

**PERCEPTION OF MESSAGE APPEALS ON HIV/AIDS CAMPAIGN: A CASE OF  
UNIVERSITY OF NAIROBI FACULTY OF COMMERCE STUDENTS**

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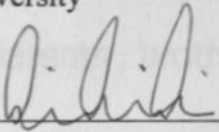


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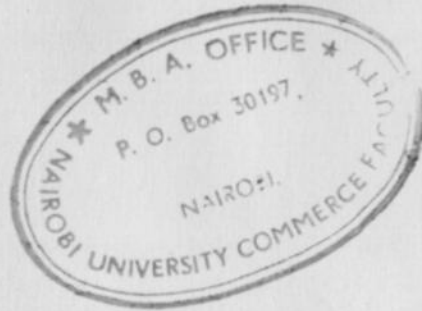
DECLARATION

This management research project is my original work and has not been presented for a Degree in any university

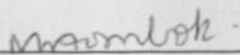
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Date 17-10-2002

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This management research project has been submitted with my approval as the supervisor

Signed 

Date 17-10-2002

Mrs. Margaret Ombok



## ACKNOWLEDGEMENT

### DEDICATION

I would love to recognize the independent thought that was unmercifully bestowed to me by my supervisor Mrs. Margaret Ombok. It would further be fitting to appreciate the enormous abundance of guidance from brother Pius Muyula Ofisi learned as looking in courtesy. I would like to appreciate the unflagging confidence and cooperation I was granted by friends, colleagues, students and staff of University of Nairobi. Above all, the disproportionate Grace of my Lord and Savior Jesus Christ.

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### ACKNOWLEDGEMENT

I would love to recognize the indispensable assistance that was unmeritedly bestowed to me by my supervisor Mrs. Margaret Ombok. It would further be fitting to appreciate the enormous logistical and moral support from my dear mother Mary Ofisi and courteously acknowledge the abundance of guidance from my father John Makau. Not to be deemed as lacking in courtesy, I would like to appreciate the unflinching confidence and cooperation I was granted by friends, colleagues, students and staff of University of Nairobi. Above all, the disproportionate Grace of my Lord and Savior Jesus Christ.

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ACT Africa - AIDS Campaign Team for Africa

NASCOP - National AIDS and STDs Control Program

UNAIDS - The joint United Nations program on HIV/AIDS

## ABBREVIATIONS

AWSE - African Women in Science and Engineering  
AIDS - Acquired Immunodeficiency Syndrome  
ACT Africa- Aids Campaign Team for Africa  
NASCOP - National Aids and STDs Control Program  
UNAIDS - The joint United Nations program on HIV/AIDS

This study was focused on the topic of perception of message appeal on HIV/AIDS campaign, a commerce students. The first chapter is a summary and devastating impact of the HIV/AIDS epidemic and how it is affecting the spread of the disease. The second chapter is an attempt to establish the perception of message appeal which was the objective of the study. The different message appeals considered were humorous appeals, sex appeals, fear appeals, and rational appeals. The methodology of study was primarily descriptive and sampled from a population of University of Nairobi commerce students. A disguised, structured questionnaire was used to draw responses that provided the resulting answer to the research objective. The findings derived from the study showed that there is generally similarity of perception between male and female sexes towards fear, sex, moral, rational, and agony appeal. Further, agony appeal is considered comparatively more memorable, most able to increase awareness of HIV/AIDS, and most able to attract attention, whilst moral appeal is perceived as most persuasive and most capable to spark conversation from audiences. Recommendation is given for the use of agony appeal in the HIV/AIDS campaign for effective response in increasing awareness whilst moral appeal is best suited in attempt to change behaviour through persuasion, the rest of the appeals are marginal in their success on increasing awareness or persuading change of behaviour. Further research is suggested that will incorporate other appeals into the study like aggression appeal.



## ABSTRACT

This study was framed on the topic of perception of message appeal on HIV/AIDS campaign, a case in point of the University of Nairobi, faculty of commerce students. The first chapter is a brief introductory prelude highlighting the enormity and devastating impact of the HIV/AIDS pandemic and role of effective communication in ameliorating the spread of the scourge. The rationale for embarking on the study is provided in an attempt to establish the "perception of message appeals on the HIV/AIDS awareness campaign", which was the objective of the study. The dominant message appeals considered were humorous appeals, sex appeals, fear appeals, and rational appeals. The methodology of study was primarily descriptive and sampled from a population of University of Nairobi commerce students. A disguised, structured questionnaire was used to draw responses that provided the resulting answer to the research objective. The findings derived from the study showed that there is generally similarity of perception between male and female sexes towards fear, sex, moral, rational, and agony appeal. Further, agony appeal is considered comparatively, more memorable, most able to increase awareness of HIV/AIDS, and most able to attract attention, whilst moral appeal is perceived as most persuasive and most capable to spark conversation from audiences. Recommendation is given for the use of agony appeal in the HIV/AIDS campaign for effective response in increasing awareness whilst moral appeal is best suited in attempt to change behaviour through persuasion, the rest of the appeals are marginal in their success on increasing awareness or persuading change of behaviour. Further research is suggested that will incorporate other appeals into the study like aggression appeal



## CHAPTER 1

### INTRODUCTION

The chapter opens with a background on the appreciation of communication in many facets of life, pin pointing the need and factors that make communication more effective. A background on the impact and campaign strategies used to combat spread of HIV/AIDS and its pervasiveness since its discovery. A bias is made to effects of HIV/AIDS on African region and specifically in Kenya. A general understanding of the disease and strategies used to curb it; highlighting the problem faced which the study seeks to answer, and marketing communication role in the study.

#### 1.1 Background

Communication has played significant role in pervasive ways including facilitating transactions, political propaganda, learning, and in everyday interactions amongst others. Marketing communication apparently has been instrumental in precipitating action, increase awareness, impacting knowledge, evoking liking and preferences toward a product or idea through the concepts of coding and sending of message from source to decoding by receiver. The role of marketing communication as used by both business and non-business concerns has been instrumental in increasing awareness, changing behaviors, attitudes and perceptions through using five principle marketing communication tools; these are advertising, promotion, Public relations, direct marketing and personal selling. (Fill 2002). Kotler (1989) contends that the same tools are necessitated in Social marketing, specifically used through mass communication, selective communication, personal communication, and promotional incentives. The requirements for effective communication in business marketing include appropriate media, credible message source, and persuasive message design. Whereas successful social change campaigns are effective if there are efficient audience factors such as apathy, use of appropriate media, response mechanisms and messages that are motivating. For communication to be effective, therefore, the message should be well designed (i.e. able to convey real motivating benefits to citizens in an attention getting way) a well designed message should get attention, hold interest, arouse desire and obtain action, this is achieved through the message execution (style of presenting the message); the message structure (e.g. action closing) and message content (format, the verbal, nonverbal elements and the product concept,). Finally the effective message should have the appropriate message appeal. Message appeal plays significant role in attracting attention, holding interest of the audience, arousing desire

to own or use the physical or social product and consequently obtaining action like in changing behavior or purchasing a product. There are potentially many appeals that can be effectively used such as fear appeal, rational appeal, agony appeal, and sex appeal among others

In Kenya the national HIV/AIDS prevalence is currently (2002) estimated at 14 percent, whilst

### 1.1.1 Background Of HIV/Aids

Arguably considered to have an African origin according to AWSE (2000), HIV the virus that causes AIDS was first diagnosed in 1959 in Congolese serum being the earliest known case of HIV infection. For a person to become infected with HIV, scientists believe the virus must pass from the blood, semen, or vaginal secretions of an infected person into the cells or bloodstream of another (AWSE, 2000). It is estimated that 90 percent of all AIDS infected people contracted HIV through sexual activity (AIDSCAP, 1993). Once infected HIV progressively weakens a person's immune system making him or her vulnerable to life threatening opportunistic infections (e.g. pneumonia, tuberculosis) and is diagnosed as having AIDS. The patient often succumbs to opportunistic infections within two years after the onset of AIDS (UNAIDS, 1999). Twenty years after the first clinical evidence of Acquired Immunodeficiency Syndrome was reported, AIDS has become the most devastating disease human kind has ever faced. Since the epidemic began, more than 60 million people have been infected with the virus. HIV/AIDS is now the leading cause of death in sub-Saharan Africa. Worldwide, it is the fourth biggest killer. (UNAID, 2002) (See appendix I). At the end of 2001, an estimated 40 million people were living with HIV. About one third of those currently living with HIV/AIDS are aged 15 - 24 years (UNAIDS, 2001) Kelly (2001) identifies Sub-Saharan Africa as being currently the worst affected region in the world with 3.4 million adults and children being newly infected by end of 2001 and an estimated 28.1 million adults and children living with HIV or AIDS (UNAIDS, 2002). The Sub-Saharan region is home to 90 percent of the world AIDS orphans, having an adult infection rate 25 times greater than the rest of the world and having two-and-a-half times more HIV/AIDS infected persons than the rest of the world. HIV/AIDS has reduced the average life expectancy in Sub-Saharan Africa from 62 years to 47 years (UNAID, 2001). It is identified that there are two major strains of HIV (HIV-1 and HIV-2) and a variety of subtypes, so that a vaccine developed in USA might not be useful in other countries AWSE (2000). The first case of AIDS in Kenya was diagnosed in 1984 (Nzioka, 2000), and the numbers of HIV victims has increased tremendously so that by the end of 2001, 2.2 million Kenyans were reported to be HIV/AIDS infected according to NASCOP (2002). Nzioka (2000)

notes that the full extent of the disease is yet unknown due to failure to seek medical attention, lack of diagnostic capacity in health institutions, concealment of the diagnosis due to the stigma associated with HIV/AIDS, and poor record keeping.

In Kenya the national HIV/AIDS prevalence is currently (2002) estimated at 14 percent, whilst regional variation in HIV prevalence rates range from 10 - 30 percent across the country (NASCO, 2002). It is estimated, in Kenya, that 75 per cent of AIDS cases occur to adults aged between 20 and 45 years, while the infection rates in both sexes are about equal among males and female sexes according to Nzioka (2000). Current estimates show that approximately 700 individuals die daily from HIV/AIDS and AIDS related illnesses (NASCO, 2002) and it is projected that the HIV prevalence will rise to 15 percent by year 2005 (Nzioka, 2000). Evidence shows that the University of Nairobi is losing on average two of its members every week, which translates to a loss of over 100 people per year (Nzioka, 2000). The impact of HIV/AIDS is virtually felt in all areas of the society, economy, social life, education, health and so on.

Kotler (1989) records that numerous solutions have been proposed for the myriad social problems as diverse as illiteracy, drugs and alcohol abuse, teenage pregnancy, spread of AIDS. And often solutions bring calls for launching a social campaign to change public attitudes and behaviour. When a social change issue is of global proportion, social marketers emphasize global mass communication as a dominant element of the marketing mix (Kotler, 1989) for instance the United Nations World Health Organization Special program on AIDS in 1986. In recent times, social change campaigns have focused on health reforms (antismoking, the prevention of drug abuse, nutrition and physical fitness), environmental reforms (safe water, clean air, preservation of forests, and the protection of wildlife), educational reforms (to increase adult literacy, to improve public schools) and economic reforms (to attract foreign investment) (Kotler 1989). The prominent social change campaigns in Kenya are fight against HIV/AIDS, fight against corruption, and fight against female genital mutilation, freedom from hunger, girl-child education, crime prevention, family planning campaigns, blood donation campaign, and immunization (for polio, and measles).

### 1.1.2 Campaign Strategies Used In Aids Campaign

The HIV/AIDS awareness and prevention campaign has been a concerted effort both by governmental and non-governmental organizations. In Kenya, the government declared HIV/AIDS a national disaster in 1999, establishing the National AIDS/STDs Control Program the following



year as the prevalence estimate in 1998 approximated 13.5 percent (AWSE, 2000). Kenyan government initiated a Ksh 150 million import of condoms and an appeal to Kenyans to consider abstinence as a preventative measure to the scourge. The government also passed legislation to make provision for the criminalisation of the act of deliberately infecting another (AWSE 2000). The formal introduction of sex education in primary and secondary school and the curricula changes proposed by the government all go a long way in preventing the spread of AIDS epidemic. These efforts have been supplemented by numerous governmental and non-governmental organization campaigns on HIV/AIDS campaign awareness and prevention measures. The government has spear headed negotiations to import cheaper generic drugs that are affordable. In addition Voluntary Counseling and Testing campaign has facilitated free HIV testing and counseling whilst embarking in a public sensitization of the atrocities posed by the pandemic.

In Kenya, priority components focus on advocacy and promotion of behavior change; blood safety; providing a continuum of care and support; treatment and control of Sexually Transmitted Diseases, epidemiology and research; prevention of mother-to-child transmission of HIV and mitigation of socio-economic impact. There is currently a major project being undertaken jointly by scientists from the University of Nairobi and Oxford University seeking to develop a vaccine, which will boost the body's immune system against HIV-1 which is said to be responsible for the death of millions of people across Africa (Nzioka, 2000).

Amongst the major campaign strategies used are:

- Introduction of HIV/AIDS syllabus in primary and secondary school.
- Distribution of condoms.
- Awareness creation through sports events, drama, seminars and workshops on HIV.
- Voluntary Counselling and Testing. The service is staffed by professionally trained officers who provide confidential services, as well as make referrals to outside consultants, while providing counselling services.
- Promotion of abstinence as the ideal HIV/AIDS prevention behaviour.
- People Living With HIV/AIDS: A grouping of HIV infected individuals who seek to caution others about the dangers of contracting the disease while consoling the already infected on care and treatment, and provision of medical advice and counselling and establishment of peer education mechanisms.

Meanwhile the government is involved in negotiations with pharmaceutical firms to make cheap generic drugs available to HIV/AIDS infected individuals. The objectives of the HIV/AIDS campaign in Kenya are: (UNAIDS, 2002)

- To reduce the incidence of HIV infection.
- To enable people infected and affected by AIDS to live positively.

These goals are pursued by two means. The first is to provide counseling and holistic care to people infected and affected by HIV/AIDS. The second is to encourage behavioral change by increasing public awareness of both the impact of the epidemic and methods to prevent its spread. This is done through mass communication tools (television and radio programs), public awareness exercises like a dedication of HIV/AIDS day, billboards containing HIV sensitization messages. Predominantly the major message appeal in use are rational appeal, and fear appeal (Protect your self, AIDS kills) and moral appeals (I care do you) amongst others.

### 1.2 Statement of the Problem

Communication is generally prescribed for increase of awareness, persuasion and reminding (McCarthy, 1991) and these roles are especially significant in Social marketing campaigns that determine to provoke behavioural change amongst targeted groups. Communication has been significant in the AIDS campaigns. Kotler (1989) contends that for widespread social problems widespread mass communication is necessitated for social change campaigns. However some social change campaigns do fail, Williams (2002) established that despite numerous HIV/AIDS prevention campaigns in Kenya, the disease continues to spread rampantly. Some of the social change campaigns that have failed include the 1970 anti-drug campaign in the USA which provoked a wider use of drugs amongst the youth (Kotler, 1989). Whilst some other social change campaigns have been successful, notably the Sweden's campaign to change rules of the road in 1967 from driving on the left to driving on the right (Kotler, 1989). However, generalisation cannot be made on them because of their inconclusiveness. William (2002) attributes the disparity in the studies to ineffective messages appeals. Different message appeals have been used to promote positive behavioral change but to no avail. Many social campaigns in countries including South Korea, Britain and Australia have used fear appeals resulting in misleading and panic-arousing impressions rather than enlightenment according to Kotler (1989), other countries, such as Sweden, France and Japan's mass communication messages against AIDS generally adopt a calm, frank and factual stance-rational appeal; whilst the 1987 AIDS advertising campaigns in New York city reflected graphic and explicit advertising; where sex appeals were popular mass communication

messages (Hewitt, 1987). These empirical studies also show divergent conclusions on the impact of various message appeals used. Some researchers recommend the exclusive use of emotional message appeal; others tend to recommend rational message appeal, whilst others suggest incorporating both appeals in the campaign messages for greater impact (Batra, 1996). Research findings on this issue are split. One study using both emotional and rational appeal during an election showed that emotional appeal was more effective, in another study concerning the punishment of criminals the rational argument proved more effective than emotional appeal in changing opinion (Batra, 1996).

Research, therefore, has been fragmented and inconclusive as to the appropriate message appeal to use in the HIV/AIDS campaigns. Witte et al (1996) notes that often messages created for outreach are based on intuition for appeal rather than sound methodology. Therefore, this study sought to identify the perception of various message appeals on the HIV/AIDS campaign among Nairobi University Students.

### 1.3 Objective of the Study

This study attempted to establish the perception of message appeals on the HIV/AIDS awareness campaign among University of Nairobi Faculty of Commerce students.

### 1.4 Importance of the Study

This study has served to identify the appeals of the HIV/AIDS campaign messages that can best be utilized to affect a greater response from the audience, which is important to: Business concerns in that an effective message appeal would derive huge benefits to an organization by realizing demands through persuasion and subsequently greater sales and profitability, whilst at the same time channeling the efforts of marketing communications effectively.

The information derived from the study on message appeal response is pertinent to social marketers not only on the HIV/AIDS campaign, like National Aid/STDs Control Program and other Non Governmental Organizations, but also in other public campaigns against smoking, drug abuse amongst others.

The health educators will benefit from this study as they identify areas to concentrate on; relatively focused and more effective message appeals that will provoke much greater responses, enabling them to tailor communication messages more effectively to win adoption of ideas or social product.



Since the AIDS/HIV scourge has serious repercussions to private and public organizations, these organizations can integrate effective HIV/AIDS appeal messages in their campaign. In so doing, saving on costs of employee attrition.

and role of social marketing and advertising. Predicated on these contexts it will extend to message strategy components and concentrating on the various message appeals that can potentially be used in advertising. Focus is put on the role and propriety of the appeals in message execution and their effectiveness.

### Social Marketing

Kotler's (2000) definition of social marketing is that it is the design, implementation and control of programs seeking to increase the acceptability of a social idea, cause or practice amongst a target group. Social marketing is the planning and implementation of programs designed to bring about social change using concepts from commercial marketing (Anderson, 1999). Kotler (1989) observes that behavioral change may occur at the end of a series of intermediate stages, such as change in a population's information, knowledge and attitudes. Indeed, attitudes are believed to strongly influence behavior, Churchill (1991) advances that behavior is directly affected by attitudes and that purchase decisions are based almost solely upon attitudes existing at the time of purchase however these attitudes might have been formed. Schiffman et al (1994) argues that attitude is a latent variable that produces consistency in behavior. Among the important social marketing concepts are: (Anderson, 1999)

- The ultimate objective of marketing is to influence action;
- Action is undertaken whenever target audiences believe that the benefits they receive will be greater than the costs they incur;
- Programs to influence action will be more effective if they are based on an understanding of the target audience's own perceptions of the proposed exchange;
- Target audiences are seldom uniform in their perceptions and/or likely responses to marketing efforts and so should be partitioned into segments;
- Marketing efforts must incorporate all of the "4 Ps," that is, Create an enticing "Product" (i.e., the package of benefits associated with the desired action); Minimize the "Price" the target audience believed it must pay in the exchange; Make the exchange and its opportunities available in "Places" that reach the audience and fit its lifestyle; Promote the exchange opportunity with intensity and through channels and tactics that maximize desired responses;
- Recommended behaviors always have competition which must be understood and addressed;

## CHAPTER 2

### LITERATURE REVIEW

This chapter will highlight functions and role of social marketing and advertising. Predicated on these contexts it will extend to message strategy components and concentrating on the various message appeals that can potentially be used in advertising. Focus is put on the role and propriety of the appeals in message execution and their effectiveness.

#### 2.1 Social Marketing

Kotler's (2000) definition of social marketing is that it is the design, implementation and control of programs seeking to increase the acceptability of a social idea, cause or practice amongst a target group. Social marketing is the planning and implementation of programs designed to bring about social change using concepts from commercial marketing (Andersen, 1999). Kotler (1989) observes that behavioral change may occur at the end of a series of intermediate stages, such as change in a population's information, knowledge and attitudes. Indeed, attitudes, are believed to strongly influence behavior, Churchill (1991) advances that behavior is directly affected by attitudes and that purchase decisions are based almost solely upon attitudes existing at the time of purchase however these attitudes might have been formed. Schiffman et al (1994) argues that attitude is a latent variable that produces consistency in behavior. Among the important social marketing concepts are: (Andersen, 1999)

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- Recommended behaviors always have competition which must be understood and addressed;

- The marketplace is constantly changing and so program effects must be regularly monitored and management must be prepared to rapidly alter strategies and tactics

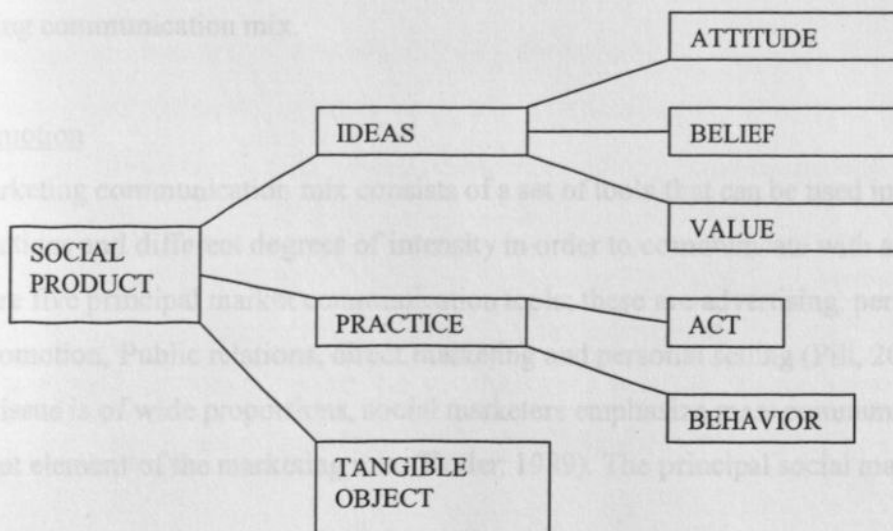
Marketing of social ideas include public health campaigns to reduce smoking, alcoholism, and drug abuse; environmental campaign to promote forest protection; and other campaigns such as family planning, human rights and campaign against female genital mutilation. Kotler (1989) observes that the core elements in a social change campaign are; (Kotler 1989)

- CAUSE - A social objective that change agents believe will provide a desirable answer to a social problem (this include cognitive change, change in action, behavioral change and change in values)
- CHANGE AGENT – An individual, organization, or alliance that attempts to bring about a social change.
- TARGET ADOPTERS- Individuals, groups, or entire population who are the target of appeals for change by the social marketer.
- CHANNELS – Communication and distribution pathways through which influence and response are exchanged and transmitted back and forth between change agents and target adopters.
- CHANGE STRATEGY – The direction and program adopted by a change agent to effect the change in target adopter’s attitudes and behaviors.

Social marketing uses the marketing mix variables, which are a set of controllable tactical marketing tools – price, place, product, and promotion- that the firm blends to produce the response it wants in the target market (Kotler, 2000): Use of the social marketing mix is imperative to the success of the social change objective, the social marketing mix includes:

(Kotler, 1989)

1. Social Product (figure 2.1)



2. Price – the costs that target adopters have to bear (including the monetary costs e.g. list, discount, allowances and the non-monetary costs e.g. time, effort and stress)
3. Place – the means by which the social product is delivered to the target adopters (including distribution outlets and channels for delivering services, both governmental and in the private sector; location, inventory, and transport)
4. Promotion- the means by which the social product is promoted to the target adopters (including advertising, personal selling, sales promotion and public relations)

Social marketers suggest the use of three more Ps especially concerning the delivery of services:

Kotler (1989)

5. Personnel - those who sell and deliver the social product to the target adopters
6. Presentation- the visible sensory element of the setting in which the target adopters acquire or use the social product
7. Process – the steps through which target adopter go to acquire the social product.

Conditions associated with successful social marketing campaigns are (Kotler, 1989):

1. Monopolization – An information campaign has to enjoy a monopoly of the media, so that there should be no messages that are contrary to a campaigns objectives
2. Canalization- mass- and information oriented social campaigns depend on a favorable public attitude base. For instance, a toothpaste manufacturer does not have to convince people to brush their teeth but only to direct them to see a particular brand of toothpaste. Pre-existing, attitudes are easier to reinforce than to change.
3. Supplementation – social campaign work best when mass media-oriented communication is supplemented by face-to-face communication. To the extent that people are able to discuss what they hear with others, they will process information better and are more likely to accept changes.

Kotler (1989) cautions that for a social campaign to be successful it must be closely modeled to the marketing of a commercial product which would entail promotion of the product through the marketing communication mix.

## 2.2 Promotion

The marketing communication mix consists of a set of tools that can be used in different combinations and different degrees of intensity in order to communicate with a target audience.

There are five principal market communication tools; these are advertising, personal selling, direct, sales promotion, Public relations, direct marketing and personal selling (Fill, 2002). When a social change issue is of wide proportions, social marketers emphasize mass communication as a dominant element of the marketing mix (Kotler, 1989). The principal social marketing



communication tools are mass communication, selective communication, personal communication, and promotions.

### 2.3 Advertising

Arens and Bovee (1994) define advertising as the non-personal communication of information usually paid for and usually persuasive in nature, about products or ideas by identified sponsors through various media. However, this study will adopt the following definition:

Advertising is any paid form of non-personal presentation and promotion of ideas, goods or service by an identified sponsor (Kotler, 2000).

Jefkins (1994) argues that advertising presents the most persuasive possible selling message to the right prospects for the product or service at the lowest possible cost in comparison to other promotional mix elements. Belch and Belch (1990) considers that the advantage of advertising is that the source can control what it wants to say, when it wants to say it and to some extent, to whom the message is sent. Advertising can also be used to create images and symbolic appeals for products and services especially for products that are very difficult to differentiate and it has an ability to strike a responsive chord with consumers (Belch and Belch, 1990). However, advertising has high absolute costs, lacks direct feedback, which can determine effectiveness of the advertising (Batra, 1996). Belch and Belch (1990) argues that advertising message is often treated with skepticism by consumers who perceive it to be biased and are concerned with its intent to persuade. It is relatively easy for the audience to process selectively only those advertising that are of interest or relevance to them. The role and objective of advertising according to Kotler (2000) is classified as:

- Informative advertising - aims to build primary demand
- Persuasive advertising - meant to build selective demand
- Reminder advertising - aim to keep consumers thinking about the product

Some persuasive advertising have become comparison advertising that compares one brand directly or indirectly to one or more other brands. Still advertising can be classified on the basis of the sponsor's objectives, which, could be to promote a product, create awareness, or spur target audience to action (Arens and Bovee, 1994). Advertising can be targeted to ultimate consumers or

to other organizations in other business concerns or it can be addressed to distributors (Jefkins, 1994).

Whereas Kibera (1998) describes types of advertising as constituting of;

- 1 Primary versus selective demand advertising -
- 2 Product versus institutional advertising
- 3 National versus Local advertising.

Kibera (1998) enumerates that product advertising is aimed at informing people about a product or idea in a persuasive way. Product advertising is further sub divided into direct action (seeking immediate action e.g. purchase by use of a coupon) or indirect action advertising that attempts to stimulate demand over a long time. Meanwhile, Belch and Belch (1990) establishes that institutional advertising is designed to build long range goodwill for a firm rather than stimulate a purchase; besides it may also stimulate demand for a whole class of goods. Advertising to the consumer market can be either nationwide or retail advertising. The nationwide advertising is very general as it rarely includes specific prices, direction for buying or special services associated with the purchase; whilst local advertising is done by retailers or local merchants to encourage consumers to shop at a specific store or to utilize a local service such as a bank or gymnasium. Thus they are designed to produce immediate store traffic or sales.(Belch and Belch, 1990). Primary demand is targeted at raising demand for the whole class of products while selective demand advertising is aimed at raising demand of a specific brand. (Kibera, 1998).

### 2.3.1 Advertising Functions and Objectives

Generally advertising has function of educating people on how they can better their lives, it also serves to entertain in the form of funny, aesthetic scenes and imagery thus increasing consumer attention, comprehension and learning of the main message (Kibera and Waruingi, 1998). Advertising facilitates other company marketing activities (e.g. informing prospects of company products, thus supporting salespersons). Advertising serves other social needs as well by subsidizing on costs of mediums like magazines (Belch and Belch, 1990). Advertising objectives are consistent with the marketing strategy, they are in fact usually stated in terms of sales, sales assistance, communication and competition or image building according to Kibera and Waruingi (1998):



#### ▪ Sales Objectives

Increase in sales is especially the major objectives used for advertising, since advertising helps when introducing new products by informing consumers of its existence, advertising also helps to increase sales during off- season, and it sustains sales by maintaining brand loyalty.

#### ▪ Sales Force Assistance

Advertising facilitates sales force assistance by supporting salesmen's calls or invite inquiries from potential customers. In addition advertising reinforces the appeals offered by salesmen or emphasizes the theme of overall advertising campaign, and finally acts as a morale booster to the sales force.

#### ▪ Communication Objectives

Increasing product or brand awareness and making consumer's attitudes more favorable whilst increasing the consumer's knowledge of product features is a major advantage of using advertising.

#### ▪ Competition Related Objective

Advertising is used to combat or neutralize effects of competitors advertising, and still take sales away from competitor brands- a competition related objective which is enhanced by advertising targeted to non - users to try the product.

#### ▪ Image Building -Image building objective is targeted to the final consumer or intermediaries within the trade

Kotler (2000) proposes that an advertising strategy should consist of selecting advertising media and creating advertising message.

### 2.4 Media

The media is the channel of communication (Kotler, 2000). The choice of medium can seriously affect the effectiveness of the message. Milner (1995) suggests that people are more influenced by the medium than the message, and that the most powerful media is word-of-mouth since consumers have greater confidence in such sources. The targeted audience which the advertiser want to reach

defines the media used, in that it delivers or exposes the message to an audience that closely parallels the desired target audience, (Arens and Bovee, 1994)

The message medium are classified into two (Schiffman and Kanuk, 1994):

- 1 Personal communication channels - channels through which two or more people communicate directly with each other including face to face, person to audience, over the telephone or through the mail. Which can be an informal or a formal conversation.
- 2 Non-personal communication channels- is media that carry messages without personal contact or feedback. They include major media, atmosphere and events.

Major media include print media (newspapers, magazines, direct mail); broadcast media (television, radio); and display media (billboards, signs and posters). Atmospheres are designed environments that create or reinforce the buyer's learning towards buying a product (e.g. clinics), whilst events are staged occurrences that communicate messages to target audience (e.g. press conferences, grand openings, shows and exhibitions, public tours).

## 2.5 Message

The message is the thought, idea, attitude, image or total information that the sender wishes to convey to the intended audience (Batra ,1996). The message refers to both the content and execution of the advertisement, it is the totality of what is perceived by the receiver of the message. Delozier (1976) defines message as a symbolic expression of a sender's thought. The message can be oral or written, verbal or nonverbal (i.e. taking the form of symbolic communication). A verbal message is combined with an illustration or demonstration to provide more information than either would alone (Schiffman and Kanuk, 1994). Kotler (2000) argues that an effective message should get attention, hold interest, arouse desire and obtain action. Messages can be categorized by their communication objectives (Milner, 1995) into: Messages, which merely inform; messages which aim to change opinions and attitudes; messages, which encourage action. Belch and Belch (1990) espouses that for many products it is not the actual words contained in the message that determines its communication effectiveness but rather the impression or image that the advertisement is able to create. Kibera and Waruingi (1998) maintain that the content and format of an advertising message depends on:

- Product features, use and benefits
- Audience characteristics - educational level, sex, age, race, income and occupation
- Objective of advertising campaign- if objective is increasing awareness the message may use a lot of repetition of the brand name and words and illustration associated with it
- The media used- Radio advertisements require concise simple messages. Newspaper and magazines advertisements can include long explanation and detail
- Amount of money spent - can influence size of space or time being bought, and whether color will be used or not

### 2.5.1 Message Source

The message source is the sponsor of the message, who decides what message should convey and to whom it should be sent and then encodes the message in precisely the intended way using words, pictures, symbols, spokesperson and channels (Schiffman, 1994). Either the message source is a formal source representing either a commercial or a non-commercial organization that initiates communication or the message source can be a non-formal source like a friend (Kotler 2000). Milner (1995) alleges that the average consumer wants to know from whom the message is coming from as it can influence the way in which the message is understood. It is proposed that there are many types of message sources in the context of advertising such as the company offering the product the particular brand or the spokesperson. (Batra et al, 1996). A New York study to cut down on electricity in 1978 by Craig and McCann (as reported in Kotler, 1989) on assessing communication effects on energy conservation concluded that high credibility sources affect persuasion.

### 2.5.2 Message Audience

The message audience represents both the targeted audience that the message was intended for and also the audience that was simply exposed to the message but to whom the message was not intended for (Milner, 1995). Batra (1996) asserts that the message-targeted audience can be described in terms of audience segmentation variables, lifestyle, benefit sought, demographic, and social and psychographic characteristics. To initiate an effective communication the right message audience should be targeted.

### 2.5.3 Message Comprehension

Message comprehension is the meaning accurately derived from the message. Schiffman and Kanuk (1994) observes that the message audience decode the message they receive on the basis of their

personal experience and personal characteristics, such as consumer's mood, perception, self image, attitude, level of involvement, learning demographics, socio-cultural membership, the receiver ability and opportunity to process the message.

Research indicates that Selective exposure (consumers actively seek out messages they find pleasant or which they are sympathetic to and actively avoid painful or threatening ones) and selective attention (having a heightened awareness of the stimuli that need ones needs and a lower awareness of stimuli irrelevant to ones needs) also influences the reception of the message (Schiffman and Kanuk, 1994). Psychological noise which can be competing advertisement or distracting thoughts also act as a barrier to message reception, however it is overcome by repetitive exposure to the message (Milner, 1995).

Source credibility likewise affects the decoding of the message, if the source is well respected and highly thought of by the intended audience, the message is much more likely to be believed, conversely messages from a source considered unreliable or untrustworthy will be believed with skepticism and may be rejected (Schiffman and Kanuk, 1994). Reputation, knowledge and expertise of the source, medium, and spokesperson are important factors in message credibility (Kotler, 2000). However, research suggests that both negative and positive credibility effects tend to disappear after six weeks or so (Belch and Belch, 1990).

#### 2.5.4 Message Strategy

In putting the message together, the marketing communicator must decide what to say (message content) and how to say it (message structure and format). Arens and Bovee (1994) defines the message strategy as constituting of:

- Verbal elements (i.e. the words)
- Nonverbal elements - which is the overall nature of the advertisement graphics; any visuals that appears and the medium in which the advertisement will appear
- Product concept - which is the bundle of values the advertiser presents to the consumer or audience

Effective persuasive messages should begin with an appeal to the needs and interests of the audience and end with an appeal relevant to the marketers own needs as advanced by Batra (1996), asserting that advertisement messages that do not conclude with an action closing "ask for it at your retail store" tend to provoke much less response from consumers than those that do. Furthermore, research has concluded that persuasive advertisements tend to have strong linkages between the



visuals in the advertisement and the message, concluding that this provides a more complete experience for the consumer. Needham (1999) upholds that using complicated technical jargon to a customer or not having appropriate visual support reduces the message effectiveness. The message strategy involves the message structure, message appeal and message execution according to Arens and Bovee (1994).

#### 2.5.4.1 Message Structure

Belch and Belch (1990) emphasizes that the communicator must decide how to handle the following structure issues of the message strategy namely:

- **Action Closing**

The first structure issue is whether to draw a conclusion or leave it to the audience. More recent research, however, suggests that in many cases the advertiser is better off asking question and letting buyers come to their own conclusion.(Batra, 1994). However if immediate action is the objective, the message should draw a definite conclusion for the target audience (Belch and Belch, 1990). Delozier (1976) found that:

1. In general a communicator is more effective in changing opinion in the desired direction if he draws a conclusion for his audience.
2. For less intelligent people the communicator will achieve greater opinion change in the desired direction if he draws a conclusion; for highly intelligent people drawing a conclusion or leaving the conclusion to the audience produces about the same degree of opinion change.
3. If people perceive that the communicator's intents to manipulate or something to gain by stating his conclusion, or if people might feel an insult to their intelligence by having a conclusion drawn for them, the communicator would be more effective by leaving the conclusion to the audience.
4. In a communication dealing with highly personal or ego – involving issues, the communicator may be more effective by allowing the receivers to draw a conclusion themselves; for impersonal topics, stating a conclusion is generally more effective.
5. For highly complex issues, the communicator is more effective by stating conclusion for his audience; for simple issues, the approach makes little difference.

A readers digest campaign against driving in USA by Zeigarnik in 1927 showed that subjects remembered incomplete slogans more than they did the complete ones. But subsequent experiments by other researchers concluded it might be more effective to present complete message (Kotler, 1989).

1. Where an audience has a low level of interest in the material being presented presenting strong arguments first tends to be the most effective order of presentation.
2. Where an audience has a high level of interest in the material being presented presenting strong arguments last tends to be the most effective order of presentation.

- One Sided Or Two Sided

The second message structure issue is whether to present a one-sided argument (mentioning only the products strengths) or a two-sided argument (touting the product's strengths while also admitting its shortcomings). Kotler (2000) suggests that usually a one sided argument is more effective in presentation, except when audiences are more educated or likely to hear opposing claims or when the communicator has a negative association to overcome. However, two sided messages can enhance advertiser's credibility and is more effective in making consumers resistant to messages presenting an opposing viewpoint (Belch and Belch, 1990). Empirical research by Faison in a study (as seen in Delozier, 1976) on vocational school, high school and university student about automobile commercials suggests that:

1. The higher a person's knowledge level is for a product the less effective a one sided or two-sided advertisement will be.
2. In general a two-sided advertising message is significantly more effective than a one sided commercial.
3. For subjects who use competing brands, a two side commercial is more effective. For those using the brand advertised in the commercial, the one sided argument is more effective.
4. The effectiveness of the commercial in changing opinion appears to be related to the type of product being advertised.

- Presenting The Strongest Arguments First Or Last

The third message structure issue is whether to present the strongest argument first or last. Research on learning and memory generally indicates that a communicator's strongest argument should be presented early or late in the message in order to enhance recall and retention, but never in the middle (Belch and Belch, 1990).

Delozier (1976) observes that:

1. A message arrangement, which arouses need first, followed by information relevant to the satisfaction for the need, is more effective in gaining acceptance than a message that arranges these components in opposite order.
2. A message which first presents highly desirable material to the audience, followed by less desirable material, is more effective in changing opinion than a message which arranges these components in the opposite order.
3. A high-credibility communicator induces more opinion change when he presents his pro arguments, followed by the econ arguments, than if he uses the reverse order.
4. Where an audience has a low level of interest in the material being presented presenting strong arguments first tend to be the most effective order of presentation.
5. Where an audience has a high level of interest in the material being presented presenting strong argument last tends to be the most effective order of presentation.



6. Presenting the most important argument in the middle tends to be the least effective order for presentation.

- Verbal Versus Non-Verbal Messages

Both the verbal and visual portions of an advertisement influence the way an advertising message is processed. In many cases reliance on visual elements helps to portray the type of person who uses the brand or to evoke some type of emotional reaction from the receiver (Belch & Belch, 1990) whereas, when it is important to convey impressions of rationality and factualness, the use of a predominantly verbal message may be warranted.

#### 2.5.4.2 Message Execution

Execution is combining in a convincing, compatible way the feature or device that gets attention with the appeal (Cravens, 1996). The impact of the message depends not only on what is said, but also on how it is said (Kotler, 2000). The best style, tone, words and format for executing the message should be used.

Execution Styles (Kotler, 2000) table 2.1

Slice of Life	Showing typical people using the product in normal setting
Lifestyle	Showing how the product fits in with a particular lifestyle
Fantasy	Creating a fantasy around the product
Musical	Characters Singing a song about the Product
Mood or Image	Building a mood or image around the product such as beauty, love or serenity
Personality Symbol	Creating a character real or animated that represents the product
Technical Expertise	Showing a company expertise in making a product such as Castle's "a 100 years of brewing experience"
Scientific evidence	Presenting evidence that the product is better than other brands e.g. Dentist endorsing a toothpaste
Testimonial Evidence	Featuring a highly believable or likable source endorsing the product

The words used should be memorable and attention getting, whilst the format of the advertising should use illustrations that are strong enough to draw attention, the copy should be simple, strong and convincing (Kotler, 2000). However, for the message to be convincing the appropriate message appeal should be used.

### 2.5.4.3 Message Appeal

Message appeal is concerned with the communicator's request for a favorable response toward the subject of the message; it deals with what is said in the message. Cravens et al (1996) defines appeal as the reason or justification for believing or behaving, it is the benefit that the individual will receive as a result of accepting the message. Message appeal refers to the central request, idea or sales story in the message, Delozier (1976).

Out of communication efforts have come thousands of various appeals according to Delozier (1976) observing that all advertisements appeal to one or more human needs directly or indirectly. Direct appeals are ones, which clearly communicates with consumers about a given need, followed by a message, which extols the advertised products as one, which satisfies that need. Indirect appeals are ones which do not emphasize a human need, but instead allude to a need; to allow the consumer to interpret the message in line with his own perception of what need the advertiser is appealing to.

An appeal can be presented in either a positive or a negative manner suggests Delozier (1976) A positive presentation attempts to place the buyer in a favorable mood and to show him the desirable benefits of using the advertised brand. The negative presentation, on the other hand, attempts to produce fear, sadness or some other undesirable emotion within the buyer. Then the message shows the buyer how he can avoid the negative situation by using the advertised brand.

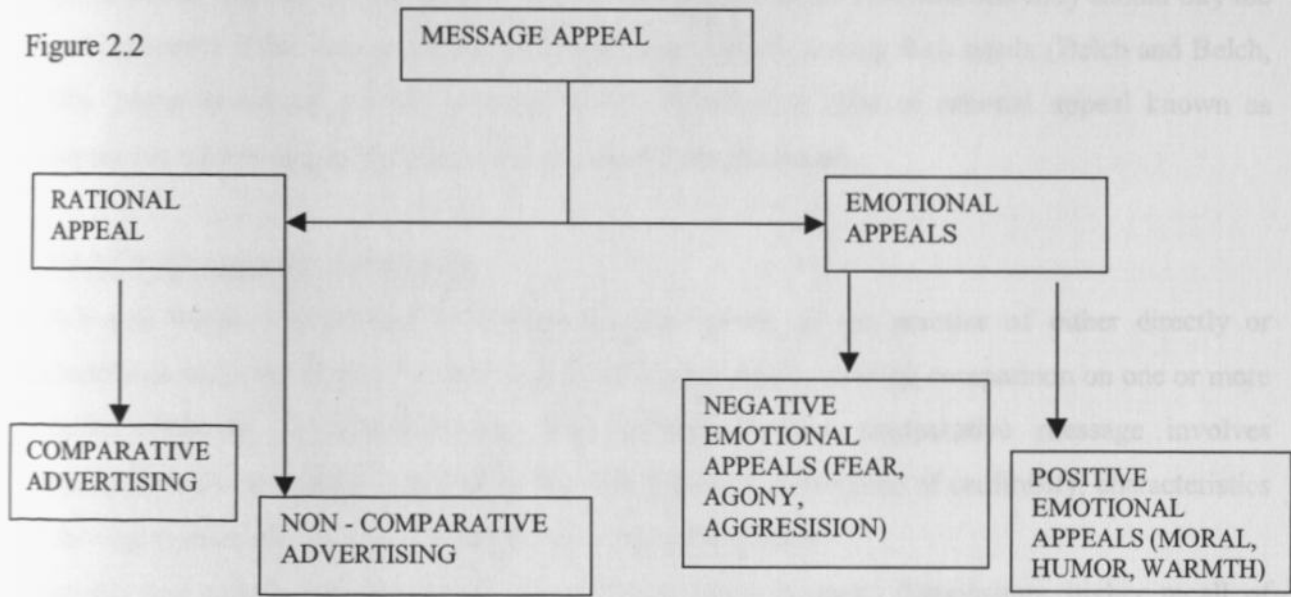
The first step in creating effective advertising messages is to identify audience benefits that can be used as message appeal which will help gain attention, create a personality for the product or service and stimulate consumer interest, credibility, desire and action (Arens, 1994). The message appeals according to Kotler (2000) should have three characteristics;

- 1 They should be meaningful- pointing out the benefits that make the product more desirable or interesting to the consumer
- 2 Appeals must be believable - consumers must believe that the product or service will deliver the promised benefits
- 3 Appeals should also be distinctive - they should tell how the product is better than the competing brands.

Many researches have noted that for campaign messages to work, they must target specific knowledge, beliefs and perceptions held by target audiences (Kotler, 1989). Cameron (2000) affirms that researches have attributed the various message appeal failures to incorrect addressing of the problems, failure to provide solutions or incomplete information. The communicator has to

figure out an appeal or theme that will produce the desired response. Kotler (2000) identifies three types of appeals, Rational appeals, Emotional appeals, and Moral appeal. However, many authors (e.g. Batra, 1994) argue that the major appeals can be classified into only two: Rational and emotional appeals.

Figure 2.2



#### 2.5.4.3.1 Rational Appeals

Rational appeals relate to audience's self interest, they show that the product will produce desired benefits (Kotler, 2000), for instance messages showing a product quality, economy, value or performance. Belch and Belch (1990) considers rational appeals as focusing on the consumer's practical, functional, or utilitarian need for the product or service and emphasize features of a product or service benefits or reasons for owning or using a particular brand. The content of these types of messages emphasize facts, learning, and the logic of persuasion. Batra (1996) describes rational appeal as advertising messages that attempt predominantly to communicate or inform and thus activate the thinking process by focusing on communicating product functional benefits.

Rational appeals require more space or time for explanation and greater frequency and exposure to be understood and remembered, according to Arens and Bovee (1994). The content of the rational appeal message is usually presented in a direct or logical manner and often relies on explanations and comparisons (Belch and Belch, 1990). Logical, objective, factual appeals are more effective in persuading an educated audience as research has concluded (Batra, 1996). In addition, Belch and

Belch (1990) advocates the use of rational appeals to highly involving or complex consumer products such as appliances or automobiles where consumers have a high need for information and are likely to engage in evaluation and comparison of alternative brands. Rational appeals are also used for many non-durable products, particularly when functional performance or efficacy is important to the consumer. The objective is to convince the target audience that they should buy the brand because it is the best available or does a better job of meeting their needs (Belch and Belch, 1990). Many consumer product companies use a particular type of rational appeal known as comparative advertising as the basis for their advertising messages.

#### 2.5.4.3.1.1 Comparative Advertising

Belch and Belch (1990) defines Comparative advertising as the practice of either directly or indirectly naming one or more competitors in an ad and usually making comparison on one or more specific attributes or characteristics. The decision to use comparative message involves consideration on consumer's response to the advertisement, perception of credibility, characteristics of the target audience, and the company's position in the market.

Research has shown that viewers of comparative advertisements demonstrate higher recall of message content than viewers of non-comparative messages, however, with respect to response variables such as brand attitudes or purchase intention they haven't shown to be more effective than non-comparative advertisement (Belch & Belch, 1990). Comparative advertising may be particularly useful to brands with smallest market share attempting to enter the market according to Belch and Belch (1990), asserting that there are many rational motives that can be used as the basis for advertising appeals, including comfort, convenience, economy, health and sensory benefits such as touch, taste, and smell; in addition there are other rational benefits such as quality, dependability, durability, efficiency, efficacy and performance. Weilbacher (as reported in Belch, 1990) identifies a number of product or service related appeals that would fall under the category of rational approaches, as they tend to be informative in nature and focus primarily on utilitarian benefits:(Belch and Belch, 1990).



Table 2.2 Product or Service related Appeals

Feature appeals	Advertisements that focus on dominate attributes or characteristics of the product. They tend to be highly informative in nature and attempt to present the customer with a number of product characteristics or benefits that can be used as basis for a rational appeal
Competitive advantage appeals	The advertiser makes either a direct or an indirect comparison to another brand and usually makes a claim of superiority on one or more attributes
Favorable price appeals	The advertisements that makes the price offer the dominant point or focus of the message, used mostly to announce special offers, sales
News appeals	Where some type of news about the product dominates the advertisement. Normally used for a new product or to inform about of some change such as a modification or improvement
Popularity appeals	Stress the wide use or popularity of the product by pointing out factors such as the number of consumers who use the brand or have switched to it or its leadership position in the market
Generic appeal	It is used to promote the product or service class in general rather than an individual brand

#### 2.5.4.3.2 Emotional Appeals

Hawkins et al (1998) defines emotional appeals as advertising messages that provoke a state of heightened physiological arousal, which are strong uncontrollable feelings that affect behaviors. The feelings are aroused when environmental or mental processes trigger physiological changes such as increased heart and breathe rate, elevated blood sugar, and perspirations. Emotional appeals are directed at the consumer's psychological, social or symbolic needs (Arens and Bovee, 1994). Batra (1996) defines emotional appeal messages as messages for which audience-feeling response is of primary importance and usually with little or no information content involved.

Emotional appeals indeed rely on the establishment of feelings, emotions or moods and association of this feeling, emotion or mood with the brand or advertisement. These appeals attempt to stir up either negative or positive emotions that can motivate actions (Batra et al, 1994), they include positive emotional appeals such as love, pride, joy, and humor or negative emotional appeals such as fear, guilt agony, and shame that gets people to do things they should do or to stop doing things they shouldn't (Kotler, 2000). Batra (1996) emphasizes that the distinction of emotional appeal messages is that they make heavy use of emotional, symbolic cues in their message as opposed to straightforward factual presentation. Emotional appeals are usually effective if spaced at regular interval to create continuing feeling about the product (Arens and Bovee, 1994). Research has determined that emotional appeal are more effective in persuading less educated audiences who

have a low level of intrinsic interest in the product category or brand which is in its maturity stage (Batra, 1996), and that in addition, message appeals that seek to effectively generate emotional response should be believable and engender empathy to increase intensity of feeling or emotions precipitated by the advertisement. Witte et al (1996) found that emotional appeals containing pictures would lead to stronger perception of the appeal and thus greater message acceptance in a study on scare tactics. Batra (1996) observes that public service advertising against AIDS smoking, drug abuse, have all focused on fear of losing one's life. The growth in use of emotional appeals is due to several factors according to Belch and Belch (1990):

- Increased competition and similarity among brands that occur in the maturity stage of the product life cycle making it difficult to differentiate a product using rational appeals.
- Emotional appeals can have a positive effect on consumer's reactions to the advertisement. Emotional arousal can enhance communication by increasing consumer's attention and their involvement with the ad and/or the brand.
- Feelings generated by an advertisement have been shown to influence the nature of message processing and affect attitudes toward the advertisement as well as brand attitudes.
- To influence consumers' interpretations of their product usage experience by use of transformational advertisement (advertisements that create feelings, images, meanings and beliefs about the product or service that may be activated when consumers use it and thus "transform "their interpretation of the usage experience)

According to Batra (1996) there are countless number of feelings that could be precipitated by advertising, these include: (Batra, 1996).

Table 2.3 Feelings Precipitated By Advertising

Defiant	Shy	Curious
Fear	Enthusiasm	Hopeless
Unhappy	Perplexed	Surprise
Afraid	Agony	Sexual
Hesitant	Bewildered	Cheerful
Joyful	Sad	Warmth
Adventurous	Elated	Annoyed
Inquisitive	Disgusted	Hostile
Affectionate	Expectant	Receptive

However, Belch and Belch (1990) expounds that there are many needs or feelings that can serve as basis for an advertising appeal designed to reach and influence consumers on an emotional level (Belch and Belch ,1990).

Table 2.4 Feelings That Can Serve As Basis for an Advertising Appeal

PERSONAL STATES OR FEELINGS	SOCIAL - BASED FEELINGS
Safety	Recognition
Security	Status
Love	Respect
Affection	Involvement
Happiness	Embarrassment
Joy	Affiliation/ Belonging
Nostalgia	Rejection
Sentiments	Acceptance
Excitement	Approval
Arousal/ stimulation	
Sorrow/ Grief	
Pride	
Achievement/ Accomplishment	
Self-esteem	
Actualization	
Pleasure	
Comfort	
Ambition	

Many authors (e.g. Belch and Belch, 1990), however identify sex, humor, and fear as the most prevalent appeals used. Delozier (1976) suggests the following ways to arouse emotion within people:

1. Use of highly effective language to describe a situation. That is, use highly emotional language to report the facts. Often this is achieved by using words that are highly connotative or personal to an audience.
2. Associating proposed ideas with other popular or unpopular ideas. Where the ideas are unknown, it is advantageous to associate it with a well – known idea.
3. Associating ideas with visual or non-verbal stimuli that might arouse emotions in presenting your ideas, depict scenes or symbols, which are emotionally charged.
4. The communicator should display nonverbal emotional cues. That is, exhibit body and hand movements, facial expressions, and vocal characteristics consistent with your message.

### Fear Appeal

Fear appeals are persuasive messages designed to scare people by describing the terrible things that will happen to them if they do not do what the message recommends (Witte, 1992). Fear appeals engender the emotional response of fear as well as related feelings such as fright, disgust and discomfort emphasizes Batra (1994). Schiffman and Kanuk (1994) establishes that overall, fear

appeals have great potential for stimulating behavioral change if used correctly. It is demonstrated that fear appeal can be defined in terms of their content in the form of vivid and personalistic language with gruesome pictures or films and can be defined also in terms of the reaction they engender from the audience in terms of the amount of fear aroused and/or experienced by the audience (Witte, 1992). Often messages created for public campaign intentionally or unintentionally evoke fear and anxiety to the targeted audience since they concentrate on personal, health or social risks as was found on a study by Stephenson et al (1996) on evaluation of health campaign messages.

Belch and Belch (1990) submits that fear appeals have both facilitating and inhibiting effects on persuasion suggesting that for fear appeals to be successful the level of fear utilized must be high enough to get the audience's interest and attention but not so high as to cause the consumer to reject or distort the message. A study by Ronald Hill (Solomon, 1989) on an exploration of the relationship between AIDS related anxiety and evaluation of condom advertisements, the advertisement were evaluated more positively when a moderate amount of fear was induced. Schiffman and Kanuk (1994) found that strong fear appeals tend to be less effective than mild fear appeals, because strong fear appeals concerning a highly relevant topic causes an individual to experience cognitive dissonance which is resolved by:

- Denying vulnerability.
- Counter arguing.
- Become irritated at something in the advertisement.
- Ignoring the message.

A fear advertisement needs four elements to be successful, affirms Batra (1994), advertisement should show that:

- 1 Depicted threat is very likely.
- 2 The threat will have severe consequences.
- 3 The advocated behavioral change or action will lead to a removal of the threat.
- 4 The target audience can in fact carry out the advocated behavior.

The tactical ways of making fear appeal more effective is by showing that the advertised brand has the best solution instead of showing the brand category as having the best solution; and not addressing the audience directly rather referring to a close relative or friend, whilst showing that the



brand can indeed provide the solution more than other brands. Williams (2000) concluded in a research study on impact of HIV/AIDS campaigns to prevent infections along the Trans-Africa Highway in Kenya that fear appeal messages are not working. Cameron et al (2000) argue that the use of fear appeal messages to promote condom use is failing amongst Sex workers and Truck drivers along the Trans-African highway in Kenya. However, empirical advances by Stephenson and Witte (1999) have demonstrated that the correct use of fear appeal in public health messages are very effective as was concluded in a study on effectiveness of frightening Skin cancer messages in California.

### Humor Appeal

Batra (1994) contends that humor is not a feeling itself but it can evoke feelings such as urgency, energy, cheer, joy and happiness, it is a state of mind and can be defined as the capacity to cause or feel amusement. Humorous appeals imply that the product is more fun or exciting (Hawkins, 1998). It is the quality of action, speech or writing, which excites amusement, comicality, or oddity according to the Oxford Dictionary (1970).

Humorous advertisements are often the best known and remembered of all the advertising messages seen or heard and are generally the most talked about according to Batra (1994). The reason for using humor is that humor is more effective in attracting and holding consumer's attention and interest than are serious advertisement. Humor can also enhance effectiveness of a message by putting the consumer in a positive mood that might result in increased affect or liking of the advertisement and also enhance the receiver's feeling toward the product or service (Batra, 1994).

Kotler (1989) contends that humorous appeals are more effective when the prevailing communication in the media field are not humorous; humor becomes stale and irritating if it is repeated too frequently, and humor works well as long as the basic message is simple. Meanwhile, the amount of humor in a message should not be too little, in which case it is hardly noticed, or too much, in which case it is either irritating or distracting. A summary of study of top advertising agency and creative directors' opinion regarding use of humor found that: (Belch & Belch, 1990).

Table 2.5. Summary of studies on use of humor

Humor does aid awareness and attention, which are the objectives best achieved by its use
Humor may harm recall and comprehension in general
Humor may aid name and simple copy registration
Humor may harm complex copy registration
Humor may aid retention
Source credibility is not aided by humor
Humor is generally not very effective in bringing about action/sales
Radio and TV are the best media to use humor, whereas direct mail and newspaper are least suited
Consumer non-durable and business services are best suited to humor, whereas corporate advertising and industrial products are least suited
Humor should be related to the product
Humor should not be used with sensitive goods or services
Audiences that are younger, better educated, and upscale, male, and professional are best suited to humor; older, less educated and downscale groups are least suited to humor appeals

Use of humor is definitely culture - bound; taste for different kinds of humor vary across cultures, and the acceptability of humor as an advertising creative approach varies among individuals. There are very different types of humor, emphasizes Batra (1994) some humorous appeal are warm, others are sophisticated while others are boisterous and silly; research shows that humor works only when it's seen as coming from a brand that is already like.

### Sex Appeal

Sex appeal is defined by Fill (2002) as sexual innuendo and the use of sex as a means of promoting products. Hawkins (1998) describes sex appeals as advertising messages that stimulate sexual drives. Cravens et al (1996) argues that sex appeals are described as appeals that suggest that using a product will make the consumer more attractive to the opposite sex, and that sex appeal can be used openly as in perfume advertisements, sensually as in car campaigns and humorously as like in beverage advertisements. Few appeals in advertising equals sex appeals attention getting value so that Psychologists believe that skillful manipulation of sexual appeal arouse subconscious desires that manifests themselves in the purchase of goods or service (Batra, 1994). However, sexual appeals interfere with message comprehension detracting from message content, further, sex appeal differs amongst the sexes in that men are aroused by level of nudity whilst women only react to romantic scenes and ambiances (Batra 1994). Empirical studies found that although sexual themes

attract attention, they rarely encourage curiosity about the product and that extremely sexy advertisements negatively impact on brand recall and detract from the processing of message content (Batra, 1994)

### Other Appeals

Numerous other appeals have been used in advertising messages, Fill (2002) suggest that they range in thousands but that only few are extensively used. These other appeals used include:

- **Surreal appeals**

Advertising can challenge individuals by presenting questions and visual stimuli that demand attention and cognitive response- surreal approach (Fill, 2002). In order to achieve this challenging position use of an appeal that cognitively disorients the receiver if the receiver is led to ask what is going on here their involvement with the message is likely to be very high. Through surreal appeals the advertiser lets the receiver to provide an answer in context in which they perceive the message. The surreal approach doesn't provide for closure. By leaving questions unanswered, receivers can become involved in both the product and the execution of the advertisement (Fill, 2002)

- **Agony Appeals**

Advertising that provoke a feeling of moral conscience and agony have also been extensively used in advertising messages. Agony appeals depict in diagrammatic details the internal and intestinal effects of a problem (e.g. heartburn), they appeal to the audiences that suffer from ailments, which are not visible; elicit little sympathy. Therefore agony appeals tend to be persuasive in getting consumers to buy the advertised product (Batra, 1994).

- **Moral Appeals**

Moral appeals are directed to the audience's sense of what is right and proper, they are often used to urge people to support social causes such as cleaner environment, aid to disadvantaged people and so on. (Kotler, 2000). However, reminder advertising for well-known brands does not rely on any specific type of appeal, and the only objective is to keep the brand in the mind of the consumer (Belch & Belch, 1990).

- **Aggression Appeal**

Arousal of aggression also as an appeal has been extensively used. By first arousing feelings of aggression within receivers, followed by a recommendation of how to reduce the tensions produced by the aggressive feelings, a communicator can often gain audience acceptance of his recommendations. Delozier (1976) found that the aroused receivers are best satisfied with recommendations that are primitive in nature.

- **Fantasy Appeals**

Fantasy appeals have been considerably been used. By using fantasy appeals, described by fill (2002) as association with certain images and symbols that allow the advertiser to focus attention on the product. The receiver can engage in the distraction offered and become involved with the execution of the advertisement. Consumer's expectation of the advertisement can be interpreted on one hand either as literal or stylish and on the other hand as serious or entertaining, according to the tone of the voice.

#### 2.3.4.3.3 Combining Rational and Emotional Appeals

Consumer purchase decisions are often made on the basis of both emotional and rational motives and not solely on emotional or rational motives. Batra (1996) emphasizes that studies have shown that even the most logical and informative messages can develop feeling responses, similarly emotional messages, seemingly without information content can evoke some type of thinking and cognitive activity. Belch and Belch (1990) suggests that the balance of emotion and rationality in advertising depends on several factors including:

- The importance of what is to be said - more importance leads to more rationality.
- How familiar the message is - more familiarity leads to more emotion.
- The number of times the audience will be exposed to the message - more repetition allows for more emotions.

A study by Stuart Agres (as seen in Aaker, 2000) concluded that commercials that included both rational and emotional appeal had substantially higher effectiveness score than either used alone.



## SUMMARY

The literature review has described the nature and role of social marketing, highlighting the communication tools used both in business marketing (sales promotion, Public relations, direct marketing and personal selling) and in social marketing which include mass media, personal communication, selective communication and promotion incentives. Salient advertising objectives (e.g. sales objective, sales force assistance, image building, and communication objectives) are enumerated. The various factors that influence effective communication in light of the study objectives have been considered which consist of source credibility, influences on comprehension of the message audience, the media used, and the message design. However, in realizing these communication objectives, appropriate message design is necessitated to gain Attention of the audience, capture Interest, Evoke desire, and provoke intended action. The message design constitutes of the message structure (action closing, one-side or two side arguments, and whether to present the argument first or last), and message execution (the format, style, verbal and nonverbal symbols) and the message appeal (rational and emotional appeal). Since the study is on the perception of message appeal, hence, the effects of persuasive message appeals in achieving communication objectives, the alternative message appeals (emotional and rational appeals) and their characteristics are elaborated in order to assess their perceptual impact on the targeted audience. The major appeals examined are rational appeals and fear appeals, sex appeals and humorous appeals; although, a mention is made on other appeals like agony, aggression, fantasy and surreal appeals.

## CHAPTER 3

### METHODOLOGY

#### 3.1 Research Design

This was a descriptive study meant to establish the perception of message appeals used in the HIV/AIDS awareness campaign. Malhotra (1996) suggests use of descriptive study when the objective of the study is to describe characteristics of relevant groups.

#### 3.2 Population of the Study

The population of the study that was considered is the University of Nairobi Commerce Students who were undergraduate Module 1 (full time students), which was specifically considered by reason of being exposed to intense HIV/AIDS campaign messages sponsored by the university, and falling on the high risk age bracket (15-25) years. The population of this group of students was 458 (see appendix 2) who were in session during the study period.

#### 3.3 Sample Frame

The sample frame constituted of a list of the undergraduate Commerce students who were module I (full time students).

#### 3.4 Sample Size

The sample size for the study was 50 cutting across school years and departments. A size of 50 being 10% of the population, a rule of thumb advocated by Malhotra (1996).

#### 3.5 Sample Design

The sampling technique used to pick Male and female students from traffic points (cafeteria, library, dormitory) in a systematic fashion of 9<sup>th</sup> person being picked and the 10<sup>th</sup> person consequently being picked if the 9<sup>th</sup> refused to respond. By reason of highlighting any behavioral, perceptual, and attitudinal differences between the sexes concerning HIV/AIDS, as is supposed by Kelly (2000), each strata (male and female) represented the proportion present in the population which approximated a male to female ratio of two-to-one (33 males and 17 females).

### 3.6 Data Collection Method

The primary data collection instrument was, structured and undisguised questionnaire as suggested by Churchill (1991) for cross sectional studies. The questionnaire was administered on a drop and pick later basis in order to ensure a perceived anonymity and a greater response, for the same reason the name of the respondents was not required.

Ordinal scale as attributed on a total score by a likert scale was used to rate the different variables used to measure perception, however many researchers assert that the likert closely resembles an interval scale and regard it so for data analysis (Churchill, 1991). The various degrees of agreement on the likert scale were assigned values from strongly agree (1) to strongly disagree (5). The questionnaire comprised both close-ended and open-ended questions, which sought to assess respondent's perception towards various message appeals.

### 3.7 Data Analysis Technique

The completed questionnaire was edited for completeness and consistency before further processing. Thereafter, data was numerically coded to enable grouping of responses to categories. Cross tabulation was used in studying the relationships among and between age, gender, and perception towards the various message appeals. Descriptive statistics was used to summarize the data collected on attitude variables. Frequency distribution was used to examine the pattern of responses to each of the dependent message appeal variables and the independent variables (age, sex) under investigation. Use of percentages to summarize and reflect the relative weight of a specific category (e.g. in terms of gender) in the distribution in comparison with total number of responses. The measurement of strength and direction of relationship between independent variables (gender, age) and perception towards the message appeal was calculated using correlation analysis.

## CHAPTER 4

### FINDINGS AND INTERPRETATIONS

Since the research was aimed at establishing the perception of message appeals on the HIV/AIDS awareness campaign among University of Nairobi Faculty of Commerce students, it was found necessary to split the analysis into two.

- Analysis on general student response to individual appeals
- Analysis on differences in male and female responses to individual appeal

#### 4.11 Analysis On General Student Response To Individual Appeals

An analysis was made by use of frequencies and percentages as concerning general student responses towards appeals in consideration in terms of their perception of persuasiveness, awareness, and attention, provoking of conversation from audience, memorability, educativeness, and appropriate media for each of the appeals.

Table 4.2.1 Response Of Advertisement Appeal Memorability

<b>The advertisement is memorable</b>														
	FEAR APPEAL		HUMOR APPEAL		SEX APPEAL		RATIONAL APPEAL		MORAL APPEAL		SURREAL APPEAL		AGONY APPEAL	
	frequency	Percent	frequency	Percent	frequency	Percent	frequency	Percent	frequency	Percent	frequency	Percent	frequency	Percent
Strongly Agree	17	34.69	21.43	42.86	23	46.81	15	30.00	25	51.06	19	39.58	31	62.00
Agree	14	28.57	15.305	30.61	12	25.53	19	38.00	7	14.89	18	37.50	11	22.00
INDIFFERENT	12	24.49	8.165	16.33	8	17.02	8	16.00	8	17.02	3	6.25	6	12.00
Disagree	5	10.20	3.06	6.12	2	4.26	4	8.00	5	10.64	1	2.08	2	4.00
Strongly Disagree	1	2.04	2.04	4.08	3	6.38	4	8.00	3	6.38	6	12.50	0	0
Total		100.00		100.00		100.00		100.00		100.00		100.00		100.00

In order to gauge the individual appeal's memorability and, therefore, its ability to aid recall, respondents were asked to respond to the statement "the advertisement is memorable" generally respondents consider all the appeals to be memorable with agony appeal having the highest number of respondents 84% agree that the appeal is memorable (see table 4.2.1).



**Table 4.2.2 Response Of Awareness Of Hiv/Aids On Appeal**

The advertisement makes me aware of HIV/AIDS														
	FEAR APPEAL		HUMOR APPEAL		SEX APPEAL		RATIONAL APPEAL		MORAL APPEAL		SURREAL APPEAL		AGONY APPEAL	
	frequency	Percent	frequency	Percent	frequency	Percent	frequency	Percent	frequency	Percent	frequency	Percent	frequency	Percent
Strongly Agree	23	46.00	16	32.00	18	36.00	21	42.86	29	57.45	13	25.53	34	68.75
Agree	6	12.00	16	32.00	7	14.00	19	38.78	13	25.53	7	14.89	11	22.92
INDIFFERENT	12	24.00	3	6.00	5	10.00	2	4.08	4	8.51	5	10.64	2	4.17
Disagree	3	6.00	9	18.00	7	14.00	4	8.16	3	6.38	9	17.02	1	2.08
Strongly Disagree	6	12.00	6	12.00	13	26.00	3	6.12	1	2.13	16	31.91	1	2.08
Total		100		100.00		100.00		100.00		100.00		100.00		100.00

In addition, respondents ranked agony appeal as having the highest cumulative at least agree percentage of 91.67% respondents who agree that the agony appeal makes them aware of HIV/AIDS, whilst the majority respondents 48.93% of respondents don't agree that surreal appeal raises awareness. (Table 4.2.2).

**Table 4.2.3 Response Of Persuasion To Change Behavior On Appeal**

The advertisement persuades me to change my behavior														
	FEAR APPEAL		HUMOR APPEAL		SEX APPEAL		RATIONAL APPEAL		MORAL APPEAL		SURREAL APPEAL		AGONY APPEAL	
	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent
Strongly Agree	22	44.00	1	2.00	14	29.17	18	36.73	30	61.70	17	34.78	32	64.00
Agree	9	18.00	18	36.00	4	8.33	11	22.45	11	23.40	16	32.61	10	20.00
INDIFFERENT	9	18.00	3	6.00	7	14.58	8	16.33	5	10.64	4	8.70	5	10.00
Disagree	6	12.00	8	16.00	9	18.75	7	14.29	2	4.26	2	4.35	3	6.00
Strongly Disagree	4	8.00	9	18.00	14	29.17	5	10.20	0	0	8	17.39	0	0
Total		100.00		100.00		100.00		100.00		100.00		100.00		100.00

To examine which appeal is comparatively more persuasive, the frequency (table.4.2.3) depicts that 85.1% of respondents agree that moral appeal persuades them to change their behaviour, whilst they consider sex appeal least persuasive with 47.92% disagreeing that sex appeal is persuasive.

Table 4.2.4 Appeal's Ability To Provoke Conversation From Audience

I will tell someone else about the advertisement														
	FEAR APPEAL		HUMOR APPEAL		SEX APPEAL		RATIONAL APPEAL		MORAL APPEAL		SURREAL APPEAL		AGONY APPEAL	
	Frequency	Percentage	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent
Strongly Agree	17	34.69	20	40.00	13	26.00	19	38.78	31	62.50	22	45.83	24	48.00
Agree	17	34.69	18	32.00	18	36.00	20	40.82	9	18.75	11	22.92	18	32.00
INDIFFERENT	2	4.29	6	12.00	8	16.00	6	12.24	3	6.25	5	10.42	3	6.00
Disagree	5	10.20	4	8.00	5	10.00	1	2.04	3	6.25	3	6.25	6	12.00
Strongly Disagree	3	6.12	4	8.00	6	12.00	3	6.12	3	6.25	7	14.58	1	2.00
Total		100.00		100.00		100.00		100.00		100.00		100.00		100.00

In an attempt to gauge whether the appeals could evoke further communication by respondents, respondents were asked to respond to the statement "I would tell someone else about the advertisement" moral appeals had the highest level of agreement 81.25% to generate word of mouth, although the majority of the other appeal respondents also agree that they would tell someone about the advertisement(table 4.2.4).

Table 4.2.5 Appeal's Ability to Attract Attention

The message attracts my attention														
	Fear appeal		Humor appeal		Sex appeal		Rational appeal		Moral appeal		Surreal appeals		Agony appeal	
	Frequency	Percentage	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent
Strongly Agree	17	34.69	29	58.00	23	46.00	15	30.61	19	38.30	29	58.33	30	60.00
Agree	16	32.65	13	26.00	16	32.00	22	44.90	19	38.30	19	29.17	15	30.00
INDIFFERENT	23	26.53	7	14.00	10	20.00	7	14.29	7	14.89	4	8.33	5	10.00
Disagree	3	6.12	1	2.00	1	2.00	5	10.20	3	6.38	1	2.08	0	0
Strongly Disagree	0	0	0	0	0	0	0	0	1	2.13	1	2.08	0	0
Total		100.00		100.00		100.00		100.00		100.00		100.00		100.00

The most attention getting appeal is agony appeal with 90% of respondents at least agreeing to the statement "the message attracts my attention", however the majority of the respondents also agree that all the other appeals attract their attention (table 4.2.5).

Table 4.2.6 Response on Likely Medium For Appeal

Medium the advert is likely to appear														
	FEAR APPEAL		HUMOR APPEAL		SEX APPEAL		RATIONAL APPEAL		MORAL APPEAL		SURREAL APPEAL		AGONY APPEAL	
		Percent		Percent		Percent		Percent		Percent		Percent		Percent
Radio	4	8.16	7	14.00	5	10.20	7	14.00	14	29.17	1	2.08	3	6.12
Television	12	24.49	33	66.00	36	73.47	5	10.00	1	2.08	6	12.50	11	22.45
Newspaper & magazines	19	28.57	1	2.00	1	2.04	19	38.00	10	20.83	30	60.42	17	34.69
in all the media above	16	32.65	8	16.00	6	12.24	2	4.00	2	4.17	3	6.25	2	2.04
billboards and posters	2	4.08	1	2.00	1	2.04	17	34.00	22	43.75	2	4.17	16	32.65
internet		2.04										14.58		2.04

The majority of respondents consider that fear appeal is likely to appear in all the media; humor appeal, and sex appeal on television, whilst rational appeal on newspapers and magazines, and moral appeal are likely to appear on all mediums, surreal appeals on billboards and posters, and agony appeals on television.(4.2.6).

Table 4.2.7 Response On Appeal's Educativeness

The message is educative														
	Fear Appeal		Humor Appeal		Sex Appeal		Rational Appeal		Moral Appeal		Surreal Appeal		Agony Appeal	
	Frequenc y	Percent	Frequenc y	Percent	Frequenc y	Percent	Frequenc y	Percent	Frequenc y	Percent	Frequenc y	Percent	Frequenc y	Percent
Strongly Agree	28	57.14	19	38.00	13	26.53	25	51.02	30	60.42	17	34.04	28	57.14
Agree	11	22.45	11	22.00	12	24.49	21	42.86	11	22.92	10	21.28	12	24.49
INDIFFERENT	3	6.12	8	16.00	7	14.29	3	6.12	2	4.17	7	14.89	5	10.20
Disagree	4	8.16	6	12.00	6	12.24	0	0	5	10.42	6	12.77	2	4.08
Strongly Disagree	3	6.12	6	12.00	11	22.45	0	0	1	2.08	8	17.02	2	4.08
Total		100.00		100.00		100.00		100		100.00		100.00		100.00

Comparatively the most educative appeal according to the majority 93.88% of respondents is rational appeal to which they agree that the message is educative whilst the least, is sex appeal where only 51.02% of respondents concur that it is educative. (See table 4.2.7).

**Table 4.2.8 Exposure To Hiv/Aids Campaign Advertisement**

Have You Seen Any Advertisements Concerning HIV/AIDS Awareness And Prevention		
	Percent	C. Percent
yes	78	78
no	22	100
Total	100	

Worth noting is that 22.0% of respondents have not been exposed to HIV/AIDS campaign advertisement. (Table 4.2.8)

**4.1.2 Analysis On Differences In Male And Female Responses To Individual Appeal**

The perceptual differences between the sexes as reflected in their responses to the individual appeals was examined by use of cross tabulation and correlations utilizing the Pearson's correlation and Spearman's Rho.

**Table 4.1.2.1. Response of Fright In Fear Appeal**

The advert is frightening						
Sex	Strongly Agree	Agree	Indifferent	Disagree	Strongly Disagree	Total
Male	16%	22%	19%	16%	28%	32
Female	12%		35%	41%	12%	17
Total	7	7	12	12	11	49

Of the male respondents to fear appeal 44% don't perceive fear appeal to be frightening, whilst 53% of the female at least disagree that the advertisement is frightening in fear appeal. (table 4.1.2.1).

The correlation between the perception of fright and sex gives weak relationship between sex and perception of fright, Pearson's correlation of 0.08 and 0.07 spearman's rho respectively (See table 4.1.2.8).

**Table 4.1.2.2 Response Of Humor In Humor Appeal**

Humor appeal: the advertisement is funny						
Sex	Strongly Agree	Agree	Indifferent	Disagree	Strongly Disagree	Total
Male	33%	15%	30%	9%	12%	33
Female	19%	19%	19%	19%	25%	16
Total	14	8	13	6	8	49



As concerning humor, 48% of male respondents do consider humorous appeal to be funny, however, 42% of females do not consider the humor appeal to be funny whilst 19% of females are indifferent as seen in table (4.1.2.2) although showing a weak relationship between sex and perception of humor as given by Pearson's and spearman's correlations of 0.20, 0.20 respectively (See table 4.1.2.8).

**Table 4.1.2.3 Response Of Sex Appeal's Suggestiveness**

<b>sex appeal: the advertisement is suggestive</b>						
Sex	S. Agree	Agree	INDIFFERENT	Disagree	Strongly Disagree	Total
Male	55%	30%	9%	3%	3%	33
Female	59%	12%	12%		18%	17
Total	28	12	5	1	4	50

Of the total male respondents 85% generally agree that sex appeal is suggestive, whilst the female respondents 71% also do at least agree that sex appeal is suggestive (table 4.1.2.3). The same is implied in the Pearson's and spearman's correlation figures of 0.143, 0.039 respectively which indicate weak relationship between sex and perception of sexual suggestiveness (See table 4.1.2.8).

**Table 4.1.2.4 Response Of Rational Appeal's Informativeness**

<b>Rational appeal. The message is informative</b>					Total
Sex	Strongly Agree	Agree	Indifferent	Disagree	
Male	47%	44%	9%		32
Female	65%	12%	6%	18%	17
Total	26	16	4	3	49

The majority of both male 91% and female 77% respondents at least do agree that rational appeals are informative (table 4.1.2.4). This is reiterated in the weak correlations of 0.077 and -0.064 of Pearson's and spearman's rank order correlations respectively (See table 4.1.2.8), implying that there is weak relationship between sex and perception of informativeness in rational appeals.

Table 4.1.2.5 Response Of Conscience In Moral Appeal

<b>Moral appeal'. Gives me a conscience of what is proper</b>					
Sex	Strongly Agree	Agree	Indifferent	Disagree	Total
Male	68%	13%	16%	3%	31
Female	82%	6%	12%		17
Total	35	5	7	1	48

Likewise, the majority of both male 81% and female 88% respondents do concur that moral appeal does give them a conscience of what is proper (4.1.2.5) although showing a weak negative correlation of  $-0.149$  and  $-0.155$  for Pearson's and spearman's correlations respectively, which shows that the relationship between sex and perception of moral appeal's providing a conscience of what is proper is weak. (See table 4.1.2.8).

Table 4.1.2.6 Response Of Confusion In Surreal Appeal

<b>Surreal appeal. The message is confusing</b>						Total
Sex	Strongly Agree	Agree	Indifferent	Disagree	Strongly Disagree	
Male	16%	13%	13%	35%	23%	31
Female	24%		12%	24%	41%	17
Total	9	4	6	15	14	48

However majority, 58% male and 65% of female respondents don't perceive surreal appeals to be confusing, this is a statement evidenced in correlation figures of Pearson and Spearman's correlations of  $0.077$  and  $0.114$  respectively, which shows almost no correlation between the sexes and perception of confusion in surreal appeals (table 4.1.2.6).

Table 4.1.2.7 Response Of Torment In Agony Appeal

<b>Agony appeal: The advertisement is tormenting</b>						
Sex	Strongly Agree	Agree	Indifferent	Disagree	Strongly Disagree	Total
Male	52%	27%	12%	6%	3%	33
Female	82%	6%		12%		17
Total	31	10	4	4	1	50

As regarding agony appeal advertisements being tormenting, respondents were asked to respond to the statement "the advertisement is tormenting", at least 79% of the male respondents and 88% of females did agree that the advertisement is tormenting (4.1.2.7), again showing a weak negative

correlation between sex and perception of torment in agony appeal of  $-0.184$ ,  $-0.263$  on Pearson's and Spearman's correlations respectively (Table 4.1.2.8).

Table 4.1.2.8 Correlation between Sex and Advertisement Appeal Responses

Correlations between sex and advertisement appeals responses			
		Pearson Correlation	Spearman's rho
fear appeals are frightening		0.08	0.07
humor appeals are funny		0.20	0.20
sex appeals are suggestive		0.143	0.039
rational appeals are informative		0.077	-0.064
moral appeal gives conscience of what is proper		-0.149	-0.155
surreal appeal are confusing		0.077	0.114
agony appeal are tormenting		-0.184	-0.263

There seems to be little correlation between sex and the advertising appeal responses except concerning the response to humor which shows a significant disparity between male and female perception of humor

## CHAPTER 5

### DISCUSSION, CONCLUSION AND RECOMMENDATIONS

This chapter will compare the findings of this study with previous studies and identify findings contrary with other studies in the discussions, thereafter, conclusions of the study are presented with the recommendations based on the conclusions, subsequently, the suggestions for further research are identified.

#### 5.1 Discussions

Since the study's objective was aimed at establishing the perception of message appeals on the HIV/AIDS awareness campaign among University of Nairobi Faculty of Commerce students, the study shows that :

- Fear Appeal

The findings seem to lay credence to justify the assertions by Schiffman and Kanuk (1994) that overall, fear appeals have potential for stimulating behavioral change as is observed from the findings. However, the observation by Stephenson et al (1996) that public campaigns intentionally or unintentionally evoke fear to targeted audience because they concentrate on personal, health or social risks is not supported by the findings of this study.

- Humor Appeal

The findings of this study also does not agree with the argument that humorous appeals are not perceived as being the most memorable and most talked about as is purported by Batra (1994). Indeed as is suggested by Belch and Belch (1990) that radio and television are the best suited to use humor, and that humor is not very effective in bringing about action is substantiated through the findings of this study.

- Sex Appeal

The results of this study goes to show that sex appeal do have a comparable attention getting value and that this does not translate into effective persuasion to change behavior as is presupposed by Batra (1994).

- Rational Appeal

The findings also agree with Belch and Belch (1990) assertions that rational appeals are educative and informative.



- Surreal Appeal

Fill (2002) contention that surreal appeals demand attention is concurred by the findings of this study, since surreal appeals are perceived to be comparatively high in attracting attention.

- Agony Appeal

Agony appeals are perceived to be tormenting as purported by Kotler (2000) and as is observed from the findings. A major contradiction from earlier findings by Kelly (2000) concerning difference of perception between the male and female sexes arises with the commonality exhibited by both the male and female sexes concerning all the individual appeals except for humorous appeals, where females differ with respect to humor appeals being funny.

## 5.2 Conclusion

The conclusions derived from the analysis showed that:

1. Generally the perception of University of Nairobi Students concerning fear appeal is that fear appeal is not frightening but quite memorable, persuasive, attracts attention and able to increase awareness and they are talked about.
2. Humor appeal is perceived differently by male and female, where in contrast to the male students, majority of female students don't consider humor appeal to be funny, and generally both sexes perceive the humor appeal to be memorable, to increase their awareness of HIV/AIDS, attract attention, educative and quite able to provoke conversation from audience.
3. Sex appeal is not considered persuasive in changing behavior, but able to increase awareness of HIV/AIDS, it is memorable, educative, attracts attention and able to spark conversation on audience.
4. Rational appeal is highly educative in comparison to the other appeals, it is generally perceived as being memorable, attracts attention, persuasive, increases awareness of HIV/AIDS and it stimulates conversation on audience.
5. Moral appeal is perceived as highly persuasive in changing behavior and generally considered, educative, memorable, attracts attention. It is the most talked about appeal in relation to the other appeals, attention
6. Surreal appeal is perceived as averagely memorable, educative, persuasive, attracts attention and comparatively the least able to increase awareness of HIV/AIDS.

7. In relation to other appeals, moral appeals are perceived as the most attention getting, the most memorable, the most effective in increasing awareness, while still being considered quite educative and quite capable of sparking conversation on audience.

### 5.3 Recommendations

As deduced from the findings recommendations are adduced to the fact that, of exception from other studied appeals the HIV/AIDS campaign would be most effective when using agony appeal if its objective is to sensitize pupils of the dangers of AIDS. However, in using humorous appeal caution should be necessitated in devising the contrasting tastes of humor between the male and female gender. Fear appeal used in the HIV/AIDS campaign towards the students should seek to add a substantial dose of fright by use of vivid and personalistic language with gruesome pictures, to be successful the level of fear must be high enough to get the audience interest and attention. Given that sex appeal is least able to persuade change of behaviour, the recommendation is that its use in the HIV/AIDS campaign target to the students should be minimal except if used with the objective of increasing awareness. Both surreal appeal and rational appeal are of marginal effectiveness in persuading change of behavior or in increasing awareness. However, use of moral appeal would be most successful if the AIDS campaign aims to persuade change of behaviour and spark conversation amongst the audience.

### Limitations of the Study

The study utilizes few appeals; however, there could be a myriad of other potentially useful appeals that could be used in the HIV/ AIDS campaign, in addition the issue of perception of appeals is so intricate and so wide that it is doubtful whether it can be studied about at all. In light of these limitations, therefore, recommendation is made for further research to be carried out.

### 5.4 Suggestion for Further Research

Further research is recommended that will incorporating other appeals such as aggression appeals, warmth appeal and manifold others.

APPENDICES

Appendix 1

HIV/AIDS ESTIMATES FOR SUB - SAHARAN AFRICA AND THE WORLD OUTSIDE OF SUB-SAHARAN AFRICA		
	ALL COUNTRIES OF SUB-SAHARAN AFRICA	WORLD, EXCLUDING SUB-SAHARAN AFRICA
ADULT POPULATION	273488000	2809777000
ADULT INFECTED WITH HIV/AIDS	23400000	9600000
ADULT HIV/AIDS INFECTION RATE	8.56	0.34%
AIDS DEATH	2200000	600000
AIDS ORPHANS	12100000	1100000
PROPORTION OF TOTAL WORLD POPULATION	10%	90%
PROPORTION OF ADULT HIV INFECTIONS	71%	29%
PROPORTION OF CHILD HIV INFECTIONS	77%	23%
PROPORTION OF FEMALE HIV INFECTIONS	82%	18%
PROPORTION OF AIDS DEATH	79%	21%
PROPORTION OF AIDS ORPHANS	92%	8%
SOURCE: UNAIDS 2001		

Appendix 2

NOMINAL STUDENTS ROLLS COPIES

(SOURCES: UNIVERSITY OF NAIROBI, REGISTRY OFFICE)

Bachelor of Commerce students in session, (September, 2002), during course of the study.

YEAR OF STUDY	MALE	FEMALE
2 <sup>ND</sup> YEAR STUDENTS	144	70
3 <sup>RD</sup> YEAR STUDENTS	162	81
TOTAL	307	151
TOTAL NO. OF STUDENTS = 458		

NB: First year students are yet to be admitted in October, whilst fourth year students have finished studies, waiting to graduate.



**LETTER OF INTRODUCTION**

Dear Sir / Madam

**RE: REQUEST FOR RESEARCH DATA**

I am a postgraduate student, pursuing a Masters degree in Business Administration at the University of Nairobi. I am conducting a research project on:

**PERCEPTION OF MESSAGE APPEAL ON THE HIV/AIDS CAMPAIGN: A CASE OF UNIVERSITY OF NAIROBI COMMERCE STUDENTS**

The project is in partial fulfillment of the course requirement. In this regard, you are selected for this research and kindly requested to provide the required information by filling in the attached questionnaire to the best of your knowledge. This exercise is purely for academic research. All information you give will be treated in strict confidence. Your assistance and cooperation will be highly appreciated.

Your Faithfully

MAKAU C.M.

MBA STUDENT

M.A OMBOK (MRS)

SUPERVISOR

**SECTION B**

If you saw an advertisement that has the following contents: Abstracts, Be faithful, use Condoms in light of the message please answer the following questions by Writing or ticking (✓) on the appropriate response number only in reference to this advertisement. Where, 1 = Strongly agree, 2= Agree, 3= indifferent, 4 = Disagree, 5= Strongly disagree

		Strongly Agree	Agree	Indifferent	Disagree	Strongly Disagree
i.	The advertisement is frightening?	1	2	3	4	5
ii.	Contracting HIV/AIDS is very likely	1	2	3	4	5
iii.	Contracting HIV/AIDS has severe consequences	1	2	3	4	5
iv.	Using condoms will prevent HIV/AIDS	1	2	3	4	5
v.	The advertisement is memorable	1	2	3	4	5
vi.	The ad makes me aware of HIV/AIDS	1	2	3	4	5
vii.	The ad persuades me to change my behavior	1	2	3	4	5
viii.	The advertisement is believable	1	2	3	4	5

QUESTIONNAIRESECTION A

The following questionnaire is divided into three sections, section A concerns the general information of respondent, section B concentrates on different advertisement messages and the section C on general questions.

SECTION A

Please tick (✓) the responses on the space provided

1. Sex (please tick one): male \_\_\_\_\_ or female \_\_\_\_\_

2. Age \_\_\_\_\_

3. Year of study \_\_\_\_\_ (e.g. 2<sup>ND</sup> year)

SECTION B

1. Suppose you saw an advertisement that has the following message" The ABCs of AIDS prevention are: **A**bstinence, **B**e faithful, use **C**ondoms or else you **D**ie" in light of the message please answer the following questions by Writing or ticking (✓) on the appropriate response number only in reference to this advertisement. Where,  
1 = strongly agree, 2=Agree, 3=indifferent, 4 = Disagree, 5= Strongly disagree

	Strongly Agree	Agree	Indifferent	Disagree	Strongly Disagree
i. The advertisement is frightening?	1	2	3	4	5
ii. Contracting HIV/AIDS is very likely	1	2	3	4	5
iii. Contracting HIV/AIDS has severe consequences	1	2	3	4	5
iv. Using condoms will prevent HIV/AIDS	1	2	3	4	5
v. The advertisement is memorable	1	2	3	4	5
vi. The ad makes me aware of HIV/AIDS	1	2	3	4	5
vii. The ad persuades me to change my behavior	1	2	3	4	5
viii. The advertisement is believable	1	2	3	4	5

ix.	The advertisement is interesting	1	2	3	4	5
x.	The message is educative	1	2	3	4	5
xi.	The ad makes me interested in condoms	1	2	3	4	5
xii.	The message attracts my attention	1	2	3	4	5
xiii.	The advertisement is funny	1	2	3	4	5
xiv.	The message makes me curious about condoms	1	2	3	4	5
xv.	The advertisement is likable	1	2	3	4	5
xvi.	The advertisement is tormenting	1	2	3	4	5
xvii.	The advertisement is suggestive	1	2	3	4	5
xviii.	The advertisement is exciting	1	2	3	4	5
xix.	I would tell someone else about the ad	1	2	3	4	5
xx.	Using condoms is sensible	1	2	3	4	5
xxi.	Using condoms is healthy	1	2	3	4	5
xxii.	The message is informative	1	2	3	4	5
xxiii.	Using condoms is beneficial	1	2	3	4	5
xxiv.	Using condoms is the right thing to do	1	2	3	4	5
xxv.	Gives me a conscience of what is proper	1	2	3	4	5
xxvi.	I have a responsibility towards myself to protect myself from HIV/AIDS	1	2	3	4	5
xxvii.	I have a responsibility towards others to protect myself from HIV/AIDS	1	2	3	4	5
xxviii.	Don't know what is going on in the advertisement	1	2	3	4	5
xxix.	The message is confusing	1	2	3	4	5

xxx. Indicate by appropriately ticking (✓) in which medium the advertisement message is likely to appear

Radio  Television  Newspaper  Direct mail

Other (please specify) \_\_\_\_\_

2) Suppose you saw an advertisement "of a man who brings a lady home, the lady insists on using a condom, the man who realizes that he has no condoms, runs to buy them. He gets glaring looks from the public as he publicly requests for condoms in various retail shops, when he finally purchases the condoms he comes home just to find the lady having ran out of patience and going" please do answer the following questions by Writing or ticking (√) on the appropriate response number only in reference to this advertisement. Where, 1 = strongly agree, 2=Agree, 3=indifferent, 4 = Disagree, 5= Strongly disagree

	Strongly Agree	2	3	Strongly Disagree
i. The advertisement attracts attention	1	2	3	4 5
ii. Makes me interested in condoms	1	2	3	4 5
iii. The message is funny	1	2	3	4 5
iv. The advertisement is likable	1	2	3	4 5
v. The ad persuades me to change my behavior	1	2	3	4 5
vi. The advertisement is believable	1	2	3	4 5
vii. The advertisement is interesting	1	2	3	4 5
viii. The message is educative	1	2	3	4 5
ix. The advertisement is memorable	1	2	3	4 5
x. The advertisement is frightening?	1	2	3	4 5
xi. Contracting HIV/AIDS is very likely	1	2	3	4 5
xii. Contracting HIV/AIDS has severe consequences	1	2	3	4 5
xiii. Using condoms will prevent HIV/AIDS	1	2	3	4 5
xiv. The advertisement is tormenting	1	2	3	4 5
xv. The advertisement is suggestive	1	2	3	4 5
xvi. The advertisement is exciting	1	2	3	4 5
xvii. I would tell someone else about the ad	1	2	3	4 5
xviii. Using condoms is sensible	1	2	3	4 5
xix. Using condoms is healthy	1	2	3	4 5
xx. The message is informative	1	2	3	4 5
xxi. The ad makes me curious in condoms	1	2	3	4 5
xxii. Using condoms is beneficial	1	2	3	4 5



xxiii.	Using condoms is the right thing to do	1	2	3	4	5
xxiv.	Gives me a conscience of what is proper	1	2	3	4	5
xxv.	I have a responsibility towards myself to protect myself from HIV/AIDS	1	2	3	4	5
xxvi.	I have a responsibility towards others to protect myself from HIV/AIDS	1	2	3	4	5
xxvii.	Don't know what is going on in the advertisement	1	2	3	4	5
xxviii.	The message is confusing	1	2	3	4	5
xxix.	The ad makes me aware of HIV/AIDS	1	2	3	4	5
xxx.	Indicate by appropriately ticking (✓) in which medium the advertisement message is likely to appear					
	Radio <input type="checkbox"/> Television <input type="checkbox"/> Newspaper <input type="checkbox"/> Direct mail <input type="checkbox"/>					

Other (please specify) \_\_\_\_\_

- 3) If you saw an advertisement of "two ladies seen chatting, when a dread locked man walks by to a water tap, the man takes a drink refreshes himself and turns to the ladies who are staring at him. He pulls off a pack of condoms from his pocket when he approaches the ladies - a message is displayed " life is fine with condom"

Please answer the following questions by Writing or ticking (✓) on the appropriate response number only in reference to this advertisement. Where,

1 = strongly agree, 2=Agree, 3=indifferent, 4 = Disagree , 5= Strongly disagree

		Strongly Agree	2	3	4	Strongly Disagree
i.	The advertisement is suggestive	1	2	3	4	5
ii.	The advertisement is exciting	1	2	3	4	5
iii.	The message attracts my attention	1	2	3	4	5
iv.	The message makes me curious about condoms	1	2	3	4	5
v.	The message is confusing	1	2	3	4	5
vi.	The ad makes me interested in condoms	1	2	3	4	5

vii.	The message is informative	1	2	3	4	5
viii.	Using condoms is beneficial	1	2	3	4	5
ix.	The advertisement is funny	1	2	3	4	5
x.	The advertisement is likable	1	2	3	4	5
xi.	I would tell someone else about the ad	1	2	3	4	5
xii.	Using condoms is sensible	1	2	3	4	5
xiii.	Using condoms will prevent HIV/AIDS	1	2	3	4	5
xiv.	The advertisement is memorable	1	2	3	4	5
xv.	The ad makes me aware of HIV/AIDS	1	2	3	4	5
xvi.	The ad persuades me to change my behavior	1	2	3	4	5
xvii.	The advertisement is believable	1	2	3	4	5
xviii.	The advert makes me interested in condoms	1	2	3	4	5
xix.	Using condoms is healthy	1	2	3	4	5
xx.	Using condoms is the right thing to do	1	2	3	4	5
xxi.	Gives me a conscience of what is proper	1	2	3	4	5
xxii.	I have a responsibility towards myself to protect myself from HIV/AIDS	1	2	3	4	5
xxiii.	I have a responsibility towards others to protect myself from HIV/AIDS	1	2	3	4	5
xxiv.	Don't know what is going on in the advertisement	1	2	3	4	5
xxv.	The message is educative	1	2	3	4	5
xxvi.	The advertisement is frightening?	1	2	3	4	5
xxvii.	Contracting HIV/AIDS is very likely	1	2	3	4	5
xxviii.	Contracting HIV/AIDS has severe consequences	1	2	3	4	5
xxix.	The advertisement is tormenting	1	2	3	4	5
xxx.	Indicate by appropriately ticking (✓) in which medium the advertisement message is likely to appear					

Radio  Television  Newspaper  Direct mail

If other please indicate \_\_\_\_\_

4) If you saw an advertisement with the message "if used properly, latex condoms will help to reduce the risk of transmission of HIV infection (AIDS) and many other sexually transmitted diseases- it is Proved to be 90% effective." Please answer the following questions by Writing or ticking (✓) on the appropriate response number only in reference to this advertisement, where 1 = strongly agree, 2=Agree, 3=indifferent, 4 = Disagree, 5= Strongly disagree

	1	2	3	4	5
	Strongly Agree			Strongly Disagree	
i. Using condoms is healthy	1	2	3	4	5
ii. The message is informative	1	2	3	4	5
iii. Using condoms is beneficial	1	2	3	4	5
iv. Using condoms is the right thing to do	1	2	3	4	5
v. Gives me a conscience of what is proper	1	2	3	4	5
vi. I have a responsibility towards myself to protect myself from HIV/AIDS	1	2	3	4	5
vii. I have a responsibility towards others to protect myself from HIV/AIDS	1	2	3	4	5
viii. Don't know what is going on in the advertisement	1	2	3	4	5
ix. The message is confusing	1	2	3	4	5
x. The message is educative	1	2	3	4	5
xi. The ad makes me interested in condoms	1	2	3	4	5
xii. The message attracts my attention	1	2	3	4	5
xiii. The advertisement is funny	1	2	3	4	5
xiv. The message makes me curious about condoms	1	2	3	4	5
xv. The advertisement is likable	1	2	3	4	5
xvi. The advertisement is tormenting	1	2	3	4	5
xvii. The advertisement is suggestive	1	2	3	4	5
xviii. The advertisement is exciting	1	2	3	4	5
xix. I would tell someone else about the ad	1	2	3	4	5
xx. Using condoms is sensible	1	2	3	4	5
xxi. The advertisement is frightening?	1	2	3	4	5

xxii.	Contracting HIV/AIDS is very likely	1	2	3	4	5
xxiii.	Contracting HIV/AIDS has severe consequences	1	2	3	4	5
xxiv.	Using condoms will prevent HIV/AIDS	1	2	3	4	5
xxv.	The advertisement is memorable	1	2	3	4	5
xxvi.	The ad makes me aware of HIV/AIDS	1	2	3	4	5
xxvii.	The ad persuades me to change my behavior	1	2	3	4	5
xxviii.	The advertisement is believable	1	2	3	4	5
xxix.	The advertisement is interesting	1	2	3	4	5

The advertisement is suggestive \_\_\_\_\_ 1 2 3 4 5  
 The advertisement is exciting \_\_\_\_\_ 1 2 3 4 5

xxx. Indicate by appropriately ticking (✓) in which medium the advertisement message is likely to appear

Radio  Television  Newspaper  Direct mail

If other please indicate \_\_\_\_\_

5) Suppose you saw HIV/AIDS message displaying "To prevent HIV/AIDS-Total Abstinence till marriage, and faithfulness to one partner, is really the only right way that really works " please answer the following questions by Writing or ticking (✓) on the appropriate response number only in reference to this advertisement. Where 1 =strongly agree, 2= agree, 3= indifferent, 4 = disagree, 5=strongly disagree

		Strongly Agree			Strongly Disagree
	The message attracts my attention	1	2	3	4 5
	The advertisement is funny	1	2	3	4 5
	The message makes me curious about condoms	1	2	3	4 5
i.	Using condoms is the right thing to do	1	2	3	4 5
ii.	Gives me a conscience of what is proper	1	2	3	4 5
iii.	I have a responsibility towards myself to protect myself from HIV/AIDS	1	2	3	4 5
iv.	I have a responsibility towards others to protect myself from HIV/AIDS	1	2	3	4 5
v.	Don't know what is going on				



	in the advertisement	1	2	3	4	5
vi.	The message is confusing	1	2	3	4	5
vii.	I would tell someone else about the ad	1	2	3	4	5
viii.	Using condoms is sensible	1	2	3	4	5
ix.	Using condoms is healthy	1	2	3	4	5
x.	The message is informative	1	2	3	4	5
xi.	Using condoms is beneficial	1	2	3	4	5
xii.	The advertisement is tormenting	1	2	3	4	5
xiii.	The advertisement is suggestive	1	2	3	4	5
xiv.	The advertisement is exciting	1	2	3	4	5
xv.	The advertisement is frightening?	1	2	3	4	5
xvi.	Contracting HIV/AIDS is very likely	1	2	3	4	5
xvii.	Contracting HIV/AIDS has severe consequences	1	2	3	4	5
xviii.	Using condoms will prevent HIV/AIDS	1	2	3	4	5
xix.	The advertisement is memorable	1	2	3	4	5
xx.	The ad makes me aware of HIV/AIDS	1	2	3	4	5
xxi.	The ad persuades me to change my behavior	1	2	3	4	5
xxii.	The advertisement is believable	1	2	3	4	5
xxiii.	The advertisement is interesting	1	2	3	4	5
xxiv.	The message is educative	1	2	3	4	5
xxv.	The ad makes me interested in condoms	1	2	3	4	5
xxvi.	The message attracts my attention	1	2	3	4	5
xxvii.	The advertisement is funny	1	2	3	4	5
xxviii.	The message makes me curious about condoms	1	2	3	4	5
xxix.	The advertisement is likable	1	2	3	4	5

xxx. Indicate by appropriately ticking ( $\checkmark$ ) in which medium the advertisement message is likely to appear in.

Radio  Television  Newspaper  Direct mail

If other please indicate \_\_\_\_\_

6) Suppose you saw An AIDS advertisement showing "a young couple is pictured having sex in a speeding car and clearly risking their lives. There is no dialogue, only a message "do not to be irresponsible."

please answer the following questions by Writing or ticking (✓) on the appropriate response number only in reference to this advertisement

	Strongly Agree				Strongly Disagree
i. Don't know what is going on in the advertisement	1	2	3	4	5
ii. The message is confusing	1	2	3	4	5
iii. The ad makes me aware of HIV/AIDS	1	2	3	4	5
iv. The ad persuades me to change my behavior	1	2	3	4	5
v. The advertisement is interesting	1	2	3	4	5
vi. The message is educative	1	2	3	4	5
vii. The advertisement is memorable	1	2	3	4	5
viii. The message attracts attention	1	2	3	4	5
ix. The advertisement is frightening?	1	2	3	4	5
x. Contracting HIV/AIDS is very likely	1	2	3	4	5
xi. Contracting HIV/AIDS has severe consequences	1	2	3	4	5
xii. Using condoms will prevent HIV/AIDS	1	2	3	4	5
xiii. Gives me a conscience of what is proper	1	2	3	4	5
xiv. I have a responsibility towards myself to protect myself from HIV/AIDS	1	2	3	4	5
xv. I have a responsibility towards others to protect myself from HIV/AIDS	1	2	3	4	5
xvi. Don't know what is going on in the advertisement	1	2	3	4	5
xvii. The advertisement is funny	1	2	3	4	5
xviii. The message makes me curious about condoms	1	2	3	4	5
xix. The advertisement is likable	1	2	3	4	5
xx. The advertisement is tormenting	1	2	3	4	5

- xxi. The advertisement is suggestive 1 2 3 4 5
- xxii. The advertisement is exciting 1 2 3 4 5
- xxiii. I would tell someone else about the ad 1 2 3 4 5
- xxiv. Using condoms is sensible 1 2 3 4 5
- xxv. Using condoms is healthy 1 2 3 4 5
- xxvi. The message is informative 1 2 3 4 5
- xxvii. Using condoms is beneficial 1 2 3 4 5
- xxviii. Using condoms is the right thing to do 1 2 3 4 5
- xxix. The message is believable 1 2 3 4 5

xxx. Indicate by appropriately ticking (✓) in which medium the advertisement message is likely to appear

Radio  Television  Newspaper  Direct mail

If other please indicate \_\_\_\_\_

7) If you saw this picture in an advertisement with the message "when sorrow, fear and a sense of helplessness, and of having been totally abandoned, grip many households- HIV/AIDS leaves no person unaffected, no heart unmoved, no nation unshaken"

please answer the following questions by Writing or ticking (✓) on the appropriate response number only in reference to this advertisement, Where 1 =strongly agree, 2= agree, 3= indifferent, 4 = disagree, 5=strongly disagree



- |  | Strongly Agree | 2 | 3 | 4 | Strongly Disagree |
|--|----------------|---|---|---|-------------------|
| i. The advertisement is tormenting               | 1              | 2 | 3 | 4 | 5                 |
| ii. The advertisement is frightening?            | 1              | 2 | 3 | 4 | 5                 |
| iii. Contracting HIV/AIDS is very likely         | 1              | 2 | 3 | 4 | 5                 |
| iv. Contracting HIV/AIDS has severe consequences | 1              | 2 | 3 | 4 | 5                 |
| v. The advertisement is memorable                | 1              | 2 | 3 | 4 | 5                 |

vi.	The ad makes me aware of HIV/AIDS	1	2	3	4	5
vii.	The ad persuades me to change my behavior	1	2	3	4	5
viii.	The advertisement is believable	1	2	3	4	5
ix.	The advertisement is interesting	1	2	3	4	5
x.	The message is educative	1	2	3	4	5
xi.	The message attracts my attention	1	2	3	4	5
xii.	Using condoms will prevent HIV/AIDS	1	2	3	4	5
xiii.	The advertisement is exciting	1	2	3	4	5
xiv.	I would tell someone else about the ad	1	2	3	4	5
xv.	Using condoms is sensible	1	2	3	4	5
xvi.	Using condoms is healthy	1	2	3	4	5
xvii.	The message is informative	1	2	3	4	5
xviii.	Using condoms is beneficial	1	2	3	4	5
xix.	Using condoms is the right thing to do	1	2	3	4	5
xx.	Gives me a conscience of what is proper	1	2	3	4	5
xxi.	I have a responsibility towards myself to protect myself from HIV/AIDS	1	2	3	4	5
xxii.	I have a responsibility towards others to protect myself from HIV/AIDS	1	2	3	4	5
xxiii.	Don't know what is going on in the advertisement	1	2	3	4	5
xxiv.	The message is confusing	1	2	3	4	5
xxv.	The advertisement is funny	1	2	3	4	5
xxvi.	The message makes me curious about condoms	1	2	3	4	5
xxvii.	The advertisement is likable	1	2	3	4	5
xxviii.	The ad makes me interested in condoms	1	2	3	4	5
xxix.	The advertisement is suggestive	1	2	3	4	5

xxx. Indicate by appropriately ticking (✓) in which medium the advertisement message is likely to appear

Radio  Television  Newspaper  Direct mail

If other please indicate \_\_\_\_\_



### SECTION C

1) Have you seen any other advertisements concerning HIV/AIDS awareness?

Yes \_\_\_\_\_ (proceed to question i)

No \_\_\_\_\_ (end of questions)

i. How did you feel concerning the advertisement? \_\_\_\_\_

ii. Did you like the advertisement? Yes or No

iii. If no why not \_\_\_\_\_

iv. If yes what did you like about the advertisement \_\_\_\_\_

**THANK YOU FOR YOUR COOPERATION!**

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