback car advertisements by expert coding method. The overall mean score of a particular need given in the table is obtained by averaging the mean ratings of each rater on each need present in overall 20 advertisements (rating was done in an eleven point with minimum 0 rating score and maximum 10 rating score).

According to the data Indian hatchback television commercials are using only few motivational needs as need appeals. By considering mean score of 5 (maximum score is 10) as a mid value of intensity, the major motivational need appeals used in the sample advertisements are need for exhibition (mean rating =6.38), need for achievement (mean rating =5.81), need for acquisition (mean rating =5.63) and need for recognition (mean rating = 5.15).

**Table 4: Details of Inter- rater reliability between 12 raters on rating the presence of eighteen need appeals in selected advertisements**  
(Number of raters=12 and number of advertisement = 20)

Need	Inter Rater Reliability Quotient (Cronbach's Alpha)
Need for Achievement	0.88**
Need for Acquisition	0.86**
Need for Affiliation	0.98**
Need for Autonomy	0.93**
Need for Cognizance	0.95**
Need for Deference	0.96**
Need for Dominance	0.99**
Need for Exhibition	0.95**
Need for Harm Avoidance	0.96**
Need for Inviolacy	0.93**
Need for Nurturance	0.98**
Need for Order	0.92**
Need for Passivity	0.87**
Need for Play	0.91**
Need for Recognition	0.96**
Need for Sentience.	0.97**
Need for Sex.	0.93**
Need for Succorance	0.91**

Source: Primary data

**Table 5: Details of expert rating done on selected Indian hatchback television advertisements (number of raters = 12, number of advertisement =20)**

Need	Mean Rating	SD
Need for Achievement	5.81	0.61
Need for Acquisition	5.63	0.48
Need for Affiliation	4.15	0.81
Need for Autonomy	2.06	0.53
Need for Cognizance	1.55	0.79
Need for Deference	0.49	0.19
Need for Dominance	4.80	0.40
Need for Exhibition	6.38	0.57
Need for Harm Avoidance	0.69	0.32
Need for Inviolacy	0.43	0.32
Need for Nurturance	0.90	0.31
Need for Order	0.51	0.45
Need for Passivity	0.41	0.38
Need for Play	1.04	0.70
Need for Recognition	5.15	1.57
Need for Sentience.	1.58	1.05
Need for Sex.	4.28	1.36
Need for Succorance	0.12	0.08

Source: Primary data

Results also reveals that need for dominance (mean rating =4.80), need for sex (mean rating =4.28), need for affiliation (mean rating =4.15) and need for autonomy (mean rating =2.06) are also moderately present in the sample advertisements. All the other needs are only marginally present in the advertisements

Table - 6 presents the results of consumer survey conducted to identify major motivational needs that highly influence Indian hatchback car purchase decision process.

**Table 6: Result of consumer survey conducted to identify major motivational needs highly influences Indian hatchback car purchase decision process (N=85)**

Need	Mean	SD
Need for Achievement	6.47	1.86
Need for Acquisition	6.87	1.54
Need for Affiliation	6.52	2.18
Need for Autonomy	7.16	1.56
Need for Cognizance	4.96	2.59
Need for Deference	4.59	2.71
Need for Dominance	5.31	2.75
Need for Exhibition	6.27	2.41
Harm Avoidance	5.60	2.82
Need for Inviolacy	3.71	3.42
Need for Nurturance	6.35	2.32
Need for Order	4.53	2.80
Need for Passivity	4.40	2.92
Need for Play	6.12	2.28
Need for Recognition	5.49	2.15
Need for Sentience.	2.06	1.67
Need for Sex.	2.45	2.62
Need for Succorance	2.54	2.51

Source: Primary data

In order to examine whether the themes of sample car advertisements are related with the real hatchback car consumer needs a correlation test using Pearson product moment coefficient test was conducted between the mean ratings of expert coders' and consumers' on 18 motivational needs. Details of this analysis are provided in table- 7.

**Table 7: Result of Pearson's Product moment test done between the mean ratings of experts' and consumers' on 18 motivational needs**

Pearson's Correlation (r)	Significance (p)
0.40	0.09 (NS)

Source: Primary data

According to the results, the correlation coefficient between the two mean ratings is 0.40 which is statistically not significant. This indicates a high level of incongruence between the real motivational needs of the consumers and the usage of the same in advertisements. The results confirmed that Indian hatchback television commercials are making use of the major motivational needs in a marginal level only.

According to the results given in table-6 need for autonomy i.e. the need to be independent and free to act according to impulses (mean score =7.16) is found to be the highest need motivating the consumer to have a car purchase. High score on this need may be because of the Indian car consumers mind to have hassle free travel in a personal space. A car gives lot of freedom where passengers can travel on their own convenience. It gives an opportunity for them to say good bye to long waiting queues, advance booking and to the heavy rush and congestion of public transport. But the mean rating of advertisements by the experts for this need is only 2.06 (refer table- 5). Comparison of the two results reveals a wide gap between the real need and the motivational need strategies adopted by advertisers.

High scores of need for harm avoidance (mean score = 5.60) supports the high score on need for autonomy. Need for harm avoidance is the need to avoid pain, physical injury, illness, and death, to escape from a dangerous situation, to take precautionary measures etc. Average scores on this need suggests that lot of middle class consumers are buying a car to avoid public transport with an expectation to have hassle free travel. But according to the content analysis data advertisers are not yet given importance to this need. The mean rating by the experts for this need is only 0.69.

The other major need that highly moderates Indian hatchback car purchase decision process are need for acquisition (mean score = 6.87), need for affiliation (mean score = 6.52), need for nurturance (mean score = 6.35), need for achievement (mean score = 6.47), need for exhibition (mean score = 6.27), need for recognition (mean score = 5.49), need for play (mean score = 6.12) and need for dominance (mean score = 5.31).

High scores of four motivational needs in the survey results are highly relevant in Indian cultural context. The needs are need for acquisition, need for achievement, need for exhibition and need for recognition. Need for acquisition is a need to gain possessions and property, to work for money or goods, to keep what has been

acquired etc. Need for achievement is a need to accomplish something difficult, to master, manipulate or organize physical objects, human beings, or ideas, to overcome obstacles and attain a high standard, to excel one's self, to rival and surpass others etc. Need for exhibition is a need to make an impression, to be seen and heard, to excite, amaze, fascinate, entertain, shock, intrigue, amuse, or entice etc. Need for recognition is the need to excite praise and commendation, to demand respect, to boast and exhibit one's accomplishments, to seek distinction, social prestige, honors, or high office. According to Gopal and Srinivasan (2006) Indian consumers have shifted substantially towards consumerism, particularly over the past decade [06]. According to them Indians are becoming more materialistic in contrary to the popular stereotype that they are deeply spiritual people. Half of the India's urban population had adopted a "work hard and get rich mentality". Car in India is considered as a most seeking wealth next to gold. Purchase of car is considered as a great achievement that renders the owner a sense of pride and respect. On comparison of the data of survey research on need for acquisition, need for achievement, need for exhibition and need for recognition with the content analysis data for the same reveals less discrepancy between the both (refer table- 5 and 6). It is evident from this that advertisers are quite aware of the materialistic buying values of Indian consumers.

Need for affiliation and need for nurturance are also a relevant need in Indian cultural context. Need for affiliation is the need to draw near to another and enjoyably cooperate or reciprocate, to win affection, to adhere and remain loyal to family and friends etc. Need for nurturance is the need to give sympathy and gratify the needs of someone who is weak, disabled, tired, inexperienced, etc, to feed, help, support, console, protect, comfort, nurse, heal etc. In the present context this need is conceived as a want to give better comfort to family, friends and relatives. The need for co-operative and supportive relationship is all more important in cultures where resources are limited and have to be allocated to facilitate their judicious utilization (Sinha, 1968) [09]. This is true in current Indian culture where financial uncertainty reigns and most of the families overcome this by collective effort. Current day's trend of both husband and wife going for work and equal sharing of responsibilities has become an accepted middle class value. On contrasting the need for affiliation and need for nurturance scores of survey research with content analysis rating of the same needs reveals a moderate and low level of incongruity. Mean score of survey research for need for affiliation= 6.52 and mean score of content analysis rating of need for affiliation = 4.15, mean score of survey research for need for nurturance= 6.35 and mean score of content analysis rating of need for nurturance = 0.90. This indicates that even though few advertisements are adopting need for affiliation and nurturance as an appealing strategy there exist more scope for applying both the needs in advertisements.

Need for Play is another major need emerged as an important motivating factor for car purchase. This is a need to act for "fun" without further purpose, to like to laugh and make jokes, to seek enjoyable relaxation from stress, to participate in games, sports, dancing, drinking parties, cards etc. In a changing Indian market this need is highly important. After the globalization Indian cultural values has markedly changed from a conservative society to an explorative society. Going for parties, outing with family and friends, window shopping, dining outs etc has

become a common week end or month end activity for most of the urban and semi urban middle class groups. Hence car gives more convenience to this it is no wonder that this need emerged as a major need moderating consumers' purchase decision.

Need for dominance is the need to control one's human environment, to influence or direct the behavior of others by suggestion, seduction, persuasion, or command, to dissuade, restrain, or prohibit etc. There is a wide spread belief that by owning a car, a person's influence in society would get increased. But gone are the days a car was considered as a token for upper class. But the current data shows the existence of this belief in semi urban sample population. May be if we do a survey in a metropolitan city the result may differ. On this need the survey data is in moderate congruence with the content analysis data. According to the content analysis data this need is present in advertisement in an average proportion (refer table-6).

According to table – 6, need for cognizance (mean score = 4.96), need for passivity (mean score = 4.40), need for deference (mean score = 4.59) and need for order (mean score = 4.53), also found to be moderately influencing the Indian hatch back car purchase decision making process.

Need for cognizance i.e. the need to explore, to ask questions, to satisfy curiosity, to look, listen, inspect, to read and seek knowledge etc. This need is manifested in car usage as a need to explore new places, find new routes and travel to unknown places etc. As driving a car involving exploring unknown avenues people with high sensation seeking behaviors are highly attracted to cars. A discrepancy is evident on the usage of this need when we compare survey research data with the content analysis data. Even though this need is explored by few advertisements it is not considered as a widespread appealing strategy. Need for passivity is the need to relax, load, ruminate, to be disinclined to exert oneself physically and mentally etc. this need is highly related with need for play. In a fast packed life schedule with lot of work pressure current generation is inclined to take break and go for some thing different and relax. A car can facilitate this by enabling them by easy access to various tourist destinations. On contrasting the need for passivity data of survey research with content analysis data of the same reveals a high level of incongruity between the two. The mean rating by the experts for this need is only 0.41. Need for deference is the need to praise, honor, and eulogize, to yield to another, to emulate an exemplar, to conform to custom family demands etc. In the current context this need is conceived as a wish to confirm to family members and friends wish. Need for order is the need to put things in order, to achieve cleanliness, balance, arrangement, organization, neatness, tidiness, precision etc. Analyses of the results indicate a high level of incongruence between the usages of both these needs in advertisements (the rating score for need for deference = 0.49 and need for order = 0.51).

According to table – 6, the influence of need for sex in Indian hatchback car purchase decision making process in very low (mean score = 2.45). Need for sex is the need to form and further an erotic relationship, to have sexual intercourse, to be in love, to hold hands, embrace, kiss etc. Even though this need is highly important in the purchase of lot of other consumer products it is found to have less important in a complex buying process like a car purchase. But according to the expert rating of

advertisements this need is present in advertisements in a moderately high level (mean rating of 4.28).

Need for inviolacy (mean score = 3.71), need for sentience (mean score = 2.06), and need for succorance (mean score = 2.54) are found to have very less motivating needs for Indian hatchback car purchase. Need for inviolacy is the need to prevent depreciation of self-respect, to preserve one's good name, to be immune from criticism, to maintain psychological distance, to avoid humiliation, to remain or become uncriticizable by self or others etc. Need for sentience is the need to seek and enjoy sensuous or aesthetic impressions. Need for succorance is the need to have one's needs gratified by sympathetic aid, to be nursed, supported, sustained, surrounded, protected, loved, advised, guided, indulged, forgiven, consoled. Comparison of consumer research scores of all these needs with the expert rating scores of the same yields a high congruence. All these needs are less influencing the consumers' purchase decision process and less present in sample advertisements.

## Conclusion

Consumers' buy a product based on their priorities and preferences. These preferences are mostly related with their motivational needs. Advertisements depicting real consumer needs attract more audience. A simple naïve observation of advertisements generally creates an impression that advertisements are using only few popular motivational need appeals for marketing their products. The results of the study partially endorsed the naïve hypothesis that even though usages of few motivational appeals are highly effective, still advertisements are mostly relying only on very few trendy appeals to sell their products. It is evident from the results that, for a car advertiser there exists a high scope of developing creative strategies based on few more highly relevant and unexplored motivational need appeals

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