

Content Analysis of Print Advertisements of Sports Utility Vehicles (Suvs) In India

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Abstract

This paper attempts to do a content analysis of print advertisements of the top five¹ Sports Utility Vehicle (SUV) brands in today's highly competitive Indian automobile market. Specifically, Resnik and Stern's (1977) classification system has been used to infer a pattern of advertising practices followed by the SUV advertisers and to analyse the informational cues and creative strategies used by these advertisers. The analysis suggested the presence of informational cues in all the advertisements analysed. Quality, shape and performance emerged as the most extensively used informational cues for the selected SUV advertisements as compared to others. The analysis of creative strategies of the selected SUV advertisements revealed that information; reasoning and psychological appeals are used more over any other creative strategies by advertisers. This result is unlike the common notion that the target market of SUVs is brand-conscious. The results complement the fact that, in India in general, the SUVs are preferred for safety, as four of the five brands have used safety as an informational cue in their advertisement.

Keywords: content analysis, print advertisements, Sports Utility Vehicles (SUVs), Resnik and Stern's (1977) classification system, information cues, creative strategies

Purpose

The way a message is transmitted through the communication-process often immensely affects the success of the products in a highly competitive market of today. This is particularly true of the automobile market in India, which has come a long way since its de-licensing in 1991, opening of 100% FDI through automatic route and with almost every global auto major setting up its facilities in the country. The reason behind this transformation is also the augment of new vehicles, which are being introduced at a rapid pace in the Indian market. The general notion that Indians are fond of fuel-efficient and affordable vehicles is being challenged by the “utility vehicles segment” which is all-set to change this perception at a fast pace. The immense success of vehicles like Dusters, EcoSports, Boleros, Terranos, etc. are examples that supplements this trend. This segment has contributed about 29% to the growth of auto industry in the fiscal year 2014 and has witnessed a growth rate of 32% over the last FY (Source: SIAM). According to Shende (2014), the driving factors for the growth of this segment in India include fun, road presence and egocentric relationship. The study also states that this segment cars are perceived of having high safety because of looks, overall structure and exterior styling of the vehicle. A study by Prasanna Mohan Raj, et al (2013) on SUVs mentions that there is a need for marketers to take the factors influencing customers’ brand preference of SUVs into consideration when crafting product innovations for this segment. This paper attempts to do a content analysis of print advertisements of five Sports Utility Vehicle (SUV) brands with an aim to infer a pattern of advertising practices followed by these brands. To this aim, the informational cues and creative strategies used by the advertisers of these brands have been analyzed. The unit of analysis used is the individual print advertisements collected from the online edition of Indian newspapers (e-papers) for each of the SUV brands. Selected executional variables have been derived from previous research.

Research Questions

This study aims to address the following research questions:

RQ1: What informational cues do advertisers most frequently use to appeal to their prospective SUV target market?

RQ2: What creative strategies do advertisers most frequently use to appeal to their prospective SUV target market?

Literature Review

Studies on Information Cues

“Information content has remained a vital tool for communicating objectives to an intended audience” (Abernethy & Franke, 1996). Aaker and Stayman (1990) argued that information content is the best predictor of a positive brand attitude. Resnik and Stern (1977) identified information cues, which they claimed could potentially be used by consumers for intelligent decision-making. According to them, an advertisement must provide cues to enable viewers to better achieve their own personal sets of purchase objectives. According to Puto and Wells (1984), informational advertising provides consumers with factual, relevant brand data in a clear and logical manner that empowers them to assess the merits of buying the brand after seeing them. Resnik and Stern (1977) created a classification system consisting of 14 evaluation criteria to classify the information content in the advertisements, which is widely used until now (De Mooij, 1998). Resnik and Stern’s (1977) classification system was used in the U.S. (i.e., Laczniak 1979; Stern, Krugman and Resnik; 1981, Healey and Kassirjian 1983; Harmon, Razzouk and Stern, 1983; Chou, Franke and Wilcox 1987), Australia (i.e., Dowling 1980), Canada (i.e., Pollay, Zaichkowsky and Fryer 1980), England (i.e., Taylor 1983), Japan (i.e., Madden, Caballero and Matsukubo 1986), and China (i.e., Chan 1996; Rice and Lu 1988) with TV, magazine and newspaper advertising. Subsequent studies by Resnik and Stern (1977) and Aaker and Norris (1982) throw light on the level of informativeness of commercials according to product class. The most important research executed by Aaker (1982) and his colleagues about the informativeness of advertising is the one that used consumer evaluations to determine if an ad is informative, effective, or convincing among other things. A study by Rajaratnam, Hunt, & Madden (1995) used comparative content analysis of U.S. and Indian magazine to determine the extent to which the ads were informative, amount and types of information cues used, the types of products/services advertised, and the size of the ads. The results of their study indicated subtle differences in the amount of information content that appeared in U.S. and Indian advertisements. We apply the Resnik and Stern classification system in the current study because it is inclusive, easy to understand, and has not only been previously applied to several different media platforms and areas of study but is applied to research studies of similar kind until date.

Studies of Creative Strategies

Creative strategy is the technique used to communicate a message through advertising (Ramaprasad and Hasegawa, 1992). Frazer (1983) suggested that a creative strategy can be used to classify advertising messages into general natural characteristics and categorized them as - generic, pre-emptive, unique selling proposition (USP), brand image, positioning, resonance, and emotional approach. Laskey (1988) coded advertising into two categories i.e. - the informational and rational or the image and emotional category by adding informational and transformational factors to Frazer's classification. Kroeber-Riel (1984) divided the classifications into functional and emotional approaches. Leiss, Kline and Jhally (1997) categorized the strategies into - product information, product image, personalization, and lifestyle. De Mooij (1994) suggested 8 types of culture-specific creative strategies for advertisements as follows: announcement, display, association, transfer, lesson, drama, entertainment, imagination, and special effect. Simon's (1971) classification of creative strategy, however, is the most objective and explanative. The classified items are information, psychographic appeal, repeated assertion, command, brand familiarization, symbolic association, imitation, obligation, and habit formation. We, therefore use Simon's classification to categorize the creative strategies of advertisers in this study.

Research Methodology

The research design of this study is a content analysis of print advertisements of selected SUVs from those Indian newspapers whose online editions (e-papers) were readily available. We have taken 13 commercials of SUVs across 8 automobile brands on the basis of their market shares over the last 4 years (Figure 1). We have considered only 13 advertisements for this study as some of the models of SUVs mentioned in SUVs have either been recently launched or they have recently only started picking up in the Indian market (Figure 1).

PREMIUM SUV SHARES

Model	2010-11	2011-12	2012-13	2013-14
Toyota Fortuner	54	55	66	72
Mahindra Rexton	-	-	7	8
Mitsubishi Pajero, Montero Outlander	11	9	8	7
Honda CRV	2	1	1	4
Ford Endeavour	14	11	6	3
Hyundai Santa Fe	2	8	3	3
Skoda Yeti	6	8	5	2
Renault Koleos	-	2	2	1
Total market size (sales)	22,178	21,156	24,726	23,031

Source : SIAMC figures in percentage of market share.

Figure 1 Premium SUV Market Shares in India

Source: Society of Indian Automobile Manufacturers

“Content analysis is a research technique for making replicable and valid inferences from data to their context” (Krippendorff, 1980). In the context of communication research, content analysis is a quantitative, systematic, and objective technique for describing the manifest content of communications (Berelson, 1952). According to Weber (1985), content analysis is a research methodology that utilizes a set of procedures to make valid inferences from text. These inferences are about sender(s) of message, the message itself, or the audience of message. According to Stone, content analysis refers to any procedure for assessing the relative extent to which specified references, attitudes, or themes permeate a given message or document. A study by Stempel (1989) states that although content analysis is predominantly seen as a quantitative method, it can effectively capture qualitative content too. It is a scientific approach as it seeks to make generalizations from the communication content. Unambiguous categories, clear definition of units and systematic sampling are important aspects of any content analysis study. A content analysis study therefore requires developing a research question, defining the content to be analyzed, selecting the units for coding, developing a coding scheme, assigning each occurrence of a unit in the sample to a code in the coding scheme and finally counting the frequency of occurrences of coded units. For the purpose of this content analysis study, the entire advertisement was considered as the context unit. The advertisements chosen were examined under three categories and sub-categories that include the brand name of SUV, the information cues and the type of creative strategy. The type of informational cues and type of creative strategy were the elements of the specific coding units and they were coded based on the classification system developed by Resnik and Stern. Coding for this study was carried out by the researcher herself.

Coding Scheme for Print Ads

The print advertisements of the SUV brands – Fortuner, Rexton, Mitsubishi Pajero, Honda CRV, Endeavour, Santa Fe, Skoda Yeti and Renault Koleos have been considered for this study, as these are the top five brands in market share in the Indian automobile market (Figure 1). The most recent available advertisements of these brands were browsed and collected from various e-papers in India. Accordingly, 3 ads each of the brands Fortuner and Honda CRV, 2 ads of the brand Santa Fe, and 1 ad each of the brands Rexton, Mitsubishi-Pajero, Endeavour and Renault Koleos, have been considered for this study. If there were more than one ads, they have been numbered with a suffix after the name of the brand and in case of one ad only, the brand name of the SUV itself is its code. (Appendix A).

Coding Scheme for Informational Cues

In 1977, Resnik and Stern developed a widely accepted method for measuring the information content of advertisements. We have chosen this strategy due to the comprehensiveness, continued relevance and accordance with the product categories and advertising appeals. Their classification system provides a set of 14 evaluative criteria or cues used to determine if an ad is informative. The criteria set includes: price value, quality, performance, components/contents, availability, special offers, taste, nutrition, packaging/shape, guarantees, safety, independent research, company research, and new ideas. If the content of the message contains at least one of the criteria, the ad is considered informative. In 1981, Stern, Resnik, and Krugman applied their classification system to print advertising. We have analyzed the information content of print advertisements in this study on the basis of coding scheme employed by Stern and Resnik (1981) (Appendix B).

Coding Scheme for Creative Strategy

Of all the available creative strategy classifications in literature, Simon's (1971) classification of creative strategy has been one of the most objective and explanative. The classified items are information, psychographic appeal; repeated assertion, command, brand familiarization, symbolic association, imitation, obligation, and habit formation. We have analyzed the creative strategy for this study on the basis of coding scheme employed by Simon (1971) (Appendix C).

Findings

Informational Cues

The presence or absence of one or more of 14 evaluative factors established by Resnik and Stern (1977) was the first determining factor in whether an advertisement is classified informative or non-informative. In order for an advertisement to be considered informative according to the Resnik and Stern (1977) classification system, the advertisement needs to communicate atleastone of the 14 informational cues. All the thirteen commercials indicated the presence of informational cues and have therefore been considered informative. Further analysis (Table 1) indicates that, quality (92%) and shape (92%) are the most extensively used informational cues followed by performance (85%) and components (69%) as well as new ideas (69%) respectively. An interesting revelation from Table 1 is that guarantees and warranties, independent research and company research are the three informational cues, which have not been used at all by SUV advertisers. Table 2 indicates brandwise presence/absence of information cues. Brand-wise analysis (Table 2) shows that the price-value cue has been used only in the Renault Koleos advertisement. Out of all the print advertisements, only two i.e. Honda CRV and Renault Koleos do not highlight the performance cue. Barring one of the advertisements of Honda CRV, all the advertisements lay stress on the components and quality cues respectively. Similarly, packaging cue has been used in all the SUV advertisements except Renault Koleos. Availability cue has been used in only three brands namely – Fortuner, Mitsubishi Pajero and Endeavour. Similarly, the safety cue has been emphasized in advertisements of only four brands namely Fortuner, Mitsubishi Pajero, Honda CRV and Endeavour. All the brands have used the ‘new ideas’ cue excluding Santa Fe, Skoda Yeti and Renault Koleos.

Table 1: Informational cues and % of ads using the cue

Informational cue	% of ads using the cue
Price-value	0.08
Quality	0.92
Performance	0.85
Components or contents	0.69
Availability	0.23
Special offers	0.31

Packaging or shape	0.92
Guarantees and warranties	0.00
Safety	0.31
Independent Research	0.00
Company Research	0.00
New ideas	0.69

Table 2 Brandwise information cues used

SUV Brand	Information cue											
	Price-value	Quality	Performance	Components or contents	Availability	Special offers	Packaging or shape	Guarantees and warranties	Safety	Independent Research	Company Research	New ideas
Fortuner 1	N	Y	Y	Y	N	N	Y	N	N	N	N	Y
Fortuner 2	N	Y	Y	Y	Y	N	Y	N	N	N	N	Y
Fortuner 3	N	Y	Y	Y	N	Y	Y	N	Y	N	N	Y
Rexton	N	Y	Y	Y	N	N	Y	N	N	N	N	Y
Mitsubishi-Pajero	N	Y	Y	Y	Y	Y	Y	N	Y	N	N	Y
Honda CRV 1	N	Y	Y	Y	N	N	Y	N	N	N	N	Y
Honda CRV 2	N	Y	Y	Y	N	N	Y	N	N	N	N	Y
Honda CRV 3	N	N	N	N	N	N	Y	N	Y	N	N	Y
Endeavour	N	Y	Y	Y	Y	Y	Y	N	Y	N	N	Y
Santa Fe 1	N	Y	Y	N	N	N	Y	N	N	N	N	N
Santa Fe 2	N	Y	Y	N	N	N	Y	N	N	N	N	N
Skoda Yeti	N	Y	Y	N	N	N	Y	N	N	N	N	N
Renault Koleos	Y	Y	N	Y	N	Y	N	N	N	N	N	N

Creative Strategy

We examined the presence or absence of creative strategy using Simon's (1971) classification. Table 3 indicates the presence/absence of the respective creative strategy in the advertisements analyzed. Further analysis of Table 3 shows that all the advertisements except one advertisement of Honda CRV and that of Skoda Yeti have used information appeal as a part of their creative strategy. Similarly, rational reasoning cues have not been emphasized in the advertisements of the brands Rexton, Honda CRV, Santa Fe, Skoda Yeti and Renault Koleos respectively. Barring the advertisements of Rexton, Santa Fe and Skoda Yeti, all the advertisements have used motivational appeals in their creative strategy. Another interesting finding is that only one advertisement of Fortuner highlights the use of 'repeated assertion' appeal. Similarly, only two advertisements i.e. one of Fortuner and the other of Santa Fe have made use of the 'command' appeal in their advertisements. Brand familiarization appeal has been used one of the ads of Fortuner, Endeavour, Skoda Yeti and Renault Koleos; and in both the ads of Santa Fe. Metaphor Association was found in two ads of Honda CRV, an ad of Endeavour and Renault Koleos each; and both the ads of Santa Fe. Out of the print advertisements analyzed, only the ad of Renault Koleos highlights the use of celebrity endorsement and habit-starting respectively. Excluding one of the advertisements of Fortuner and another of Honda CRV, none of the advertisements highlights the 'obligation appeal'. Table 4 indicates that information (85%) followed by psychological appeals (77%) and arguments (54%) have been more extensively used strategies as compared to other strategies. Further analysis reveals that repeated assertion, imitation (celebrity endorsement) and habit-starting are the least used appeals (8% each respectively) in the advertisements analyzed followed by command and obligation (15% each respectively).

Table 3 Brandwise creative strategy used

SUV Brand	Creative Strategy									
	Information	Argument (rational reasoning) cues	Motivation with psychological appeals	Repeated Assertion	Command	Brand familiarization	Symbolic and visual metaphor-association	Imitation (celebrity endorsement)	Obligation	Habit-starting
Fortuner 1	Y	Y	Y	Y	N	Y	N	N	Y	N
Fortuner 2	Y	Y	Y	N	N	N	N	N	N	N
Fortuner 3	Y	Y	Y	N	Y	N	N	N	N	N
Rexton	Y	N	N	N	N	N	N	N	N	N
Mitsubishi-Pajero	Y	Y	Y	N	N	N	N	N	N	N
Honda CRV 1	Y	Y	Y	N	N	N	Y	N	N	N
Honda CRV 2	Y	Y	Y	N	N	N	Y	N	N	N
Honda CRV 3	N	N	Y	N	N	N	N	N	Y	N
Endeavour	Y	Y	Y	N	N	Y	N	N	N	N
Santa Fe 1	Y	N	N	N	N	Y	Y	N	N	N
Santa Fe 2	Y	N	Y	N	Y	Y	Y	N	N	N
Skoda Yeti	N	N	N	N	N	Y	N	N	N	N
Renault Koleos	Y	N	Y	N	N	Y	Y	Y	N	Y

Table 4 Creative strategies and % of selected SUV ads using the strategy

Creative strategies	% of ads using the strategy
Information	0.85
Argument (rational reasoning) cues	0.54
Motivation with psychological appeals	0.77
Repeated Assertion	0.08
Command	0.15
Brand familiarization	0.46
Symbolic and visual metaphor-association	0.38
Imitation (celebrity endorsement)	0.08
Obligation	0.15
Habit-starting	0.08

Conclusion

The content analysis of print advertisements of SUVs gave some interesting insights into the highly competitive Indian automobile market of SUVs. More importantly, the analysis helped in understanding and exploring the informational cues and creative strategies adopted by SUV advertisers for their target market in India. The presence of informational cues in all the thirteen SUV ads analyzed suggests that the advertisers use them extensively for the segment. The reason for this could possibly be the amount of information that the consumer generally seeks before buying an SUV. However, an interesting finding out of this analysis is that only one of the thirteen advertisements emphasized the price-value cue although India is perceived as a price-sensitive market. Secondly, the heavier use of quality, shape and performance cues as compared to other informational cues implies that according to the advertisers their target market is perceived to give importance to these factors while making a purchase decision. Brandwise analysis of informational cue suggests that price-value cue has been utilized in only one advertisement of Renault Koleos. Further analysis of the advertisement of Renault Koleos indicates that this could be due to the introduction of the product in the market. Also, one of the advertisements of Honda CRV highlights the use of only three cues i.e. packaging, safety and new ideas. A closer look at the advertisement shows that the overshadowing of other cues could be because of the emphasis of safety in the advertisement. Likewise, Skoda Yeti and Santa Fe are the brands that have used only three informational cues viz. quality, performance and packaging in their advertisements. The inference that we can draw from this is that these brands might have wanted to portray themselves as more desirable as compared to all other alternatives. Further analysis shows that out of the thirteen advertisements analysed, eight advertisements have made use of at least five cues – quality, performance, components, shape and new ideas. This indicates that the SUV advertisers perceive that their target market not only searches for these attributes in their SUVs but also considers them as important.

The analysis of creative strategies implies that information; reasoning and psychological appeals are used more over any other creative strategies by advertisers whereas only one brand has used brand familiarization as a part of its creative strategy. This defies the general perception that the target market of SUVs is brand-conscious and complements the results obtained from the analysis of informational cues. However, this also points to the fact that the SUVs being high-involvement and high-priced products, the SUV advertisers perceive that

their target market not only seeks and processes information but also searches for reason and motivation prior to making a purchase decision. Brand-wise analysis of creative strategy reveals that out of all the thirteen advertisements analyzed ‘repeated assertion’ appeal has been used in only one of the advertisements of Fortuner. The inference that one can draw after examining the advertisement closely is that this could have been probably done to re-assure the consumers who have already made the purchase of the brand of their making a sound purchase decision as also to increase their trust in the brand by being grateful to them. Skoda Yeti and Rexton are the only brands that have used only one appeal i.e. brand familiarization and information respectively. This could be possibly so for Skoda Yeti as the advertiser perceives that the brand holds a strong familiarity amongst its target market. The Rexton advertisement reveals that the news about the launch of its new variant can possibly be one of the strongest reasons for the use of informational appeal as a part of its creative strategy. This is followed by a Honda CRV advertisement, which has used only two appeals viz. motivation and obligation. A closer exploration of the advertisement shows that the psychology and sentiment that could drive the purchase of the vehicle is the emphasis on the phrase ‘One life Many lives’ which points toward the safety feature of the SUV. Mitsubishi Pajero, Fortuner and Skoda Yeti are the three brands that have used only three most-often used appeals- information, argument and motivation. The analysis of their ads helps in inferring that the use of these three appeals helps these brands in portraying most of their features effectively. Seven out of the thirteen advertisements have made use of at least four appeals as a part of their creative strategy, of which, the most often used are information, argument and motivation. This implies that the SUV advertisers perceive these three as the most common appeals that can induce their target consumers to make a purchase decision. This result also supplements the inferences drawn for informational cues. An overall analysis of informational cues and creative strategies suggests that information, reasoning and motivation for purchasing the SUVs are the most versatile attributes emphasized by the SUV advertisers for appealing to their target market in India. The results also supplement the fact that consumers in India prefer SUVs for safety as four out of the five brands analyzed have used safety as an appeal in their advertisement.

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Appendix A

Fortuner 1

TOYOTA
Quality Revolution

www.toyota-fortuner.co.in

**THE ART OF POWER
GETS AN OVERWHELMING
RESPONSE.**

BIG thanks to our valuable customers. Your support is responsible for our success. We are delighted with your overwhelming response.

We assure you of our honest efforts in fulfilling your requirements.

We sincerely appreciate your patience. We will do our utmost to uphold the trust and confidence you have placed in us. **THANK YOU!**

FORTUNER
THE ART OF POWER

3.0 L Diesel Engine with Intercooler Turbo | Full Time 4WD | Leather Seats for 7 Passengers | Automatic Climate Control

Source :Epaper, Times of India

Fortuner 2

TOYOTA
Quality Revolution

www.toyota-fortuner.co.in

TOYOTA FORTUNER - A LEAGUE OF ITS OWN.
Presenting India's most desirable SUV.

A harmonious combination of ruggedness and refinement blended perfectly with unmatched luxury and unparalleled power.

FORTUNER
THE ART OF POWER

BOOKINGS REOPEN

TALK TO TOYOTA 1800-425-0001
+91-80-64233800

3.0 L Diesel Engine with Intercooler Turbo | Leather Seats for 7 Passengers
Automatic Climate Control | ABS | 5th Airbag
Accessories shown in this advertisement may not be part of standard equipment.

Source :Epaper, Times of India

Fortuner 3



Source :Epaper, Economics Times

Rexton



Source :Epaper, Business Standard

Mitsubishi Pajero



Source :Epaper, Times of India

Honda CRV 1



Source :Epaper, Times of India

Honda CRV 2



Source :Epaper, Times of India

Honda CRV 3



Source :Epaper, Business Standard

Endeavour



Source :Epaper, Times of India

Santa Fe 1



Source :Epaper, Business Standard

Santa Fe 2



Source :Epaper, Business Standard

Skoda Yeti



Source :Epaper, Times of India

Renault Koleos



Source :Epaper, Business Standard

Appendix B: Classification of Information Cues

Information Cues: Check the presence/absence of information cues:

Information cue	Operational definition
Price-value	What does the product (service) cost? What is its value-retention capability? What is the need-satisfaction capability/dollars? Is there any special pricing, sales, etc.?
Quality	What are the product's characteristics that distinguish it from competing products based on an objective evaluation of workmanship, engineering, durability, excellence of materials, structural superiority of personnel, attention to detail of special services?
Performance	What does the product do, and how well does it do what it is designed to do in comparison to alternative purchases?
Components or contents	What is the product composed of? What ingredients does it contain? What ancillary items are included with the product?
Availability	Where can the product be purchased? When will the product be available for purchase?
Special offers	What limited-time non-price deals are available with a particular purchase?
Packaging or shape	What package is the product available in which makes it more desirable than alternatives? What special shapes is the product available in?
Guarantees and warranties	What post purchase assurances accompany the product?
Safety	What safety features are available on a particular product compared to alternative choices?
Independent Research	Are results of research gathered by an "independent" research firm presented?
Company Research	What does the product cost? What is the value-retention capability? What is the need satisfaction capability dollars?
New ideas	Is there a totally new concept introduced during the commercial? Are its advantages presented?

Source: Stern, Krugman, and Resnik (1981)

Appendix C: Classification of Creative Strategies

Creative Strategies: Check the presence/absence of creative strategies

Creative strategies	Operational Definition
Information	Presentation of unadorned facts, without explanations or argument; just news about the product concerned.
Argument (rational reasoning) cues	Relating of facts (reason why) in some detail to the desired purchase; copy especially important; logical "playing on established desires" in presenting excuses to buy.
Motivation with psychological appeals	Explicit statement of how the product will benefit the consumer; use of emotion and appeals to self-interest in creating desires not previously readily apparent; interpretation of facts in an "especially for you" framework.
Repeated Assertion	Hard-sell repetition of one basic piece of information; often a 'generality' unsupported by factual proof.
Command	A "non-logical" reminder (either hard sell or soft cell) to predispose audience favourably; may be reinforced by an authoritative figure
Brand familiarization	Friendly, conversational feel, few or no "selling facts" but suggestion of "loyalty" to and "trustworthiness" of the advertiser; keeps brand name before the public
Symbolic and visual metaphor-association	Subtle presentation of a single piece of information links the product to a place, event, person, or symbol (any positive connotation); sales pitch usually not explicit; copy usually minimal, and product generally not "featured."
Imitation (celebrity endorsement)	Testimonial, by celebrity, "hidden camera" participant, or individual(s) unknown but with whom readers can readily identify (or whom they respect because of specified characteristics).
Obligation	Free offer of a gift or information, or a touching sentiment; some attempt to make the reader grateful
Habit-starting	Offer of a sample or reduced price to initiate a "regular practice or routine"; product usually featured

Source 1: Simon, Julian L. (1971)

Source 2: Martenson, Rita (1987)