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Impact of emotional advertising on consumer purchase buying behavior in Delhi/NCR

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Abstract

Marketers focus more on commercials and use emotions as their primary tool while doing promotional activities to increase sales of their goods. The goal of the current study was to determine how emotional advertising, in particular appeals to love, comedy, happiness, and excitement, affected customer purchasing decisions. Companies today employ a variety of appeals in their advertising campaigns to sway consumers' opinions and increase their propensity to buy a certain good or service. We primarily distinguish between intellectual and emotional appeals in advertising. However, there are numerous more attractions that improve and significantly increase the attractiveness of an advertisement. This study intends to explore the impact of rational and emotional appeal on people and their purchase behavior because it is known that there is no specific pattern to follow when instilling appeals in commercials. The research produced specific findings when it comes to the population and how these appeals effect a certain gender using a concentrated strategy. It was found that the emotional appeal and message of the commercial had a greater impact on women, but the rational appeal of the advertisement attracted the buy intention of males. As a result, it can be inferred that the product, its objective, and its target market are all interrelated, which may persuade the advertiser to make the appropriate form of appeal in accordance. To successfully persuade the target market to buy a certain good or service, one can also combine a number of other appeals.

Keywords: Appeals, commercial, emotional appeal, advertisement

1. Introduction

For any product, advertising is an important part of the marketing mix. Therefore, for national and worldwide brand advertising, it is essential to use opulent or successful advertising appeals for specific product or service types.

Brand recall is important in marketing consistently. Brand recalls are crucial at the point of sale since they determine a brand's success or failure. In previous advertising theories, it was thought that brand memory was the result of a plot by manufacturers who placed more stock in practical messaging than in the ability of advertising to forge an emotional connection with the brand and engender positive associations.

Researchers have focused on a few key problems that are related to emotional responses to advertising in a number of studies about the significant impact of advertising on consumer attitudes. Many academics have since worked in this field and discovered that both positive and negative effects influence how well advertisements are evaluated. This confirms the idea that enjoying or favoring an advertisement may result in the growth of a positive attitude toward a business and higher purchase intentions. The many approaches of measuring the efficacy of advertising are founded on the idea that brand awareness is essential to the formation of consumer attitudes toward brands and their appraisal. The reactions that are referred to as "primary affective" or the emotions that are elicited by advertisements play a key role. According to the approach, these generated emotions serve as a gatekeeper for how the consumer processes brand information. Other researchers have also conducted study to determine the significance of the sensations and emotions elicited by commercials, and they have discovered a direct correlation between these ads' attitudes regarding the advertised brand and subsequent purchase intentions.

Numerous studies have found that these feelings might indirectly affect consumers' attitudes toward the advertised goods and even serve as a mediating factor.

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It has been demonstrated in various studies that various types of improvisation in advertisements based on emotions such as fear, humor, love, and eroticism may lead to various kinds of feelings evoked by various types of advertisements and thus lead to attitude formation, which in turn leads to brand recognition, brand attitude, as well as purchase intention.

1.1 Role of emotional advertising on consumer buying behavior

In today's fiercely competitive market, advertising has emerged as one of the most significant business endeavors. Companies assume that because of the commercials, which convey signals about a particular brand and its products, people would buy their items. An emotional message in publicity draws the audience's attention to the advertisement and makes the product more appealing and increases brand recognition. In fact, emotional advertising are more likely to be recalled than those that present information. Therefore, in order to accurately measure "advertisement liking and purchase intent," it is vital in this day and age to turn to emotions and emotional responses. Advertising plays a significant role in providing news and essential product information to consumers, which helps them make better purchasing decisions. As a result of the fear of competition that businesses currently experience, creating an appealing and compelling message is the most reliable strategy to affect consumer purchasing behavior. Consumers' ability to decode marketing messages varies.

One of the fundamental components of customers' relationships with brands, according to Fournier (1998), is love. a sense of emotional connecting and connectedness, a strong alignment with the consumer's basic beliefs, an increased level of desire and involvement, a dedication to using it over the long term, and attitude valence. The brand becomes the most wanted in its business when a relationship with customers develops into a love relationship. Because of this, the most well-known and popular brands always take the top spot in consumers' minds, eliminating the competition. The Cola-Cola Company brand managers cite many years of tradition, and this company's goods are linked to a feeling of love, friendship, and family. Pepsi's assumptions speak to the feelings of enjoyment and carefreeness, which explains why this brand is so popular, especially with young customers. At the same time, they convey that a certain product not only meets their unique wants but also, and most importantly, ensures only happy feelings.

1.2 Need for the proposed study

According to neuroscientific research, emotional connections emerge before cognitive biases. This study aims to determine how much of an influence our emotions have on our purchasing decisions as well as which emotions are the most powerful triggers. Such studies have primarily used secondary data in India. There aren't many studies using cross-sectional research, panel data, and primary data.

1.3 Scope of the study

Since advertising appeal plays a significant role in shifting attitudes and influencing purchasing decisions, this study has broad application in marketing and advertising. This study will assist marketers in understanding the emotional touch points of consumers and personalizing their offers

because consumers don't always make logical purchasing decisions. Indian customers will be the only ones used in this study. Results can then be compared with those from other nations for cross-cultural studies.

In India, few advertisers consistently gather information on the various effects of advertising appeals on customer purchasing decisions. The advertisers will be aware of the relative relevance of these appeals in terms of how the targeted market perceives them once the advertising appeal with the highest degree of likeability is identified. Following that, managers can develop strategies tailored specifically for the target segments. Such differentiating tactics will aid in improving the performance and appeal of advertising stimuli.

1.4 Statement of the problem

This study's initial goal was to develop a model by empirically examining the effects of one key advertising appeal, emotional appeal, on various items while taking into account the interactions of other variables. This study would be distinctive in that it would be the first of its kind to use a survey method and assist academia in understanding how various consumers interpret various appeals. This study will also assist advertisers in comprehending the need for various appeals in light of their various target audiences.

2. Review of literature

These appeals, in accordance with Jovanovic, Viastelica, and Kostic, can be roughly split into two categories: intellectual and emotive. However, this all depends on whether businesses intend to persuade customers to buy the promoted goods based on their rational or emotional motivations (Pedrag Jovanovic, 2016) ^[18]. According to Long-Yi Lin, the direct or indirect delivery of specific benefits or the justification for why customers should think about purchasing the goods can be referred to as advertising appeal. It has been noted that the dissemination of advertising messages draws customers in and piques their curiosity (Lin, 2011) ^[14]. According to Sanjeev Verma, these appeals via television, radio, and the internet reach a significant population of people from a variety of cultural and racial backgrounds.

According to (Philip Kotler, 1997) ^[19], the definition of rational appeal is "rationally oriented purchase stimulated by directly outlining a product's advantages." This appeal primarily emphasizes the advantages of a good or service. In contrast, he described emotional appeal as the stimulation of consumers' purchasing intentions through the evocation of either good or negative feeling.

Sadeghi, (2015) ^[22] asserts that logical appeals can be used most effectively when marketing high involvement items because these products tend to be more expensive and valuable, which increases the risk involved and necessitates thorough disclosure of all relevant facts. On the other hand, according to (Siddiqui), emotional appeal is connected to a person's right brain thinking, which causes them to quickly satiate their psychological requirements by purchasing the marketed product. He further categorizes rational and emotional appeal in his research into genres including music, humor, fear, sex, romance, statistic, and comparison, adventure, and bandwagon attractions, among others.

Additionally, emotional appeals may not have historically fared well on memory tests, but the current research contends that they can have a significant impact on

consumers' memories (Williams, 2000) [4]. One Muhammad Rizwan (2013) [6] made a few observations regarding the attitudes of TV advertisements. These discoveries primarily center on how rational appeals, when used in television ads, are more important and advantageous than emotional appeals. Emotional appeals, on the other hand, are effective in persuading customers to pay attention to the goods or services that are being advertised. Another finding revealed by Lin (2011) [14] in regards to the role of spokespersons and advertising appeals is that appeals have a significantly beneficial impact on attitudes toward advertising. Lin further draws the conclusion that rational appeals are more important than emotional appeals. In addition, Lin (2011) [14] asserts that, in order to produce positive outcomes, the influence of the combination of rational advertising and a celebrity spokesperson is more notable than the combination of emotional advertising and a celebrity spokesperson.

Regarding social media advertising, (Qu, 2018) [17] claims that through his research, it can be deduced that businesses can increase more professional information in social media advertising, let consumers understand more practical skills through advertising, broaden the knowledge side, display the high functionality of the product through advertising, and use a large number of data language to give consumers the impression that the content is true and reliable, through various methods.

3. Objectives of the study

1. To study the determinants of Emotional appeal in advertising stimuli.
2. To study the impact of Emotional appeal in advertising on purchase decision of consumers.

4. Research methodology

The inductive and deductive research methodologies are the two that are most frequently employed. The deductive technique derives conclusions from known premises while the inductive approach establishes a general statement from specific facts. Deductive draws plausible inferences from a sparse collection of observations. The development and testing of hypotheses is done along with the measurement of the quantitative data gathering. As a result, this study employed a deductive methodology. Data was gathered for the study throughout a specific time period. Consequently, the study is cross-sectional. In Delhi/NCR, the population under research for this study is acknowledged as a consumer of cool land. However, it is quite challenging to gather precise data on Delhi/NCR customers. Unknown is the study's sample size. Because convenience sampling is a crucial sample strategy in the non-probability sampling technique, the researcher used it. People who are simple to get in touch with or reach are used as samples. The questionnaire for this study is broken down into two sections: personal information and research information. Gender, age group, educational background, occupation, and how frequently soft drink items are purchased are all considered to be personal information. On the other side, the research data contains 21 assertions about the study factors, such as purchasing patterns and the emotions of love, humor, happiness, and enthusiasm.

5. Results and data interpretation

Research data analysis is a method that academics use to

distill data into a narrative and then interpret it to draw conclusions. It makes logical that the data analysis method aids in breaking down a big amount of data into smaller pieces. The first of three crucial steps in the data analysis process is data organization. Combining summarization and categorization results in the second most widely used strategy for data reduction. For simple identification and connecting, it aids in identifying patterns and themes in the data. The third and final method is data analysis, which can be done top-down or bottom-up. The study's major goal was to confirm the assumption that the influence of advertising appeals on consumer purchasing behavior existed. The questionnaire on the effect and influence of Emotional and Rational Appeals on Consumer Purchase Intention received responses from 400 people in total.

Table 1: Distribution on the basis of gender

	Frequency		Percent
	Valid	Female	216
Male		184	46.0%
Total		400	100.0%

216 Females (54.0%) and 184 Males (46.0%) made up the sample frame. In order to determine which gender prefers which appeal (logical or emotional) the most, the respondent's gender was acknowledged.

5.1 Univariate Analysis

In this study, the central tendency was measured using the mean, while the dispersion was represented using the standard deviation. To determine the outcomes for objective, this study evaluated the data using a univariate analysis and an interval estimator.

The mean and standard deviation of the study's variables are displayed in Table 2. The average ratings for consumer behavior, love, happiness, comedy, and excitement in advertising are 4.6271, 4.6024, 4.8858, 4.9322, and 4.8322, respectively.

Table 2: Mean and standard deviation of the variables

Variables	Mean	Standard Deviation	Level
Buying Behavior	4.6271	0.58285	High
Emotion of Love in Ads	4.6024	0.58912	High
Emotion of Happiness in Ads	4.8858	0.49776	High
Emotion of Humor in Ads	4.8322	0.52548	High
Emotion of Excitement in Ads	4.8036	0.46950	High

5.2 Bivariate Analysis

Bivariate analysis was utilized to accomplish the study's second goal since it entails analyzing two variables to find their empirical relationship. A common correlation coefficient is Pearson's coefficient, which shows the association between two variables measured on the same interval or ratio scale.

The correlation coefficient (r) value was 0. 571 between the emotion of love in advertisements and purchasing behavior at the 0.000 significant levels, 0. 537 between the emotion of humor in advertisements and purchasing behavior at the 0.000 significant levels, 0. 668 between the emotion of happiness in advertisements and purchasing behavior at the 0.000 significant levels, and 0. 566 between the emotion of excitement in advertisements and purchasing behavior. The four emotions in the advertising are all significantly positively correlated with consumers' purchasing decisions.

Table 3: Correlation analysis

		Buying Behavior	Strength of Relationship
Emotion of Love	Pearson Correlation	.571**	Moderate Positive Relationship
	Sig. (2-tailed)	.000	
Emotion of Humor	Pearson Correlation	.537**	Moderate Positive Relationship
	Sig. (2-tailed)	.000	
Emotion of Happiness	Pearson Correlation	.668**	Strong Positive Relationship
	Sig. (2-tailed)	.000	
Emotion of Excitement	Pearson Correlation	.566**	Moderate Positive Relationship
	Sig. (2-tailed)	.000	

5.3 Regression analysis

Multiple regressions can be used to test scientific hypotheses about whether and to what extent certain independent variables explain variation in an interest dependent variable. It can be used to predict values of a particular variable based on knowledge of its association with known values of other variables.

In light of the fact that R Square is 0.438, it is possible to draw the conclusion that 43.8% of the variation in purchasing behavior can be attributed to the emotions of love, humor, happiness, and excitement. In other words, other factors accounted for 56.2% of the heterogeneity in consumer behavior. The ANOVA table's P-value is 0.000, indicating that the selected regression model has a good model fit (p0.01) for the data.

As seen in Table 4, the emotional coefficients for love, comedy, happiness, and excitement in advertisements are 0.218, 0.112, 0.354, and 0.295, respectively. at the exception of humor (p0.05), the emotions of love, happiness, and excitement are statistically significant at a 95% confidence level.

Table 4: Coefficient of regression analysis

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	-.042	.289		-1.144	.886
Mean_Love	.218	.055	.220	3.950	.000
Mean_Humor	.112	.068	.096	1.643	.102
Mean_Happiness	.354	.069	.319	5.125	.000
Mean_Excitement	.295	.067	.237	4.396	.000

6. Conclusion

This study on the effects of advertising appeals-primarily rational and emotional appeals-on customer behavior has thus made it easier to understand how significant these appeals are. It was discovered that various people approach these solicitations differently, primarily depending on their gender. Women believed that the emotional appeal of the advertisements may speak to them more than the rational side of them. However, it was shown that males tended to prefer the factual and logical aspects of advertisements and could not as effectively relate to the more emotive approach. Additionally, it was noted that most people like to be aware of the benefits and drawbacks of a product and to use their reasoning instincts rather than their emotional instincts when viewing any specific commercial. Thus, utilizing this, we can argue that both emotional and intellectual appeals are necessary for a successful advertisement, but that some

items require the emotional component more and others the rational component. Additionally, all participants concur that, in general, purchasing decisions are based on rational considerations, whereas emotional considerations for purchase intentions only come into play when a consumer has previously used a particular brand and feels somewhat emotionally attached to it, in which case they do not take into account competing products.

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