

CONSUMERS' ATTITUDE TOWARDS EMOTIONAL ADVERTISEMENTS

Sonakshi Jaiswal

Research Scholar, Indira Gandhi National Open University (IGNOU), New Delhi

Prof. M. S. Seenam Raju

Registrar (I/c), Indira Gandhi National Open University (IGNOU), New Delhi

Abstract: *The recent changes in the consumer demographic, have led marketers to focus on how to combat the rising competition in the market. There are strategies being developed on drawing consumers' attention towards their product or service. The paper focuses on the relationship between the consumers' attitude towards emotional advertisement and consumer decision making. A self-administered questionnaire was designed and the data was collected from Hyderabad region. The data was analysed using Ms-Excel, SPSS 21 and AMOS 23 software. The results drawn from CFA showed that Pleasure played a major role in Consumers' Attitude towards Emotional Advertisements. The findings of Chi-Squared test unveiled that the demographic variables have no association with the Consumers' Attitude and Buying Decision. The findings of the study will be of immense importance to the marketers to frame impactful advertisement strategies and will give the required leads to measure the efficacy of the emotional advertisement.*

Keywords: *Emotional Advertisement, Attitude towards the ad, Consumers, Consumer Decision Making.*

Introduction

“Advertising does not get attention and then creates an emotion. Advertising creates an emotion which results in attention”-Oatley & Jenkins (1995).

In today's hyper competitive business environment, companies are stipulated to supplement their marketing strategies to all possible extents. A multitude of companies are just not selling the products to the customer but thriving to make a mark in the mind and hearts of their prospective customers. It is important to reach the hearts and the best way to enter that territory is the use of emotional appeal in the advertisement strategy of these companies. In our complex society, advertising has evolved into a vital communication system for both consumers and businesses (Belch & Belch,2003)According to Sabruto Senupta, a celebrated Indian author as cited by Jethwaney and Jain (2006: 86-87), advertising involves the perception it brings about in the mind of the target consumer. This is what can result in the consumer's action of patronizing the product or service. Advertisements serve as a platform to demonstrate the product/service the marketer wishes to sell by attracting their target audiences.

Advertising appeal is the theme of an advertisement. To makes the audience receives a necessary message; advertisers have to put some driving power into the message. This driving power is appeal (Kotler, 1997).Belch & Belch (2003) in their book classified advertising appeal as Rational and Emotional appeal. Rational/Informational appeals are based on the functional need of the buyers of the product or service. Emotional/Transformational appeals are based on the psychogenic and social needs of the individuals

The knowledge that emotions have the ability to persuade people is dated long ago. It was Aristotle who identified three modes of persuasion which is Pathos (emotions), Logos (logic) and Authos (authority).The shift in the behaviour of the consumers has naturally given huge scope for Emotional Advertisements to play their role in the marketing of products/services. Emotional advertisements generate positive or negative feelings to create a positive emotional association with the product advertised or the service. These advertisements induce likeability towards the product in the mind of the consumers. To understand the effectiveness of the Emotional Advertisement, Attitude towards the ad is considered in this paper as a construct which assesses the attitude of the consumers towards emotional advertisements and whether this has any impact on consumer decision making. Attitude has been considered as an integral part of consumer decision making (Dickinson & Heath ,2006).A predisposition to react to an advertising stimulus in a positive or negative manner is the Attitude toward the Ad (Lutz,1985).Poels & Dewitte (2006) defined Emotional Advertisement as a promotional technique that is designed to trigger emotional response from customers. The emotional advertising appeal is one kind of advertising appeals, which stimulates the consumer's emotional attitude towards the product by adding emotion to the advertisement as well as creating the specific advertising image (Turley & Kelley, 1997).

With the recent changes in the consumer demographic, marketers are focusing on how to combat the rising competition in the market. Strategies are being developed on drawing consumers' attention towards their product or service. With these changes in the marketing arena it is essential to study the attitude of the consumers towards the advertisements. The paper focuses on the attitude of consumers towards Emotional Advertisements. The study also draws relationship between the attitude towards ad and purchase intention of the consumers.

Review Of Literature:

Batra and Ray (1986) opined that affective responses (ARs) should supplement the cognitive responses. ARs represent the moods and feelings of consumers evoked by the ad and cannot be used to evaluate the advertisements. The author examined the effect of three affective responses which is consumers' attitude towards advertisement, consumers' attitude towards the brand and relative importance of each type of responses. The sample for the study was 120 subjects and they were exposed to four television commercials. They studied the role of emotions in generating purchase intention .They have also suggested a logical association between Emotional Ads and customer acceptance rate.

The responses driven through emotional advertisements have the ability to influence the decision making of the consumers.

Holbrook and Batra (1986) discussed the importance of Emotional appeal being used in the advertisements. Their study highlighted that the emotional appeals evoke emotional reactions in consumers that in turn influences their attitude towards the advertisement. These appeals are used to capture the attention of the viewers and develop a link between the consumer and the advertised product.

Mackenzie & Lutz (1989) investigated the inception of attitude toward the advertisement (AAD), as a mediator that has an effect of advertising on brand attitude and purchase intentions, among 323 undergraduate and MBA students (aged 20–32 years), using a conceptual model of Attitude Towards the Advertisement(AAD) formation. They concluded in their study that Attitude towards the ad is the manner in which individuals evaluate an appeal in the advertisement, they are exposed to and such evaluation can be favourable or unfavourable.

According to Biehal, Stephens, and Curlo (1992) considered how attitude toward the ad affects brand choice. The authors scanned the applicability of two strikingly different perspectives—an independent or direct effects model and a mediated or indirect effects model. The results reinforce that Attitude towards Ad (Aad) has an independent effect on brand choice. They concluded an advertisement liked by an individual may not always lead to a favourable attitude towards the advertised brand. Similarly, a disliked advertisement may not lead to unfavourable attitude towards the brand. Also the attitude towards the ad predicts the purchase intention of an individual.

Lang P.J (1995) in his study concluded that picture emotional messages are better remembered than non-emotional messages and emotional appeals in advertising has the ability to captivate the viewers on a personal level, tend to be more effective in gaining the attention of the consumers as compared to rational appeals.

Mattila (1999) studied the relative comparative effect of emotion and rational appeals in services advertisement on potential customers. The study also considers three cues in the advertisement which is portraying customers or employees in the ad, pricing and documents highlighting service excellence. The main focus of the study lies on examining the impact of advertisement on creates an attitude towards the hotel brands. The sample for the study was 154 students who five print assessed five hotel advertisements in print form on a seven point bipolar scale. The findings reveal that emotional message strategy is most effective in assessing advertisement as these advertisements attract customers' attention and in turn develops a positive attitude towards the ad.

McInnis, Rao and Weiss (2002) studied the role of advertising executional cues and viewer responses on media weight-induced sales which had not been examined in earlier studies. The authors worked upon finding whether the media weight has any impact on the sales and also if this depends on the creative characteristics of the advertisements and

the responses they evoke in viewers. The hypotheses developed were in relation to the results of previous studies conducted on consumer persuasion. Memory processes, and advertising wearout. Their work described emotional appeals play a paramount role in enhancing and increasing the effectiveness across a variety of product categories and market conditions.

According to Yoo & MacInnis (2005) any advertisement that endorses an emotional appeal will generate positive emotional response in customers. Emotions that are stimulated through an emotional advertisement have the ability to influence response of people towards the advertisement. The study examines brand attitude formation process by ad execution format (emotional vs. informational). The authors used 14 commercials to test the attitude formation and a sample of 202 students watched the 10s ads. Questionnaire tested the attributes toward attitude towards brand and attitude towards advertisements with Likert scale. The findings of the study bring to light that the type of advertisement whether informational or emotional supports the process of brand attitude formation. The advertisements with emotional appeal drive positive feelings towards brand attitude formation which enhances the evaluation of advertisements' credibility thus forming attitude towards the ad and vice-versa for negative feelings.

Rossiter and Bellman (2012) in their study have emphasized the role of Emotional Advertisement in that it has the power to stimulate people's emotion or even make them happy or sad. The study focuses on five emotional attachments consumers share with brands which is Trust, Bonding, Resonance, Companionship and Love. The study was exploratory in nature with a survey method adopted. The author classified the products into two categories hedonic products (includes beer and instant coffee) and utilitarian products (as gasoline and laundry detergent). Also the survey was gender specific based on the historically representative buyers of the product category. The study claims to be first of its kind to investigate the behavioural effects of specific brand emotions. The study concludes that Emotional Branding is effective equally to men and women contrary to the popular belief that women are more receptive to emotions than men. The study leads future scope for the advertisers to find if the advertisements alone can instill emotional attachment to the advertisement or brand.

Research Gap:

It cannot be undermined that a large amount of studies have been conducted on Consumers' Attitude of towards advertisement (Aad). However most of the studies focus on advertisements in general but very few studies were found which focus specifically on Emotional advertisements. The studies conducted earlier were in different parts of the world; this study bridges the gap and is conducted in Hyderabad city of Telangana state, India. The sample selected in earlier studies mostly comprised of student population whereas the current study is composition of adults of different age groups. With these found gaps in previous literature it is important to plug in the gaps to develop strategies and model for effective assessment of Emotional Advertisements.

Conceptual Model:

Based on extant literature, determinants such as hedonic, good for economy, product information, values corruption, materialism and consumer benefits consistently indicate strong relationship with consumers' attitude towards advertising (Yang, 2000; Ramaprasad & Thurwanger,1998;Pollay&Mittal,1993; Bauer & Greyser, 1968).Credibility, Informative, Pleasure and Creativity will be tested in this study. The impact of Attitude towards Emotional Advertisement and its impact on Consumer Decision will also be considered.

The table (1) below gives a summary of the various determinants of consumers' attitude towards advertisement found in the extant literature:

Table 1: Key Determinants of Attitude toward Ad from Past Literature

Korgaonkar, Silverblan and O'Leary (2001)	Wang, Zhang, Choi, and D'Eredita(2002)	Barrio and Luque (2003)	Tsang, Ho, and Liang (2004)	Zhang and Wang (2005)	D'Souza and Taghian (2005)	Tan and Chia (2007)	Wang, Sun, Lei, and Toncar(2009)
Product information	Entertainment	Product knowledge	Entertainment	Entertainment	Favourable	Product	Entertainment
Social role and image	Informative	Message involvement	Informative	Informative	Pleasant	Hedonic	Information
Hedonic/pleasure	Irritation	Attention	Irritation	Irritation,	Convincing	Social	Credibility
Value corruption	Credibility	Comparative advertising intensity	Credibility	Credibility	Believable	Falsity	Economy
Falsity/ no sense	Interactivity	Claim believability	Relevant demographic variables	Interactivity	Good	Good for economy	Value corruption
Good for the economy	Demographic	Advertisement cognition				Materialism	
Materialism							

Table 1 Source: Developed for this study

The impact of Emotional Advertisement on the consumers and their attitude towards these advertisements is being studied in this work. Therefore after reviewing the literature and identifying the different dimensions used to measure attitude towards advertisement, four dimensions have been studied. The four dimensions selected for the study are Credibility, Pleasurable, Informative and Creativity. To analyze the effect of these dimensions, a conceptual framework is developed.

Figure 1: Conceptual Model: Attitude towards Emotional Advertisement & Consumer Decision

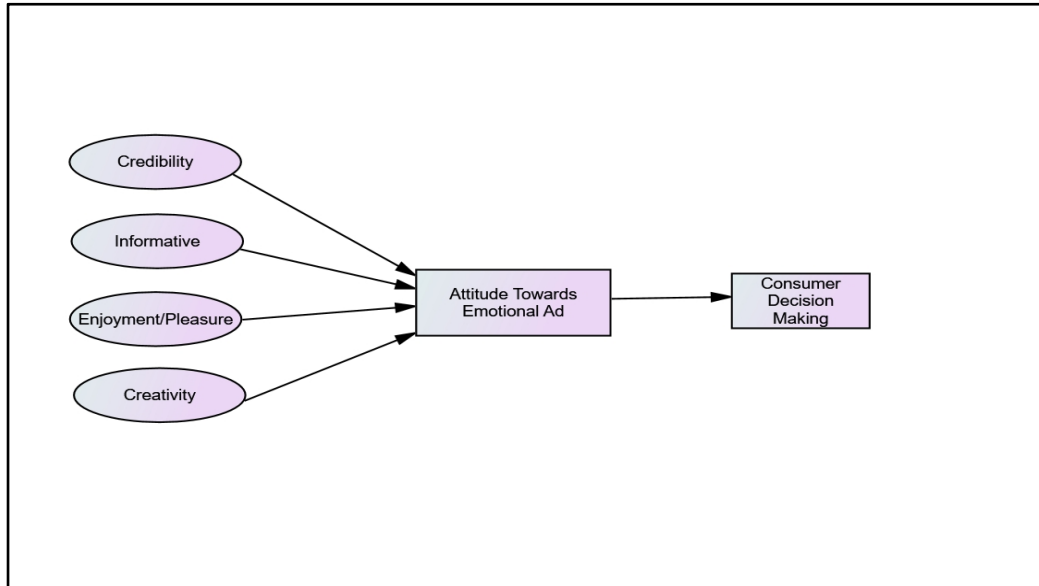


Figure 1 Source: Developed for this study

Objectives Of The Study:

1. To assess impact of emotional advertisement on consumers.
2. To analyze the attitude of consumers towards emotional advertisement with reference to demographic profile.
3. To identify attitude towards emotional advertisement leads to consumer purchase decisions.

Research Methodology

Research Design

A research design is a procedural plan that is adopted by the researcher to answer questions validly, objectively, accurately and economically (Kumar, 2011). Descriptive research is concerned with the current status of the phenomena to acquire a better understanding of the existing situation, but disregards the cause of the research problem (Tustin et al., 2005). Survey methods are typically associated with descriptive research (Hair et al., 2009). The current study is descriptive and exploratory in nature and adopts a survey method for data collection.

Scope of the Study

The study was restricted to Hyderabad city of Telangana state, India. The total time duration taken to complete this study was approximately 7 months.

Data Collection

The data for the current study has been collected using both Primary and Secondary sources.. The sources for secondary data were research papers from different journals, magazines, e-books on the internet. The primary data was collected by circulating a structured questionnaire through e-mail and Whatsapp.

Questionnaire Design

A self-administered survey allows respondents to complete a survey instrument on their own, which has the benefits of eliminating interviewer bias, the ability to reach large research populations and attain an acceptable response rate (Denscombe, 2010; Burns and Bush, 2012; Haydam and Mostert, 2013). Hence a self-structured questionnaire was circulated via emails and Whatsapp. The first section of the questionnaire comprised of the demographic variables of the respondents. The second section focused on the attitude of the respondents towards Emotional Advertisements. A five-point Likert Scale anchored “Strongly Disagree “ to “Strongly Agree” is adopted to measure the dependent and independent variables viz Credibility (Korgaonkar & Wolin 2004), Informative, Pleasure, Creativity (Ram Prasad & Thurwanger, 1998), Attitude towards Ad (Yang 2000), Purchase (Hamidzadeh et al ,2012, Putrevu & Lord, 1994).

Sample

It was exigent to select a sample with a broader spectrum of respondents that represent different age-groups, gender and income-groups. The questionnaire was circulated among 272 individuals out of which 114 respondents took the survey and only 73 were considered after data filtering. Thus, the sample size for the study is 73 respondents. Purposive sampling method is adopted to cover the different demographics for the study.

Tools used

Primary data collected from the respondents was analysed using Google charts, Frequency Distribution, Exploratory Factor Analysis, Confirmatory Factor Analysis, Reliability test, Model Fit and Chi-Squared Tests. The software used were MS-Excel, SPSS 21 and AMOS 23.

Data Analysis

Respondents' Demographic Profile

Based on the survey, the female respondents represent 43.8%(32) and the male 56.2% (41) of the total respondents. The age distribution of the respondent was as follows (i) 18-20 years old- 26% (38) (ii) 21 to 35 years -52.1%(19) (iii) Above 36 years-21.9% (16). In terms of the income group, the majority of them were the respondents with monthly income more than Rs.40,000/- 34.2% (25) followed by the first category which was

earning less than or equal to Rs.5,000/- group 32.9% (24), then Rs.5,001 - 20,000 23.3% (17) and the least share was occupied by respondents earning between Rs.20,001-40000 9.6% (7).

Exploratory Factor Analysis

To measure the Attitude of consumers towards Emotional Advertisement, a questionnaire with 12 items was used through which Exploratory Factor Analysis was conducted on SPSS software. Exploratory Factor Analysis is a dimension reduction technique which reduces a large number of variables to utmost important ones. After the reduction of items, the instrument was reduced to 10 items with four factors. Consumer Decision Making originally comprised of 3 items but only two items loaded on this factor. As his study is exploratory in nature, EFA is performed to identify the important constructs.

Reliability Analysis

Reliability Analysis is done to assess the significance of the data. A general accepted rule is that α of **0.6-0.7 indicates an acceptable level of reliability**, and 0.8 or greater a very good level. However, values higher than 0.95 are not necessarily good, since they might be an indication of redundancy (Hulin, Netemeyer, and Cudeck, 2001). The resultant α value with all the 10 items of the research instrument is **0.635** which is an acceptable level of reliability. The research instrument used in this study is used to measure the different aspect of attitude of consumers towards emotional advertisement and its impact on consumer decision making.

Table 2: Cronbach's Alpha Result

Cronbach's Alpha	.635
Based on Standardized Items	.634
N of Items	10

Table 2 Source: Developed for this study

The Kaiser-Meyer-Okin (KMO) & Bartlett's Test of Sampling Adequacy conducted showed the following result.

Table 3: KMO & Bartlett's Test Result

Kaiser-Meyer-Okin Measure of Sampling Adequacy	
.589	
Barlett's Test of Sphericity	Approx. Chi-Square
112.692	
df	66
Sig	.000

Table 3 Source: Developed for this study

KMO test value greater than 0.50 is acceptable and the resultant value 0.589 shows that the information extracted is valuable and also the resultant value of Barlett's Test of Sphericity indicates significant value .000 and confirms reliable result of factor analysis.

Confirmatory Factor Analysis Result

Confirmatory factor analysis is the next step after Exploratory Factor Analysis which was performed using AMOS software. It is a multivariate analysis to examine the variability among observed variables and excerpt variability from items and load them into a common factor. The Confirmatory Factor Analysis was performed with 10 items as derived from Exploratory Factor Analysis, but after CFA was performed only 8 items were considered fit. Two items were correlated after running CFA as the items showed high correlation in the analysis as shown in Figure 2. The below Table 4 depicts the Standardized Factor loading of each item and the values of all the items are **above 0.4** which implies a strong relationship with the underlying construct.

Table 4 : Standardized Factor Loading Value of each item

Items Description	Standardized Factor Loading Value
<i>Dependent Variable : Consumer Decision Making</i>	
Emotional Advertisements affect buying decisions positively.	.73
Emotional Advertisements play a role in buying decision	.48
<i>Independent Variable : Attitude towards Emotional Advertisement</i>	
Emotional Advertisements are believable and trustworthy	.45
Emotional Advertisements are source of information	.34
Opinion on Emotional Advertisements is favourable	.42
Enjoy watching Emotional Advertisements	.66
Pleasure to watch Emotional Advertisements	.57
Innovative ideas while watching Emotional Advertisements	.32

Table 4 Source: Developed for this study

Figure 2: Confirmatory Factor Analysis of Attitude towards Emotional Advertisement & Consumer Decision

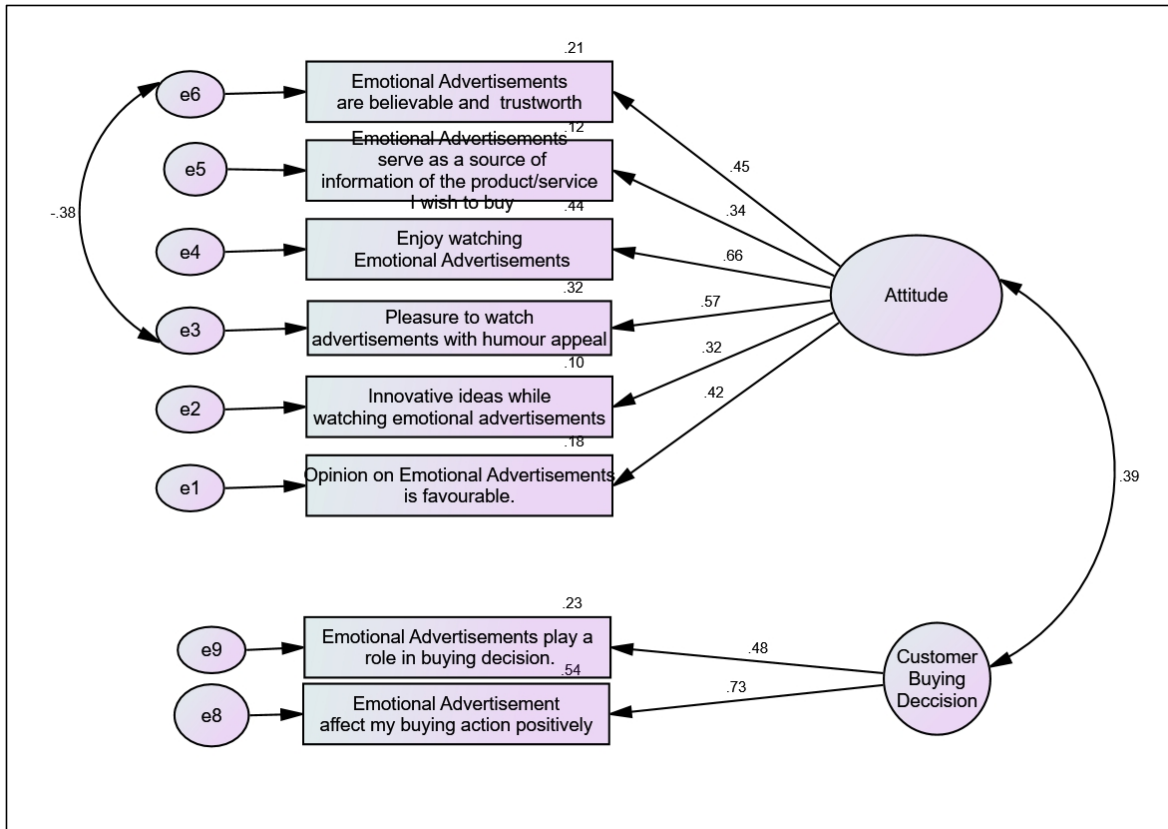


Figure 2 Source: Developed for this study

Evaluating Model Fitness Test Analysis

To evaluate the fitness of the proposed model, AMOS delivers a set of useful indices that are used to determine the fitness and validity of the hypothesized model. Out of different indices, p of close fit (PCLOSE), Root mean Residual (RMR), Root Mean Square Error of Approximation (RMSEA), Tucker Lewis Index (TLI), Goodness of Fit Index (GFI), Chi-Square, CMIN/DF, Adjusted Goodness of Fit Index (AGFI), Baseline comparisons indices (eg CFI, IFI, TLI) were observed to determine the authenticity of the research model. The resultant values in Table 5 of CMIN/DF, CFI, GFI, AGFI, RMR, RMSEA, PCLOSE, PGFI, IFI, TLI meet the threshold and depict an acceptable model fit. However the value of AGFI slightly differs from the standard value but meets the criterion when rounded off. With the resultant values thus obtained it can be stated that the model is fit as it meets the threshold.

Table 5: Model Fitness Test

Model Fit Index	Resultant Value	Threshold
CMIN/DF	1.053	<3 Good, <5 Acceptable
Comparative Fit Index (CFI)	0.979	Close to 1 = good

Goodness Fit Index(GFI)	0.946	>0.90
Adj.GoodnessFit Index (AGFI)	0.892	>0.90
Root Mean Residual (RMR)	0.060	<0.08
Root Mean Square of Appropriation(RMSEA)	0.027	<0.08
P of Close Fit (PCLOSE)	0.592	>0.05
Parsimony Goodness of Fit Index(PGFI)	0.473	Within 0.5
Tucker Lewis Index(TLI)	0.967	>0.90
Incremental Fit Index(IFI)	0.983	Approaches 1

Table 5 Source: Developed for this study

Chi-Squared Test:

To identify whether there appears a significant association in the responses based on their gender, age and income in context to the questionnaire chi-squared test is performed.

Table 6: Chi-Squared Test based on Demographic Profile

ITEMS AS PER THE QUESTIONNAIRE	AGE	GENDE R	INCOME
	<i>P Value</i>	<i>P Value</i>	<i>P Value</i>
Emotional Advertisements are believable and trustworthy.	0.864	0.057	0.068
Emotional Advertisements serve as a source of information of the product/service	0.926	0.428	0.891
Enjoy watching Emotional Advertisements	0.679	.461	.619
Pleasure to watch advertisements with humour appeal	0.579	0.482	0.979
Innovative ideas while watching emotional advertisements	0.598	0.101	0.143

Opinion on Emotional Advertisements is favourable.	0.136	0.450	0.329
Emotional Advertisement affect my buying action positively	0.347	0.512	0.015*
Emotional Advertisements play a role in buying decisions.	0.319	0.527	0.706

Table 6 Source: Developed for this study

The Table 6 provides the resultant chi-squared values of the 8 items as confirmed after performing CFA with reference to Age, Gender and Income of the respondents. The values obtained are greater than 0.05 except in the case of Income with respect to buying action of the respondents. The remaining values are greater than 0.05 which implies that there is no association between age, gender and income of respondents on the items studied.

Findings And Conclusion

The aim of this study was to carry out an empirical analysis of the factors that affect the Attitude towards Emotional Advertisement and its implication on the buying decision of the customers. This study affirms and develops an instrument to measure the items that affect Attitude towards Advertising in context to Emotional Advertisements.

The findings of the study reveal that in the formation of an Attitude towards Emotional Advertisement “Pleasure to watch humorous advertisements” plays a huge role which is in confirmation with the study Weinberger and Gullas (1992) who explained emotions of humor used in an advertisement stating that it has a strong impact on viewers driving their interest towards the ad and ultimately the purchase decision. According to a Nielsen survey, 50% of consumers in North America feel that humor resonates with them in ads the most. The other items like Enjoy watching, Believable and trustworthy, informative, innovativeness have high to moderate effects as it is evident from the CFA results.

The study also draws attention to the items that have an impact on Consumers Attitude towards emotional advertisement which leads to customer decision making. The attributes which have a significant relationship with attitude towards emotional advertisement leading to customer decision making are “Enjoy watching emotional advertisement”, “Pleasurable to watch humorous advertisement”. This brings out that the emotional advertisements which consumers enjoy watching and advertisements with humour attract the audience's attention and thus have a strong association with customers' attitude towards advertisement and their decision making. The other items which are significantly associated with Consumers' attitude towards emotional advertisement and their decision making are informative, believable and trustworthy and innovativeness. These results are confirmed by performing Regression Analysis. Thus the objective of the

study, to assess the impact of emotional advertisement on consumers and customer decision making is satisfied.

It is interesting to note that the results of Chi Squared Test as it is in consensus with the idea that the age of an individual plays no role to decode emotions from a verbal material(Phillips .L. et al) .The values obtained in case of age clearly specify that the Attitude of Consumers towards Emotional Advertisement and their buying decisions has no association with the age of the respondents. As part of the investigation, Olivier Collignon and a team from the Université de Montréal Centre de recherche en neuropsychologie et cognition (CERNEC) demonstrated that women are better than men at processing auditory, visual and audiovisual emotions. But the study contradicts the behavioural difference of women and men as the results derived show that the consumers' attitude towards emotional advertising and their buying decision have no association. In case of Income there exists association between income of the individual and the positive effect of emotional advertisements on the buying action of the respondents. However the other items show no association between income and Attitude of Consumers towards Emotional Advertisement. Thus justifying the objective of the study to analyze the attitude of consumers towards emotional advertisement with reference to demographic profile

The findings of the study will be of immense importance to the marketers to frame impactful advertisement strategies. The attitude of the consumers towards emotional advertisement will give the required leads to measure the effectiveness of the advertisement and the buying decision of the customers. The study makes useful contributions to the advertising field by bringing to light the importance of Emotional Advertisements.

Future Implications

The marketers should notice that the presence of emotional appeal in advertisements will be able to influence consumers' attitude towards advertisements. It is essential to ensure enough emotional strength so that the advertisement paves its way to attract consumers' attention and emotional reverberation. Moreover, the relationship between negative emotional appeals and advertising effect can be studied further. It is significant to conduct future research to latch onto the suitable emotion level for different product categories. Further the study can be replicated with larger sample sizes and different geographical locations such that the limitations of the current study are met. It would be interesting to study the same model at global level and further validate the findings of the study.

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