

Impact of Surrogacy Advertisement on Consumer Psychology

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Abstract

This research paper explores the impact of surrogacy advertisements on consumer psychology, aiming to uncover the intricate ways in which these advertisements shape attitudes, emotions, empathy, and interest among individuals. Employing a quantitative methodology, the study analyzed participants' responses to Likert-based statements, offering a comprehensive examination of the psychological effects of surrogacy advertisements. The findings reveal a significant positive perception and emotional resonance evoked by surrogacy advertisements. Participants consistently expressed agreement with the statements, highlighting the advertisements' ability to convey hope, positivity, and emotional upliftment. Furthermore, the study demonstrates the effectiveness of surrogacy advertisements in highlighting emotional rewards and aligning with personal values, fostering a positive perception of surrogacy services. The research also delves into the influence of surrogacy advertisements on consumer attitudes and empathy. Exposure to these advertisements positively impacted participants' attitudes towards surrogacy and enhanced their empathy towards individuals considering surrogacy. Additionally, surrogacy advertisements were found to spark heightened interest among participants to explore surrogacy services further. One of the most notable findings is the profound impact of surrogacy advertisements on participants' thoughts and emotions related to surrogacy. A significant majority of participants agreed that these advertisements had a lasting effect, underscoring the potent role of emotional appeals in shaping consumer psychology and perceptions. This study contributes valuable insights for marketers seeking to effectively communicate the emotional rewards of surrogacy and resonate with consumers' personal values. Furthermore, it advances our understanding of how advertising content can influence not only consumer perceptions but also societal acceptance and awareness of complex and sensitive issues.

Keywords: surrogacy advertisements, consumer psychology, emotional resonance, attitudes, empathy, interest, advertising effectiveness.

Introduction

In the realm of contemporary consumer behaviour, the influence of advertising strategies has garnered significant scholarly attention. This study endeavours to delve into a specific facet of this intricate landscape, namely, the impact of surrogacy advertisements on consumer psychology. As the propagation of surrogacy-related services continues to traverse cultural, social, and legal boundaries, it becomes imperative to explore the underlying psychological mechanisms through which such advertisements mold consumer perceptions and behaviours.

Surrogacy, an arrangement where a woman carries and gives birth to a child on behalf of another individual or couple, has emerged as a multifaceted practice intersecting medical, legal, ethical, and socio-cultural dimensions. Within this context, advertisements serve as the primary conduits through which prospective parents and surrogates alike navigate the surrogacy landscape. They not only disseminate information about available services

but also construct narratives that tap into the emotional, aspirational, and ethical dimensions associated with surrogacy. Consequently, a comprehensive analysis of how these advertisements intersect with consumer psychology merits scholarly investigation. The field of consumer psychology is inherently dynamic, encompassing a spectrum of cognitive, emotional, and behavioural processes that underlie individuals' interactions with goods and services. As surrogacy advertisements are poised to shape perceptions about the practice, it is pivotal to ascertain how they evoke emotions, trigger cognitive associations, and mold intentions among their target audiences. The intricate interplay between the content, imagery, and rhetoric of these advertisements and the psychological responses they elicit offers fertile ground for exploration.

Furthermore, the broader societal discourse surrounding surrogacy further amplifies the need to scrutinize its portrayal in advertising. Ethical considerations, gender dynamics, agency, and commodification intersect in complex ways within the surrogacy paradigm, prompting a critical examination of how advertisements may perpetuate, challenge, or transform prevalent norms and values. By deciphering the subtle cues and overt messaging embedded in surrogacy advertisements, researchers can unravel the underlying socio-psychological currents that shape and are shaped by consumer attitudes. This study aligns itself with the broader academic landscape that scrutinizes the interplay of advertising and consumer psychology. By focusing on the niche context of surrogacy, it aims to contribute to both theoretical discourse and practical implications for marketers, policymakers, and practitioners. In doing so, it underscores the significance of an interdisciplinary lens, drawing from psychology, sociology, communication studies, and marketing, to holistically unravel the intricate threads woven by surrogacy advertisements within the fabric of consumer cognition and behaviour.

In conclusion, this research embarks on a journey to unravel the impact of surrogacy advertisements on consumer psychology. As surrogacy traverses a diverse terrain of personal, legal, and societal dimensions, understanding how advertisements in this domain resonate with consumer emotions, thoughts, and actions is of paramount importance. By examining the multifaceted interplay between surrogacy advertisements and consumer psychology, this study aspires to shed light on the intricate mechanisms that underlie the formation of consumer attitudes and behaviours in the context of surrogacy services.

Review of Literature

Sen (2018) investigated the influence of surrogacy advertisements on consumer psychology using a mixed-methods approach. Quantitative surveys were conducted to assess consumer attitudes and emotions before and after exposure to surrogacy advertisements. Additionally, qualitative interviews were conducted to delve deeper into the underlying psychological processes. The findings revealed that surrogacy advertisements had a significant impact on consumer emotions, attitudes, and perceptions. Positive emotions such as hope and anticipation were triggered, leading to increased interest in surrogacy services among consumers. The study highlighted the role of emotional appeal in shaping consumer responses to surrogacy advertisements.

Garner (2020) adopted a content analysis methodology to examine the portrayal of surrogacy in advertisements across different media platforms. A diverse sample of surrogacy advertisements was analyzed for visual and narrative themes. The study revealed that surrogacy advertisements often framed the practice as a solution to infertility challenges, emphasizing the emotional rewards of parenthood. However, the advertisements were found to downplay potential complexities and ethical considerations associated with surrogacy. The research underscored the need for a balanced and transparent depiction of surrogacy in advertisements to provide consumers with a comprehensive understanding of the practice.

Wadia (2016) conducted an experimental study to explore the impact of informational versus emotional surrogacy advertisements on consumer decision-making. Participants were exposed to different types of advertisements and then engaged in hypothetical decision scenarios related to surrogacy services. The results indicated that emotional advertisements elicited stronger emotional responses and increased empathy among consumers. However, informational advertisements were more effective in conveying relevant details about the surrogacy process. The study suggested that a combination of emotional and informational appeals could optimize the effectiveness of surrogacy advertisements in influencing consumer decisions.

Kamath (2019) employed a qualitative approach, utilizing focus group discussions, to delve into the cultural and social influences on consumer perceptions of surrogacy advertisements. Participants from diverse cultural backgrounds were engaged in discussions about their interpretations and reactions to surrogacy advertisements. The study unveiled that cultural norms and values played a significant role in shaping consumer attitudes toward surrogacy advertisements. While some participants viewed surrogacy as a progressive option, others expressed concerns about traditional family structures. The findings highlighted the intricate interplay between culture, identity, and consumer responses to surrogacy advertisements.

Debankar (2021) explored the impact of surrogacy advertisements on consumer psychology through a content analysis approach. The study analyzed a corpus of surrogacy advertisements to identify recurring themes and persuasive strategies. The findings indicated that surrogacy advertisements often utilized emotional appeals, emphasizing the joy of parenthood and the fulfillment of dreams. Additionally, advertisements frequently framed surrogacy as an empowering choice for both intended parents and surrogates. The research highlighted the significance of emotional resonance and empowerment narratives in shaping consumer attitudes towards surrogacy.

Jonas & Anderson (2016) adopted a survey methodology to investigate the role of celebrity endorsements in surrogacy advertisements. Participants were presented with mock surrogacy advertisements featuring different celebrities and were asked to evaluate their impact. The study revealed that celebrity endorsements positively influenced consumer perceptions of surrogacy services, with familiar and trustworthy celebrities enhancing credibility. However, the effectiveness of endorsements varied based on the alignment between the celebrity's image and the sensitive nature of surrogacy. The research underscored the potential of celebrity endorsements to enhance consumer trust in surrogacy advertisements.

Benedict (2018) conducted an experimental study using eye-tracking technology to examine consumer attention and visual engagement with surrogacy advertisements. Participants' eye movements were tracked while viewing surrogacy advertisements with varying visual elements. The findings indicated that images depicting emotional moments between intended parents and surrogates captured higher visual attention and longer gaze durations. Moreover, advertisements with clear and concise textual information were more likely to be comprehended and remembered. The study highlighted the importance of visual cues and textual clarity in optimizing the impact of surrogacy advertisements on consumer psychology.

Jaffer and Ansari (2019) employed in-depth interviews to explore the emotional responses evoked by surrogacy advertisements among diverse consumer segments. Participants from different demographic backgrounds shared their emotional reactions and associations with surrogacy advertisements. The study revealed that while some participants were drawn to the advertisements' portrayal of empathy and support, others expressed concerns about potential commodification of childbirth. The research emphasized the need for nuanced and culturally sensitive messaging in surrogacy advertisements to resonate with diverse consumer emotions.

Khasbag (2016) examined the cross-cultural impact of surrogacy advertisements on consumer psychology through a comparative analysis of advertisements in different regions of India. Content analysis was employed to identify cultural motifs and messaging strategies in surrogacy advertisements targeting Bengali, Maharashtrian, and North Indian audiences. The study found that while emotional appeals were prevalent across regions, specific cultural symbols and narratives resonated differently. The research highlighted the necessity for tailoring surrogacy advertisements to align with the cultural nuances of diverse consumer groups.

Mehta (2019) employed a longitudinal analysis of surrogacy advertisements to explore the evolution of consumer perceptions over time. A collection of advertisements from different years was analyzed to identify shifting trends and messaging strategies. The findings revealed that surrogacy advertisements had gradually transitioned from focusing solely on medical aspects to incorporating emotional narratives and empowerment themes. The research emphasized the dynamic nature of surrogacy advertising and its impact on shaping evolving consumer attitudes.

Roy (2018) investigated the role of social media in amplifying the impact of surrogacy advertisements on consumer psychology. A mixed-methods approach was employed, involving both quantitative analysis of social

media engagement metrics and qualitative analysis of consumer comments and discussions. The study demonstrated that surrogacy advertisements with a strong emotional appeal and shareable content garnered higher social media interactions, leading to increased consumer engagement and discussions. The research underscored the potential of social media platforms in facilitating widespread dissemination and emotional resonance of surrogacy advertisements.

Bhattad (2015) utilized a comparative analysis of surrogacy advertisements in print and digital media to examine the differential impact on consumer psychology. Advertisements from print magazines and online platforms were analyzed for visual and textual elements. The findings revealed that digital advertisements allowed for more interactive and immersive storytelling, eliciting higher emotional engagement among consumers. However, print advertisements provided a tangible and enduring presence, contributing to brand recall and credibility. The study highlighted the distinct advantages and considerations of print and digital surrogacy advertisements in influencing consumer perceptions.

In conclusion, the extensive array of studies discussed in this review collectively shed light on the intricate interplay between surrogacy advertisements and consumer psychology. These investigations, spanning a variety of methodologies and perspectives, have significantly advanced our understanding of how surrogacy advertisements impact consumer attitudes, emotions, and decision-making processes. Notably, Sen's (2018) mixed-methods approach underscored the pivotal role of emotional appeal in eliciting positive consumer responses, while Garner's (2020) content analysis highlighted the importance of transparent and balanced portrayals of surrogacy. Similarly, Wadia's (2016) experimental study emphasized the potential synergy between emotional and informational appeals, and Kamath's (2019) qualitative exploration illuminated the profound influence of cultural norms and values on consumer perceptions. Debankar's (2021) content analysis showcased the prevalence of emotional appeals and empowerment narratives, aligning with Jonas and Anderson's (2016) insights into the efficacy of celebrity endorsements in fostering consumer trust. Benedict's (2018) experimental investigation, coupled with Jaffer and Ansari's (2019) in-depth interviews, provided a nuanced understanding of visual engagement and emotional reactions. Furthermore, Khasbag's (2016) cross-cultural analysis demonstrated the significance of culturally tailored messaging, while Mehta's (2019) longitudinal exploration traced the evolving dynamics of surrogacy advertisements over time.

Roy's (2018) examination of social media platforms emphasized their potential in amplifying emotional resonance and engagement, complemented by Bhattad's (2015) comparative analysis of print and digital advertisements that highlighted the multifaceted impact of different media formats. While this body of research has significantly contributed to our comprehension of the interrelationships between surrogacy advertisements and consumer psychology, a notable research gap emerges. Despite the extensive investigations into emotional appeals, cultural influences, visual engagement, and media platforms, a comprehensive exploration into the long-term effects of surrogacy advertisements on consumer behaviour and decision-making remains relatively uncharted. Additionally, the intricate ethical dimensions of surrogacy, especially concerning potential commodification and its implications, warrant further rigorous investigation within the context of advertisement effects. Thus, a critical research avenue involves a deeper exploration of the enduring impact of surrogacy advertisements on consumer behaviour and the ethical considerations that underpin this dynamic interaction.

Objectives of the study

1. To assess the emotional responses elicited by surrogacy advertisements among consumers.
2. To find how the surrogacy advertisements impact consumer psychology.

Hypotheses

H1: There is a positive perception of the consumers regarding surrogacy advertisements.

H2: Surrogacy advertisements have a profound impact on the consumer psychology.

Research Methodology

The research methodology employed in this study, which aimed to assess the emotional responses elicited by surrogacy advertisements among consumers and to investigate the impact of these advertisements on consumer psychology, involved a quantitative approach. The study utilized a structured survey questionnaire to collect data from a sample of participants.

Research Design: A cross-sectional research design was adopted to gather data at a specific point in time, allowing for the examination of the relationships between variables and the exploration of potential impacts.

Sampling: A convenience sampling technique was utilized to select participants from diverse demographic backgrounds. The sample consisted of 300 participants, aged between 25 and 50, who had been exposed to surrogacy advertisements through various media platforms.

Instrumentation: The survey questionnaire was developed based on established scales and previous literature. The questionnaire consisted of two main sections: emotional responses and impact on consumer psychology.

Data Analysis

Table 1. Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	155	51.7	51.7	51.7
	Female	145	48.3	48.3	100.0
	Total	300	100.0	100.0	

The gender distribution of the participants in the study was as follows: out of the total sample size of 300 respondents, 155 (51.7%) identified as male, while 145 (48.3%) identified as female. This distribution indicates a relatively balanced representation of both genders within the study population. Among the male participants, 51.7% of the total sample, their inclusion provides insights into how individuals who identify as male perceive and respond to surrogacy advertisements. This subgroup's perspectives contribute to a comprehensive understanding of the emotional and psychological impacts of surrogacy advertisements on men, shedding light on their attitudes, perceptions, and potential behavioral changes influenced by these advertisements. On the other hand, female participants constituted 48.3% of the total sample, reflecting a substantial presence within the study cohort. The inclusion of female participants allows for an exploration of how individuals who identify as female are affected by surrogacy advertisements. Their viewpoints contribute valuable information regarding the emotional responses and psychological implications of surrogacy advertisements, particularly from a gender-specific standpoint. The nearly equal distribution of male and female participants within the study sample enhances the study's generalizability and allows for a more robust analysis of the research objectives. By considering the responses of both genders, the study aims to capture a comprehensive view of the emotional and psychological dynamics elicited by surrogacy advertisements. This gender-specific analysis will enable researchers and practitioners to develop a more nuanced understanding of the impact of surrogacy advertisements on consumer psychology across diverse gender identities.

Table 2. Perception towards surrogacy advertisements.

	Firmly Disagree		Disagree		Neutral		Agree		Firmly Agree	
	Count	Row N %	Count	Row N %	Count	Row N %	Count	Row N %	Count	Row N %
	Surrogacy advertisements convey a sense of hope and positivity.	19	6.3%	29	9.7%	12	4.0%	89	29.7%	151

I find surrogacy advertisements to be emotionally uplifting and inspiring.	46	15.3%	35	11.7%	12	4.0%	81	27.0%	126	42.0%
Surrogacy advertisements effectively highlight the emotional rewards of parenthood	40	13.3%	24	8.0%	12	4.0%	79	26.3%	145	48.3%
The portrayal of surrogacy in advertisements resonates with my personal values and beliefs.	26	8.7%	29	9.7%	10	3.3%	86	28.7%	149	49.7%
Overall, I have a positive perception of surrogacy advertisements and their messaging.	33	11.0%	27	9.0%	12	4.0%	76	25.3%	152	50.7%

The participants' responses to the Likert-based statements related to their perceptions of surrogacy advertisements were diverse and reflective of a range of attitudes. When considering the statement "Surrogacy advertisements convey a sense of hope and positivity," a notable portion of respondents (50.3%) expressed a strong agreement, indicating that these advertisements effectively evoke feelings of optimism and positivity. An additional 29.7% of participants agreed, further underlining the overall positive emotional impact that surrogacy advertisements have on this group. Conversely, a smaller proportion (6.3%) firmly disagreed, suggesting that a minority of participants do not perceive these advertisements as conveying hope and positivity. In relation to the statement "I find surrogacy advertisements to be emotionally uplifting and inspiring," the responses exhibited a similar pattern. A significant percentage (42.0%) strongly agreed, while an additional 27.0% expressed agreement. These responses indicate that a considerable majority of participants find surrogacy advertisements to be emotionally empowering and inspiring. Conversely, a minority (15.3%) firmly disagreed, suggesting a divergence in emotional resonance among some respondents. Regarding the effectiveness of surrogacy advertisements in highlighting the emotional rewards of parenthood, the data reveals that 48.3% of participants firmly agreed, indicating that these advertisements successfully emphasize the positive emotional aspects associated with surrogacy. A notable 26.3% agreed, further reinforcing the overall sentiment that surrogacy advertisements effectively underscore the emotional dimensions of parenthood. While there were participants who expressed disagreement or neutrality, the combined percentages of those agreeing and firmly agreeing suggest a prevailing positive perception of this aspect of surrogacy advertisements. Participants' resonance with the portrayal of surrogacy in advertisements relative to their personal values and beliefs was also examined. While a significant number (49.7%) firmly agreed that the portrayal resonates with their values, an additional 28.7% expressed agreement. These responses collectively indicate that a considerable portion of participants find alignment between their personal values and the depiction of surrogacy in advertisements. However, it's worth noting that a smaller percentage (8.7%) firmly disagreed, suggesting that some participants feel a disconnect between the advertisements and their personal beliefs. Finally, participants' overall perception of surrogacy advertisements and their messaging was assessed. A notable majority (50.7%) expressed a strong agreement with having a positive perception, while an additional 25.3% agreed. This indicates that a substantial proportion of participants view surrogacy advertisements positively. While there were some participants who expressed neutral or negative sentiments, the cumulative percentages of those agreeing and firmly agreeing suggest an overall prevailing positive perception of surrogacy advertisements and their messaging. In summary, the analysis of participants' responses to the Likert-based statements underscores a prevailing positive emotional impact and perception of surrogacy advertisements among a significant portion of respondents. These findings provide valuable insights into the emotional resonance and effectiveness of surrogacy advertisements in conveying hope, positivity, and emotional upliftment to consumers. The nuanced distribution of responses also highlights the diversity of perspectives within the study population, shedding light on varying degrees of agreement and disagreement with the emotional and messaging aspects of surrogacy advertisements.

Table 3. Impact of surrogacy advertisements on consumer psychology.

	Firmly Disagree		Disagree		Neutral		Agree		Firmly Agree	
	Count	Row N %	Count	Row N %	Count	Row N %	Count	Row N %	Count	Row N %
Surrogacy advertisements have influenced my attitudes and opinions about surrogacy.	34	11.3%	24	8.0%	9	3.0%	84	28.0%	149	49.7%
Exposure to surrogacy advertisements has made me more empathetic towards individuals considering surrogacy.	28	9.3%	36	12.0%	22	7.3%	94	31.3%	120	40.0%
Surrogacy advertisements have heightened my interest in learning more about surrogacy services.	29	9.7%	33	11.0%	17	5.7%	85	28.3%	136	45.3%
The emotional appeal in surrogacy advertisements has contributed to shaping my perceptions of parenthood.	30	10.0%	26	8.7%	14	4.7%	69	23.0%	161	53.7%
Overall, surrogacy advertisements have had a profound impact on my thoughts and emotions related to surrogacy.	35	11.7%	18	6.0%	12	4.0%	76	25.3%	159	53.0%

The participants' responses to the Likert-based statements regarding the impact of surrogacy advertisements on their attitudes, empathy, interest, and emotions were diverse, reflecting a range of perceptions and emotional experiences. In relation to the statement "Surrogacy advertisements have influenced my attitudes and opinions about surrogacy," the data shows that a substantial percentage of participants (49.7%) firmly agreed, indicating that these advertisements indeed play a role in shaping their perspectives on surrogacy. An additional 28.0% agreed, collectively highlighting a significant proportion of participants who acknowledge the influence of these advertisements on their attitudes and opinions. While a minority (11.3%) firmly disagreed, the cumulative percentages of those agreeing and firmly agreeing suggest a prevailing acknowledgment of the impact of surrogacy advertisements on participants' attitudes. Participants' responses to the statement "Exposure to surrogacy advertisements has made me more empathetic towards individuals considering surrogacy" reveal similar trends. A significant portion (40.0%) firmly agreed, while an additional 31.3% expressed agreement, indicating that many participants experienced an increase in empathy towards those considering surrogacy due to exposure to these advertisements. Conversely, a smaller proportion (9.3%) firmly disagreed, suggesting differing degrees of emotional resonance among participants. Concerning the heightened interest in learning more about surrogacy services as a result of surrogacy advertisements, the data highlights a prevailing positive impact. A substantial percentage (45.3%) firmly agreed, and an additional 28.3% expressed agreement, indicating that a significant portion of participants experienced an increased desire for further exploration and understanding of surrogacy services. While some participants expressed neutral or dissenting opinions, the combined percentages of those agreeing and firmly agreeing suggest a prevalent curiosity sparked by surrogacy advertisements. Participants' perceptions of the emotional appeal in surrogacy advertisements and its contribution to shaping their perceptions of parenthood were also examined. The data reveals that a majority (53.7%) firmly agreed that emotional appeal played a role, while 23.0% agreed, collectively highlighting a significant proportion of participants who recognize the influence of emotional appeals in shaping their perceptions of parenthood. However, it's worth noting that a minority (10.0%) firmly disagreed, suggesting a divergence in emotional

resonance and its impact. Finally, participants' overall reflections on the profound impact of surrogacy advertisements on their thoughts and emotions related to surrogacy were assessed. A substantial percentage (53.0%) firmly agreed, while 25.3% expressed agreement, indicating that many participants experienced a deep and lasting impact on their thoughts and emotions due to exposure to these advertisements. While some participants expressed neutral or dissenting sentiments, the cumulative percentages of those agreeing and firmly agreeing suggest a prevailing acknowledgment of the profound influence of surrogacy advertisements.

In summary, the analysis of participants' responses to the Likert-based statements underscores a prevalent impact of surrogacy advertisements on attitudes, empathy, interest, and emotions among a significant portion of respondents. These findings provide valuable insights into the diverse ways in which surrogacy advertisements affect participants' psychological and emotional landscapes, shedding light on the role these advertisements play in shaping their perceptions, curiosity, and empathetic responses. The range of responses underscores the dynamic and multifaceted nature of consumer psychology influenced by surrogacy advertisements.

Testing of Hypotheses

H1: There is a positive perception of the consumers regarding surrogacy advertisements.

Table 4. One-Sample Test

	Test Value = 3					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Surrogacy advertisements convey a sense of hope and positivity.	15.281	299	.000	1.08000	.9409	1.2191
I find surrogacy advertisements to be emotionally uplifting and inspiring.	7.990	299	.000	.68667	.5175	.8558
Surrogacy advertisements effectively highlight the emotional rewards of parenthood	10.721	299	.000	.88333	.7212	1.0455
The portrayal of surrogacy in advertisements resonates with my personal values and beliefs.	13.408	299	.000	1.01000	.8618	1.1582
Overall, I have a positive perception of surrogacy advertisements and their messaging.	12.018	299	.000	.95667	.8000	1.1133

The statistical analysis conducted to test Hypothesis 1, which posited a positive perception of consumers regarding surrogacy advertisements, yielded compelling results. The study utilized a One-Sample Test, with a test value of 3 (indicating a neutral response on the Likert scale), to examine the participants' responses to specific statements related to their perception of surrogacy advertisements. For the statement "Surrogacy advertisements convey a sense of hope and positivity," the analysis revealed a significantly positive mean difference of 1.08000 ($t = 15.281$, $df = 299$, $p < .001$). This outcome indicates that participants, on average, held a notably higher level of agreement with the positive perception conveyed by surrogacy advertisements, surpassing the neutral midpoint of the scale. The 95% confidence interval of the difference (0.9409 to 1.2191) reinforces the robustness of this finding. Similarly, in response to the statement "I find surrogacy advertisements to be emotionally uplifting and inspiring," the statistical analysis showed a significant mean difference of 0.68667 ($t = 7.990$, $df = 299$, $p < .001$). This outcome underscores the participants' overall positive sentiments toward the emotional impact of surrogacy advertisements, as the mean difference is significantly above the neutral point. The 95% confidence interval (0.5175 to 0.8558) further supports the statistical significance and reliability of this result. Analyzing the statement

"Surrogacy advertisements effectively highlight the emotional rewards of parenthood," the statistical analysis yielded a significant mean difference of 0.88333 ($t = 10.721$, $df = 299$, $p < .001$). This outcome indicates a considerable positive perception among participants regarding the emotional rewards portrayed in surrogacy advertisements. The 95% confidence interval (0.7212 to 1.0455) enhances the credibility of this finding. Furthermore, in response to the statement "The portrayal of surrogacy in advertisements resonates with my personal values and beliefs," the statistical analysis revealed a significant mean difference of 1.01000 ($t = 13.408$, $df = 299$, $p < .001$). This outcome highlights the alignment between the portrayal of surrogacy in advertisements and the personal values and beliefs of participants, with a mean difference significantly above the neutral point. The 95% confidence interval (0.8618 to 1.1582) underscores the strength and reliability of this result. Finally, the analysis of the statement "Overall, I have a positive perception of surrogacy advertisements and their messaging" indicated a significant mean difference of 0.95667 ($t = 12.018$, $df = 299$, $p < .001$). This outcome signifies a strong positive perception of surrogacy advertisements and their messaging among participants, with the mean difference firmly situated above the neutral point. The 95% confidence interval (0.8000 to 1.1133) further solidifies the statistical significance and robustness of this result. In conclusion, the statistical analysis of the One-Sample Test for Hypothesis 1 underscores a remarkably positive perception of consumers regarding surrogacy advertisements. The results for each statement provide compelling evidence that participants held strong agreement with the positive aspects conveyed by surrogacy advertisements, indicating a substantial emotional resonance and alignment with their values and beliefs. This comprehensive analysis lends robust support to the hypothesis and offers valuable insights into the consumers' positive reception of surrogacy advertisements.

H2: Surrogacy advertisements have a profound impact on the consumer psychology.

Table 5. One-Sample Test

	Test Value = 3					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Surrogacy advertisements have influenced my attitudes and opinions about surrogacy.	12.238	299	.000	.96667	.8112	1.1221
Exposure to surrogacy advertisements has made me more empathetic towards individuals considering surrogacy.	10.526	299	.000	.80667	.6559	.9575
Surrogacy advertisements have heightened my interest in learning more about surrogacy services.	11.405	299	.000	.88667	.7337	1.0397
The emotional appeal in surrogacy advertisements has contributed to shaping my perceptions of parenthood.	12.996	299	.000	1.01667	.8627	1.1706
Overall, surrogacy advertisements have had a profound impact on my thoughts and emotions related to surrogacy.	12.934	299	.000	1.02000	.8648	1.1752

The One-Sample Test results, conducted with a test value of 3 (indicating a neutral response on the Likert scale), provide insightful findings related to Hypothesis 2, which posited that surrogacy advertisements have a profound impact on consumer psychology. For the statement "Surrogacy advertisements have influenced my attitudes and opinions about surrogacy," the statistical analysis revealed a significant mean difference of 0.96667 ($t = 12.238$, $df = 299$, $p < .001$). This outcome suggests that participants' attitudes and opinions about surrogacy were positively influenced by exposure to surrogacy advertisements. The 95% confidence interval (0.8112 to 1.1221) further

strengthens the statistical significance and credibility of this finding. Regarding the statement "Exposure to surrogacy advertisements has made me more empathetic towards individuals considering surrogacy," the analysis yielded a significant mean difference of 0.80667 ($t = 10.526$, $df = 299$, $p < .001$). This result indicates that participants experienced an increase in empathy towards individuals considering surrogacy due to exposure to these advertisements. The 95% confidence interval (0.6559 to 0.9575) enhances the statistical robustness of this finding. Analyzing the impact on participants' interest in learning more about surrogacy services, the statistical analysis showed a significant mean difference of 0.88667 ($t = 11.405$, $df = 299$, $p < .001$). This outcome suggests that participants' interest in gaining further knowledge about surrogacy services was heightened by exposure to surrogacy advertisements. The 95% confidence interval (0.7337 to 1.0397) underscores the strength and reliability of this result. Participants' perceptions of the emotional appeal in surrogacy advertisements and its contribution to shaping their perceptions of parenthood were also examined. The data reveals that a majority (53.7%) firmly agreed that emotional appeal played a role, while 23.0% agreed, collectively highlighting a significant proportion of participants who recognize the influence of emotional appeals in shaping their perceptions of parenthood. However, it's worth noting that a minority (10.0%) firmly disagreed, suggesting a divergence in emotional resonance and its impact. Finally, participants' overall reflections on the profound impact of surrogacy advertisements on their thoughts and emotions related to surrogacy were assessed. A substantial percentage (53.0%) firmly agreed, while 25.3% expressed agreement, indicating that many participants experienced a deep and lasting impact on their thoughts and emotions due to exposure to these advertisements. While some participants expressed neutral or dissenting sentiments, the cumulative percentages of those agreeing and firmly agreeing suggest a prevailing acknowledgment of the profound influence of surrogacy advertisements. In summary, the statistical analysis of the One-Sample Test for Hypothesis 2 provides robust evidence that surrogacy advertisements indeed have a profound impact on consumer psychology. The results for each statement highlight the significant positive influence of surrogacy advertisements on participants' attitudes, empathy, interest, and emotions, providing valuable insights into the powerful effects of these advertisements on shaping consumers' psychological and emotional responses. The range of responses underscores the dynamic and multifaceted nature of consumer psychology influenced by surrogacy advertisements.

Findings

The study yielded noteworthy findings that shed light on the impact of surrogacy advertisements on consumer psychology and perceptions. The results, derived from a quantitative analysis of participants' responses to Likert-based statements, provide valuable insights into how these advertisements influence attitudes, emotions, empathy, and interest among consumers.

- **Positive Perception and Emotional Resonance:** The analysis of participants' responses to statements such as "Surrogacy advertisements convey a sense of hope and positivity" and "I find surrogacy advertisements to be emotionally uplifting and inspiring" revealed a strong positive perception and emotional resonance. A significant majority of participants expressed agreement and strong agreement, indicating that surrogacy advertisements effectively evoke positive emotions and resonate emotionally with the audience. These findings suggest that surrogacy advertisements have the ability to evoke hope, positivity, and emotional upliftment, thereby shaping consumers' psychological responses.
- **Highlighting Emotional Rewards and Personal Values:** The study further revealed that surrogacy advertisements effectively highlight the emotional rewards of parenthood and resonate with participants' personal values and beliefs. A substantial proportion of participants agreed that these advertisements effectively conveyed the emotional aspects of parenthood and aligned with their individual values. These findings highlight the effectiveness of surrogacy advertisements in communicating emotional narratives and resonating with consumers' core beliefs, contributing to a positive perception of surrogacy services.
- **Influence on Attitudes and Empathy:** The results also indicated that surrogacy advertisements have a notable influence on participants' attitudes, opinions, and empathetic responses. Participants reported that exposure to surrogacy advertisements positively influenced their attitudes towards surrogacy and enhanced their empathy towards individuals considering surrogacy. These findings underscore the

potential of surrogacy advertisements to shape consumer attitudes and foster empathy, potentially contributing to greater acceptance and understanding of surrogacy as an option.

- **Heightened Interest and Profound Impact:** Additionally, the study found that exposure to surrogacy advertisements heightened participants' interest in learning more about surrogacy services. Participants expressed increased curiosity and a desire to explore surrogacy services further, suggesting that these advertisements play a role in fostering an educational and informative environment. Furthermore, the study revealed that surrogacy advertisements have a profound impact on participants' thoughts and emotions related to surrogacy. A substantial majority agreed that these advertisements had a deep and lasting effect on their perceptions and emotions, indicating the potent influence of these advertisements on shaping consumer psychology.

Thus, the findings of the study provide compelling evidence that surrogacy advertisements wield a substantial impact on consumer psychology. The results suggest that these advertisements evoke positive emotions, highlight emotional rewards, resonate with personal values, influence attitudes and empathy, and foster heightened interest and profound emotional responses. These findings underscore the potential of surrogacy advertisements to shape and influence consumer perceptions, attitudes, and emotions in the context of surrogacy services.

Conclusion

In conclusion, this research delved into the impact of surrogacy advertisements on consumer psychology, unveiling insightful implications for both marketers and the broader understanding of consumer behavior. Through a comprehensive quantitative analysis of participants' responses to Likert-based statements, the study illuminated several key findings that contribute to our comprehension of how surrogacy advertisements influence attitudes, emotions, empathy, and interest among consumers. The study's findings underscore the remarkable power of surrogacy advertisements to evoke positive emotions and resonate emotionally with the audience. Participants overwhelmingly expressed agreement that these advertisements convey hope, positivity, and emotional upliftment. This emotional resonance not only enhances the perceived effectiveness of surrogacy advertisements but also highlights their potential to connect with consumers on a deep, personal level. Moreover, the research demonstrated that surrogacy advertisements effectively highlight the emotional rewards of parenthood and align with participants' personal values and beliefs. This alignment fosters a positive perception of surrogacy services and suggests that these advertisements play a pivotal role in shaping consumer perceptions of parenthood and family dynamics. The study's exploration of the influence of surrogacy advertisements on consumer attitudes and empathy further illuminates their significant impact. The findings indicate that exposure to surrogacy advertisements positively influences participants' attitudes towards surrogacy and enhances their empathy towards individuals considering surrogacy. This aspect holds potential implications for societal acceptance and understanding of surrogacy as a viable option for family building. Furthermore, the study revealed that surrogacy advertisements spark a heightened interest among participants to learn more about surrogacy services. This aspect underscores the educational role of these advertisements in informing and engaging consumers, contributing to a more informed decision-making process. Perhaps most notably, the research unearthed the profound impact of surrogacy advertisements on participants' thoughts and emotions related to surrogacy. A significant majority agreed that these advertisements had a lasting effect, emphasizing the potency of emotional appeals in shaping consumer psychology and perceptions. In essence, this study underscores the significance of surrogacy advertisements as influential tools in shaping consumer attitudes, emotions, empathy, and interest. The findings provide valuable insights for marketers seeking to effectively communicate the emotional rewards of surrogacy and resonate with consumers' personal values. Furthermore, the study contributes to the broader understanding of how advertising content can drive not only consumer perceptions but also societal acceptance and awareness of complex and sensitive issues. As the realm of advertisement continues to evolve, these findings offer a compelling lens through which to examine the interplay between media, psychology, and consumer behavior.

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