

Emotional, Rational and Scarcity Appeals: Effective Message Appeals For Poster on Mangrove and Seagrass Protection

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Abstract: The study determined the effective appeals of key messages for poster on mangrove and sea grass protection and conservation, and the socio-demographic and communication characteristics of the respondents. There were 177 respondents from 134 samples in Sitio Maitum for the appeals of key messages for poster on the protection and conservation of mangroves while 232 respondents from 163 samples in Sitio Urban for the appeals of the key messages for sea grasses with a total of 409 respondents. Respondents in Sitio Maitum were younger aged 9-35 years old while in Sitio Urban, (53%) were 36-60 years old. Sitio Urban samples were mostly males (54%), while in Sitio Maitum, majority (50.85%) were females both with varied educational attainment but many of the respondents in Sitio Urban attained high school while many were elementary level in Sitio Maitum. T.V. was the most widely used medium in Sitio Urban while radio was the most commonly used in Sitio Maitum. Most of them preferred oral than written in receiving and disseminating information. The flow of information in the community was from the leaders to the people. The leaders kept their constituents well informed of the different activities in the community. All appeals of the key messages for poster on sea grass protection and conservation were rated highly effective but Emotional and Rational appeals were most effective on the protection and conservation of sea grasses while Scarcity Appeal was most effective appeal for poster on the protection and conservation of mangroves.

Keywords: Emotional Appeal, Key Messages, Mangrove, Message Appeals, Poster, Rational Appeal, Scarcity Appeal, Seagrass.

I. INTRODUCTION

Communication is the process of transmitting messages from source to receiver in which both understand each other. It is on-going, dynamic without a starting and stopping point. It is viewed as purposive. Hence, it is considered as a key that opens the door for change. Since it can even destroy and build relationships, therefore, it can be viewed as one of the avenues for social change (Berlo, 1960).

Various channels are available in creating awareness and understanding messages. In the print media, these are instructional materials such as posters, newspapers, and brochures. Meanwhile, broadcast media include radio, T.V., and multi-media or hypermedia (Ables, 2003).

Meanwhile, every message that is encoded bears some appeals as part of message treatment. These appeals may come either fear appeal, emotional, rational, social, and scarcity, appeals (Bettinghaus, 1972) . Message appeals are originally used in advertising as the best way to organize messages in order to effectively motivate the potential consumers.

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Although these message appeals were originally designed for advertising, it can also be used for advocacy campaigns such as coastal habitat protection and conservation like sea grasses and mangroves which believed to be at the brink of destruction due to human activities.

In campaigning, one of the popular printed medium used is poster. Poster is a single sheet visual containing very little text and large photographs or illustrations used to promote awareness usually measured 18"x24". This material is intended to attract initial attention and provide constant reminder about a recommendation. It also directs audience toward source for more information (Alesna, 2008).

Since it bears little text, *Key Messages* for posters should be planned well to include the most effective message although most of the time they are short. Key messages are usually big to attract attention and can remind the reader about a very important recommendation. Although one may make the texts larger, but there is no assurance to be effective unless other factors are considered like the appeals to be used, thus this study.

II. OBJECTIVES

The general objective of the study is to determine the effective appeals of key messages for poster to be used as a communication tool for the protection of sea grass and mangroves.

Specifically it aimed to find out the following:

1. Socio-demographic characteristics of the respondents.
2. Communication characteristics of the respondents.
3. Perceived effective Appeal of key messages for poster on mangrove and sea grass protection and conservation.

III. MATERIALS AND METHODS

Locale of the Study:

This study was conducted in two (2) Sitios in Brgy. Dahican, City of Mati, Davao Oriental

The key messages for sea grass were administered to the four (4) Puroks in Sitio Urban specifically Purok Bagong Silang with 76 household, Unity with 39 families, Bagong Buhay with 64 households and Charity Blue with 95 households or total of 274. These Puroks are located along the coastal area.

On the other hand, the key messages for mangrove were given to the residents of the two puroks in Sitio Maitum, Dahican, City of Mati, Davao Oriental. Specifically, these were puroks Kinhason I and Kinhason II. The two puroks have a 201 total number of households, 126 in Kinhason I and 75 in Kinhason II, respectively. Both Sitios were located along the coastal areas thus residents were fishermen, farmers and mostly shellfish gatherers.

Sampling Procedure and Respondents:

With the use of the Sloven's formula, sample households were derived based on the total number of households in both Sitios. In the case of Sitio Urban, there were 274 total number of households and the final sample was 163 households for the appeals of key messages for sea grass. On the other hand, Sitio Maitum has 201 total households thus the final sample was 133 households for mangroves.

The respondents were the father, mother from each household who are capable of reading and one of their siblings who is also capable of reading. Thus, before the respondents were identified, an interview was conducted to determine whether they can read or not. Those who can read served as the final respondents. Sampling has no replacement thus in case a household has no reader another household was interviewed.

Based on this qualifier, the final respondents for Sitio Urban were **232** while for Sitio Maitum had **177** respondents since there were households that have only one or two readers. There were also 8 households that have no readers, and since the sampling has no replacement, occupants of these households were not included as respondents.

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Sloven's Formula used in getting sample household in Sitio Urban:

Where n: number of people

N: Total population

e = 0.05 or 5%

$$n = \frac{N}{1 + Ne^2}$$

$$= \frac{274}{1 + 274(0.05)^2}$$

$$= \frac{274}{1.685}$$

$$n = 163 \text{ households}$$

Sloven's Formula used in getting sample household in Sitio Maitum:

$$n = \frac{N}{1 + Ne^2}$$

Where n: number of people

N: Total population

e: Estimated error

e = 5% or 5.005

$$n = \frac{201}{1 + 201(0.05)^2}$$

$$n = \frac{201}{1.5025}$$

 $n = 134$ house holds

Stratified Sampling

Purok	Purok	Samples
I	- 126	$(126/201) \times 133 = 84$
II	- 79	$(75/201) \times 133 = 50$
Total	- 201	= 134

Random Sampling Method: Lottery
Research Instrument:

Questionnaire was used in gathering the data translated in Cebuano. The questionnaires were distributed personally to the respondents. There were 3 major parts of the questionnaire, namely: socio-demographic characteristics of the respondents, communication characteristics of the respondents, and the key messages bearing different appeals written in Visayan language.

The appeals used on the key messages for posters about mangrove and sea grass protection were the following: Scarcity appeal, Fear Appeal, Rational Appeal, Social Appeal and Emotional Appeal.

The effectiveness of the Appeals of Key messages for poster on sea grass and mangrove protection and conservation were rated using the following indicators: Comprehensibility, Attractiveness, Acceptability, Self-involvement, and Persuasiveness using 5-point scale rated as follows: 1- Strongly agree (uyon gayud); 2- Agree (uyon); 3- (No Comment) way komento; 4- Disagree (dili uyon); 5- Strongly Disagree (dili gayud uyon).

The font size of the perceived effective appeals of key messages is number 14 and the font style is Times New Roman and all were in upper keys.

Research Design and Data Analysis:

This study used the one-shot survey design and the data were analyzed descriptively using frequency counts, means and percentages.

IV. RESULTS AND DISCUSSION

I. Profile of the Respondents:

Majority (53%) of the respondents from Sitio Urban have ages ranging from 36 to 60 years old or both in the middle and old ages. As to the gender, 54% were males while 46% were females or almost at the same frequency. Most of the respondents were married (82%), while 2% were widow/widower and only 16% were singles. Many of them were high school level (36%) while 21% were high school graduate, 21% were elementary level, elementary graduate 15 %, 5% were college level and 2% were college graduate. Most of the respondents were dominated by Cebuano (78%) while some were Mandaya's (10%), Calagan 6% and Boholano 3%.

On the other hand, results revealed that many of the respondents in Sitio Maitum (39.55%) fall under 19-35 age bracket , 35.03% of them belongs to 35-60 age bracket , 11.30% belongs to 13-18 age bracket, 5.08% belongs to 6-12 age bracket and 9.04% fall on 61 and above age bracket. Thus they were younger compared to the respondents in Sitio Urban.

As to the gender, Sitio Maitum has 50.85% were females while 49.15% were males. In terms of educational attainment results revealed that 39.98% of the respondents reached elementary level, 23.73% were elementary graduate, 15.25% were high school undergraduate, 7.34% were high school graduate, 8.47% were college level and 6.21% were college graduate. Majority (64.97%) of the respondents were married while 28.81% were single and 6.21% were widow/widower. As to the tribe of the respondents majority (55.37%) were Cebuano, 14.12% were Calagan, 11.86% were Boholano, 6.78% were Ilonggo, 6.21% were Mandaya.

Table 1: The Socio-demographic Characteristics of the Respondents

Characteristics	Sitio Urban		Sitio Maitum	
	Frequency	Percentage	Frequency	%
Age				
6-12	12	5.00	9	5.08
13-18	19	8.00	20	11.30
19-35	44	19.00	70	39.55
36-60	123	53.00	62	35.03
61 Above	34	15.00	16	9.04
Total	232	100.00	177	100%
Sex				
Male	125	54.00	87	49.15%
Female	107	46.00	90	50.85%
Total	232	100.00	177	100%
Civil Status				
Single	37	16.00	115	28.81
Married	191	82.00	51	64.97%
Widow/widower	4	2.00	11	6.21%
Total	232	100.00	177	100%
Educational Attainment				
Elementary Level	48	21.00	69	38.98%
Elementary Graduate	36	15.00	42	23.73%
High School Level	84	36.00	27	15.25%
High School Graduate	48	21.00	13	7.34%
College Level	11	5.00	15	8.74%
College Graduate	5	2.00	11	6.21%
Total	232	100.00	177	100%
Tribe Origin				
Cebuano	180	78.00	98	55.37%
Mandaya	24	10.00	25	14.12%
Calagan	12	5.00	21	11.86%
Ilonggo	0	0	11	6.21%
Boholano	6	3.00	12	6.78%
Others	10	4.00	10	5.56%
Total	232	100.00	177	100%

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II. Communication Characteristics of the Respondents:

In Sitio Urban, their Communication characteristics show that the communication approaches used in disseminating information on sea grass were the following: a.) meeting with the community leaders in the community, b.) Meeting with the family members, c.) One-on- one conversation, and d.) meeting with many people listening. Most of the respondents rely on their leaders in getting the information about sea grass.

However, most of the respondents rely on the TV (123) while 114 on Radio, some of them answered cellphone (81) while 58 on magazine, 27 news papers and 2 on comics. This means that respondents used TV as source of information. As to their communication methods and materials, most of the respondents used poster (44) while some of the respondents responded seminar/trainings (34) and 6 on brochure. This means that many got information about sea grass from posters.

The most popular form of communication was oral communication (162) while others (15) used written form. This means that information spread in their community through Oral Communication. Most of the respondents answered that the diffusion flow of information was from leaders to people (116) while others said it was from people to the leaders and some of the respondents said that it is from other people (24).

For Sitio Maitum, the following were the communication approaches used and their respective frequencies: a) meeting with community leaders-88; b) meeting with family members-93; c) one on one conversation-80; d) one on one with many people listening.

Radio is the most common communication channel in the area. Radio gathered 96 responses among 177 respondents. The secondary communication channel in the area is Television with 92 responses. The other communication tools in the area are cell phones with 25 responses, news paper with 9, magazines with 2 responses and comics with 1 response.

In terms of the means of communication used to disseminate information on the protection and conservation of mangroves, the respondents gave multiple answers. There were 102 responses on seminars/ trainings, 13 on poster, 7 on brochures and 107 on the other means which includes lessons in school and oral communication. This data shows that majority of the respondents have participated seminars / trainings conducted in the area sponsored by the national agencies like DENR with regards to the protection and conservation of the mangroves.

As to what forms of communication they are using, majority of the respondents (129 out of 177 respondents) said that it was through oral communication that the information spread while about 67 of the respondents said it was through messengers where information can be received and disseminated, and 3 respondents said that it was through written communication.

This shows that most of the respondents used oral form of communication in spreading information.

Results show the direction of the flow of information as answered by the respondents based from how they observed. Of the total respondents, 62 of them answered that it was from the leader to the people (top-bottom), 52 responded that it was from one person to the other(horizontal), while 7 responded that it was from the people to the leader(bottom-top). This indicates that the leaders in the community were keeping their constituents well informed of the information and activities that took place in the community.

Table 2: Communication Characteristics of the Respondents

Communication Channels	Sitio Urban	Sitio Maitum
	Frequency	Frequency
TV	123	96
Radio	114	92
Cell phone	81	2
Magazine	58	9
News Paper	27	1
Comics	2	25
Others	0	21
Materials and methods of Communication		

Poster	44	13
Seminar/ Trainings	34	7
Brochures	6	102
Others	0	73
Forms of Communication		
Oral	162	129
Written	15	3
Flow of the information		
Leader to people (top to bottom)	116	65
People to leader (bottom-up)	51	7
One person to other (horizontal)	24	52
Others	0	22

Note: Multiple responses

A. Appeals of Key messages for Poster on Sea grass:

Effectiveness on the Appeals of Key messages for poster on sea grass protection and conservation were rated using the following criteria: Comprehensibility, Attractiveness, Acceptability, Self-involvement, and Persuasiveness.

Result showed that all appeals of the key messages for poster on sea grass protection and conservation were rated high by the respondents to be effective but Rational Appeal and Emotional Appeals were perceived to be the most effective respectively followed by fear, scarcity and social appeals. (Table 3)

Specifically, the key message bearing Rational and emotional appeals has the highest rating on effectiveness with grand means of 1.43 respectively with messages as (emotional appeal) “**SAMA NIMO ANG KALUSAYAN NAA Y PAGBATI, SILA USAB NANGINAHANGLAN SA IMONG PAGMAHAL**” (*Like you, the seagrasses possess feeling, they need care and love*) and (rational appeal) “**LUSAY PUY-ANAN SA MGA ISDA, MGA ISDA PAGKAON SA KATAWHAN BUSA ATONG PROTEKSIYONAN**” (*seagrasses are the homes of fishes, fishes are food of humans, therefore we need to protect them*). This means that these messages driven the sensitivity (emotion) of the respondents and recognized the practical importance (rational) of sea grasses. They are mostly vulnerable to these appeals since adults focus more on emotional information (LaCour, 2013). This finding agree with Bennett (2013) which asserts that emotional appeal is a very powerful and necessary technique in persuasion. This must be backup however, with rational and logical arguments. In advertising, consumers are emotionally motivated or driven to make certain purchases (Solomon, 2010, p305).

Fear appeal of the message ranked second as the most effective appeal of the key messages with a grand mean of 1.44 with a high remark. Specifically the message was “**KUNG WALAY LUSAY ANG MGA ISDA MANGAMATY, KUNG WALAY ISDA, KITA USAB MANGAMATAY**” (*If no seagrass, all fishes will die, if no fishes, we also all die*). This implies that the respondents were scared about the danger of the extinction of sea grasses. Emphasizing the negative consequences is vital to change the attitude and behavior of the consumers (Solomon, 2010, p305). But to be more effective, fear appeal should be used in moderate level (Nijaz, 2015).

The message (Scarcity appeal) “**KALUSAYAN SA KADAGATAN NAGKAGAMAY NA LANG, NANGINAHANGLAN SA IMONG TABANG**” (*seagrass in the ocean are dwindling, they need your help*) was rated high (GM= 1.46) by the respondents and followed to be the next most effective appeal key message for poster on the protection of sea grasses. Thus they recognize that this habitat were dwindling, thus must be given value. M. Eisend (2008) reported that scarcity appeals in advertising enhance value perception, which in turn impacts purchase intentions.

The key message, “**KALUSAYAN POLUY-ANAN SA MGA ISDA, SAMA NATO SILA USAB NANGINAHANGLAN UG KASILONGAN**” (*seagrassess, the home of fishes, like us they need also sheds to cradle them*) bearing social appeal has the grand effectiveness mean of 1.47. This means that the respondents understand the message and they understand that sea grasses need to be respected. When include other aspects like respect, involvement, affiliation, and approval, Social Appeal as a sub-component under emotional appeal can cause people to buy products (Nijaz, 2015).

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B. Appeals of Key messages for Poster on Mangroves:

In the case of the appeals of the key messages for poster on mangrove protection and conservation, Scarcity Appeal turned to have the highest (GM=1.53) which means this is most effective appeal among the respondents. This also shows that respondents recognized the value of protecting the mangroves since they are declining. Again, this finding supports the study of M. Eisend (2008) that scarcity appeals in advertising enhance value perception, which in turn impacts purchase intentions.

Other appeals rated high were fear (GM=1.81), emotional (GM=1.84) and social appeal (1.94). This means that they also scared on the possible danger if this habitat will gone and also they developed sensitivity on the habitat since they recognized that mangroves need to be respected.

Table 3: Summary of the Perceived Effective Appeals of Key Messages for Poster on sea grass and mangroves

Appeals	Key Messages for Poster on Sea grass Protection and Conservation	Grand Mean Effectiveness	Remarks	Mangrove key messages	Grand Mean	Remarks
Scarcity Appeal	Seagrass in the ocean are dwindling, they need your help	1.46	H	Let us stop the declining number of mangroves, their species are almost gone..	1.53	H
Rational Appeal	seagrasses are the homes of fishes, fishes are food of humans, therefore we need to protect them	1.43	H	Roots of mangroves, protectors of sea creatures.	2.048	F
Emotional Appeal	Like you, the seagrasses possess feeling, they need care and love	1.43	H	If you the environment, protect the mangroves.	1.842	H
Fear Appeal	If no seagrass, all fishes will die, if no fishes, we also all die	1.44	H	If mangroves will gone, your livelihood will also gone.	1.812	H
Social Appeal	seagrassess, the home of fishes, like us they need sheds to harbor them.	1.47	H	Like you, the mangroves need rrespect.	1.944	H

Legend: H-High F-Fair

L-Low

Range: High= 1.00-2.00 Fair = 2.01-3.00 Low= 3.01-5.00.

V. CONCLUSIONS AND RECOMMENDATIONS

Conclusions:

The following were drawn conclusions based on the findings as follows:

1. Respondents in Sitio Maitum were younger compared to the respondents in Sitio Urban. Respondents in Sitio Urban were mostly males a contrast in Sitio Maitum where respondents were mostly females but both with varied educational attainment but many of the respondents in Sitio Urban were high school level while many were elementary level in Sitio Maitum . Both majority of the respondents of the 2 Sitios were married and speak Cebuano.
2. Television was the most popular channel of communication among respondents in Sitio Urban while radio widely used by the respondents in Sitio Maitum. Respondents used oral form of communication in disseminating information regarding activities in their community. These were coming from their community leaders.
3. Respondents perceived that the effective appeals of key messages for poster on the protection and conservation of sea grass were Rational and Emotional Appeals while the most effective appeal of key message on the protection and conservation of mangroves was scarcity appeal.

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