

Advertisement Appeals and AIDA Principle: A Correspondence Analysis Purview

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Advertisement is an effective tool used to create positive opinion among the consumers about the brand/product. Advertisement has a significant impact on the consumer at a subconscious level. The primary purpose of this study is to find the correspondence between the various advertisements appeals associated with the outcomes. And this study has examined the relationship between appeals and outcomes in a multi-dimensional space. Five appeals have been taken and the perception of these appeals has been ranked. Questionnaires were used to collect the data. The research design was descriptive in nature. The target population for the present research is focused on youth in the age group of 19-30 years and the number of respondents selected for conducting the study was 114. When correspondence analysis test was conducted, it was found that humor is highly associated with interest, desire is highly associated with rational and sensuality, humor is closer to attention, fear is closer to action, bandwagon is closer to action and desire which signifies that different advertisement appeals have different perpetual impact on consumer buying behaviour.

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