

EFFECT OF ADVERTISING APPEAL ON CONSUMER BEHAVIOUR

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Abstract

This paper attempts to gauge the impact of advertising appeal on consumer behavior. The study explores that how emotional and rational advertising appeals effect the consumer behavior. To know the effects of advertising appeals two different samples were selected from Quetta city, first sample was shopkeepers who sales products and other sample were those who use those products. The response rate was 100% and results were analyzed statistically. It is revealed that advertising appeals has significant impact on consumer purchasing habits. The study finds out that advertng appeal has greater impact on female consumers than male. Both Rational and Emotional appeals play its role during purchase of products. During advertisement campaign social media and outdoor media plays important role for marketing. On the basis of data collected suitable recommendations are proposed.

Introduction :

Advertising is a communication process of marketing which is paid, non-personal to promote certain idea, service or product. It is an audio, video and print form of communication which differs from Public Relations as in advertising is a paid service and message is controlled. It is communicated in traditional and non-traditional medium i.e. Print, Electronic and social Media. The real presentation of a specific informative message in a specific medium is known as advertising or Ad's. Different

societies uses various types of symbols for promoting various ideas ,services and goods to divert mind of consumer toward certain product or brand. Whereas in modern age Ad's became important way to promote service, idea or goods and uses communication strategies on buying demanding purchasing of consumer and users behavior (Arshad et al., 2014).

Advertising inform about the product to the consumer in such a way that users and customers are diverted toward product psychologically and emotionally. The information about idea attract toward rational appeal whereas the shape, structure and design of product packaging create awareness about brand on emotional behavior on the other side. Various promotion strategies are used to make one's mind focused towards anything in such a way that if they don't purchase the goods so their life will be considered incomplete without it and put customer in inferior complexion, sometimes consumers trapped into product marketing in such a way that even they don't need it for using it in daily life still they purchase the product due to emotional appeal and rational used in different ways during advertising campaign by advertiser.

The main aim of advertising is to facilitate consumer choice and enables consumer and users to purchase good as per their wish, demand and budget. And by doing this customer are emotionally influenced by branding strategies in such a way that one cannot come out of such dilemma until they purchase the goods. However (Adelaar et al., 2003) explained that due to emotional responses behaviors are produced by three main factors such as Arousal & Pleasure, Excitement and Dominance.

Another component of influenceable Ad's is that it creates emotional responses by psychological means to remind about brand consciousness, It encourages the competition and increase sales the most effective theory in advertising and marketing strategies is "Attitude Toward the Ad's. When user watch or observe any product marketing campaign by any means i.e. electronic, print or social media so it developed idea and liking about brand and then comes the purchasing. (Goldsmith & Lafferty, 2002).

This research aims to see that advertising appeals used in various advertisement could emotionally or rationally divert the consumer to buy the product or brand. The hypothesis set in beginning of research was examined by the quantitative method of questioner asked from consumers and shopkeepers. This method will help out by analyzing that how consumers attracted toward certain brand by knowing their attitude and behavior while purchasing the product.

Background

The historic background of Ad's can be traced down by ancient civilizations, the early Greeks and Egyptians civilizations used different tactics to increase sales value of the product. Even in slavery age, slaves were represented with beautiful tributes to highlight their demands in market and increase sales value by using both rational and emotional appeal to divert one's mind toward specific idea or goods. According to (Behal & Sania, 2014) Egyptians used papyrus to make sales message and wall posters. Indian rock painting date back to 4000 BC. Copper printing plates is date back to Song Dynasty who make square sheets of it with rabbits logo," Jinan Lau's Fine needles shop, he made high quality needles by using high quality steel rods" such appeals are used even in ancient China advertising was oral, classical poetry in 7th to 11th century BC) In which a bamboo stick flute was used to sell sweets. (commercial advertising in China).

The major step was taken in industrializations times when world changed its mode of economy in 19th century. In Mid-19th century most of world renowned newspapers and magazine were full of Advertising, Ad's even in 20th century adventures increased by using different tools shifting from traditional means of media to nontraditional means i.e. from newspapers and magazines to social media and electronic media.

Advertising appeal

By acquiring references from (Belch & Belch, 1998) defines advertising appeal as the extent of gaining users interest and boosting their

wish to expand their manufactured goods consumption and purchase intent. Advertising appeal is classified into emotional appeal and rational appeal.

In this paper, rational appeal is characterized as the level of rational appeal concentrating on logical purchase. The appeal gives consumers' pursuits by giving reasons. It highlights that a manufactured goods or service is able to attain a function or concern which a buyer wants. In this article, emotional appeal is identified as the level of accelerating buyers' buying intent by provoking their optimistic or pessimistic emotions. This study describes to (Lee, 1996), (Liu CP,1998), (Liu RL, 2001) and (Lin & Tu, 2006) in gauging advertising appeal. Four queries are used to assess if the objects are clearly conscious of the rational and emotional appeals being influenced in realistic advertisements. A seven point Likert scales is adapted to measure advertising appeal.

Appeals used in Advertising:

In advertising campaign two main basic appeals are used named as emotional and rational appeal, both of which attract the mind of consumer towards product on different situations when it attracts on basis of usage ,so it rational appeal and when it attract on psychological means so its emotional appeal. Both appeal creates a positive image of product or brand on consumer mind (Dheeraj, 2014a). However according to (Adelaar et al, 2003) justified behavior of consumer generated by emotional reaction which are categorized by three main independent reasons .

- a) Pleasure: The circumstances in which individual feels good, joyful and glad in a certain condition.
- b) Arousal: The degree of feeling sleepy, active, bored, active or excitement varies in various situations for different people.
- c) Dominance: Its defined as, in a particular situation individual feelings , which are in free to act or controlled..

Long lasting effect of Advertising Appeals:

Advertising is such a campaign in which the after effects remains for long period of time on mind and attitude of consumers. Their appeal varies

from person to person and situation to situation, but the most common are emotional and rational appeal, both work differently in different situations on different individual, however the emotional appeal remain dominant most of time as it increase wishes and desires of some and arousal of desires which ends only when achieved by buying that concern product.

Effect of Advertising Appeal on Advertising Attitude:

Advertising is effective on every consumer, to what extent it effect the consumer behavior and attitude it will be decided by demand and buying behavior of consumer towards particular product or idea, due to which increase in production level of manufacturer about specific brand or product. If consumer is emotionally attached to product so their preference will also be based on their wish list other than other aspect of preference of product, based on usage of product in daily life (Dheeraj, 2014b).

A research conducted by Abideen-Ul-Zain & Saleem in 2011 investigated the relationship between variables i.e. emotional response & environmental reaction with purchasing actions of buyer. This research findings show normal linkage between the variables but when analysis was done in detail it showed the buying behavior of consumers are influenced directly by emotional behavior.

Another study was carried out by Mohsen Sadeghi, Meysam and others in 2015 aims to investigate effect of emotional and rational TV Ad's on attitude of brands on customer. The result shows that there is direct, positive and significant relation between Rational appeal & attitude toward Ad's and brand, however the effect of emotional appeal on attitude towards Ad's was not supported.

A study by Khan & Shilpa in 2015 was conducted a study on consumer response in service Advertising. The results represent that advertising appeal have impact on type of service and advertising service. Experts used print media for this study. This study was done by qualitative, quantitative study and content analysis.

On the above review of literature, the hypothesis developed is Advertising appeal put impact on buying behavior of consumers.

Research Methodology

The data was divided into two halves the first were the consumers and the second half were the shopkeepers of various national brands. The consumer who uses the product based on advertising appeal in different students of departments of University of Balochistan in the Departments of Media Studies, Commerce, MBA and Psychology as media studies department deals with advertising, commerce and MBA department deals with marketing strategy and Psychology department relates to emotional and rational appeal due to which they were selected and the shopkeepers which include famous brands of Pakistan of food items, dresses and electronics along with services as the population of this study. And then data was analyzed through statistical method of SPSS.

Instrument and Data Collection Technique.

The data gained was all based on structured questions with nominal and ordinal scale. Distribution of all the questionnaires among students (consumer) by researcher personally In a defined areas.

Data Presentation.

1. Your Brand represent which gender product				
Valid	Frequency	Percent	Valid Percent	Cumulative Percent
Female	3	12	12	12
Male	1	4	4	16
Both A & B	21	84	84	100
Total	25	100.	100	

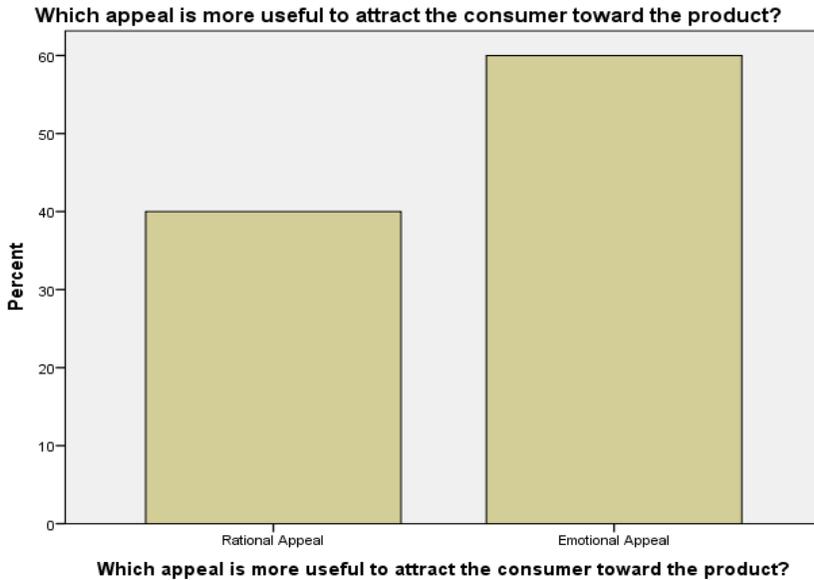
The above table shows the ratio brand gender i.e. that which brand is used by which gender. 12% product were of female, 04% products were of male and 84% product was used by both males and females

2. Does your brand advertised in any medium?				
Valid	Frequency	Percentage	Valid Percent	Cumulative Percent
Radio	1	4	4	4
Social Media	11	44	44	48
Print Media Newspapers & Magazines	1	4	4	52
Outdoor Media Billboards & Digital Boards	1	4	4	56
All of the above	10	40	40	96
Tv	1	4	4	100
Total	25	100	100	

The above tables shows that 44% of ads are advertised on social media where as 4% on print media, 4% on outdoor media and 40% percent brands uses all mediums to advertised its product.

3. Do your brand use rational or emotional appeal to make your brand more attractive toward the consumer?				
Valid	Frequency	Percent	Valid Percent	Cumulative Percent
Yes	25	100	100	100

The above table shows that does various brands used emotional or rational appeal while marketing their product in advertisement. The result was 100% yes as all shopkeepers agreed that they do use such appeal.



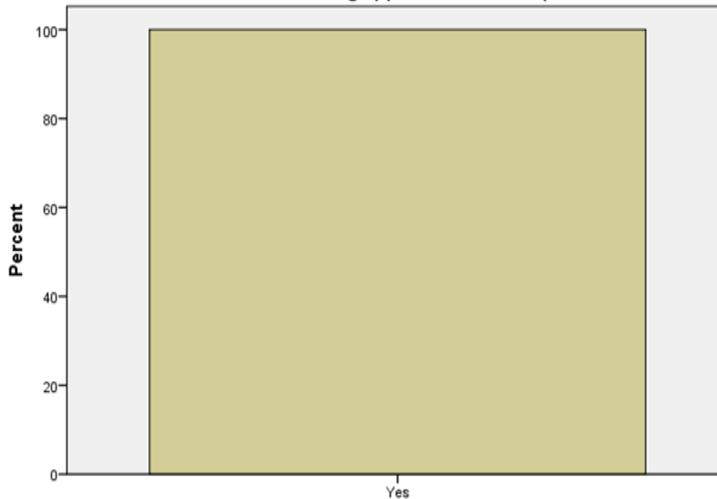
4. Which appeal is more useful to attract the consumer toward the product?

Valid	Frequency	Percent	Valid Percent	Cumulative Percent
Rational Appeal	10	40	40	40
Emotional Appeal	15	60	60	100
Total	25	100	100	

This graph shows that out of Advertising appeals which appeal attract more towards product purchase. 40% product purchase was due to rational appeal, 60% product purchase was due to emotional appeal.

5. What is the feedback from your customer after purchasing the [product, are they satisfied with the advertising appeal used for the product?				
Valid	Frequency	Percent	Valid Percent	Cumulative Percent
Yes	25	100	100	100

what is the feedback from your customer after purchasing the [product, are they satisfied with the advertising appeal used for the product?



what is the feedback from your customer after purchasing the [product, are they satisfied with the advertising appeal used for the product?

This graph show the feedback of customers after purchasing behavior. That are they satisfied with the product what they have observed in advertisement. The result showed 100%, which means that advertising appeal used have positive impact.

Tabulation and graph shows the data from consumers.

1.Please Specify your gender				
Valid	Frequency	Percent	Valid Percent	Cumulative Percent
Female	120	60	60	60

Male	80	40	40	100
Total	200	100	100	

The above table shows that which gender consumer are more attracted by advertising appeal used in advertisement. The graph shows that 60 % females and 40% males are attracted.

2. Do you focus on Advertising campaign during your favorite program?				
Valid	Frequency	Percent	Valid Percent	Cumulative Percent
Yes	200	100	100	100

The above table shows that 100% consumers focuses on advertisement while using any medium

3. Which Medium Advertisement attract you more toward buying behavior of special product / Brand				
Valid	Frequenc y	Percent	Valid Percent	Cumulative Percent
Electronic	50	25	25	25
Print Media	20	10	10	35
Social Media	130	65	65	100
Total	200	100	100	

The above table represents the buying behavior of consumers after watching advertisement marketing on any of the mediums. About 25% consumers are diverted due to electronic media, 10% due to print media and 65% due to social media.

4. Do you know what is advertising appeal?

Valid	Frequency	Percent	Valid Percent	Cumulative Percent
Yes	180	90	90	90
No	20	10	10	100
Total	200	100	100	

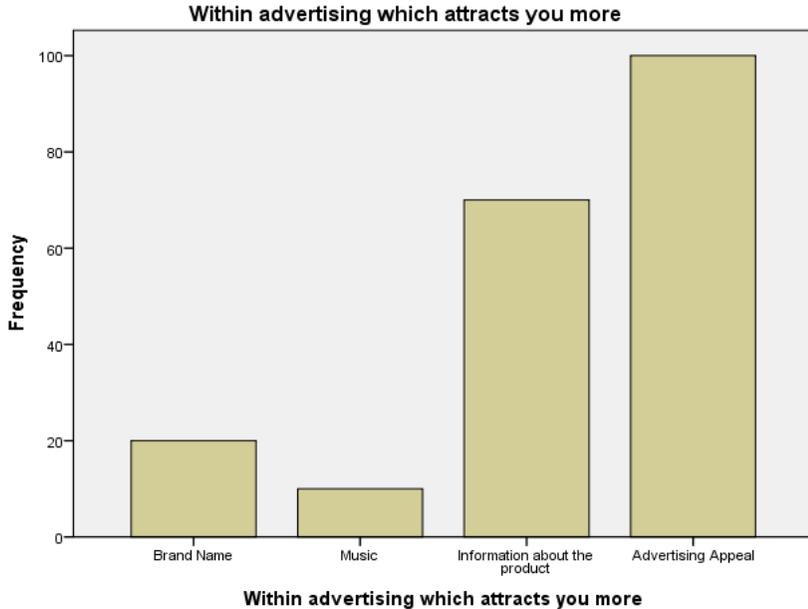
The above table shows that how many consumers do know about advertising appeal used in advertising marketing campaign .90% said yes they know it and 10% shows they don't know it

5. Within advertising which attracts you more				
Valid	Frequency	Percent	Valid Percent	Cumulative Percent
Brand Name	20	10	10	10
Music	10	5	5	15
Information about product	70	35	35	50
Advertising Appeal	100	50	50	100
Total	200	100	100	

The above tables shows that ,within advertising which thing attract the consumer more towards the brand. Out of 4 categories 10% attraction was due to brand name, 5% percent due to music added in advertising, 35% due to product whole information and 50% percentage due to appeals used in advertising campaign.

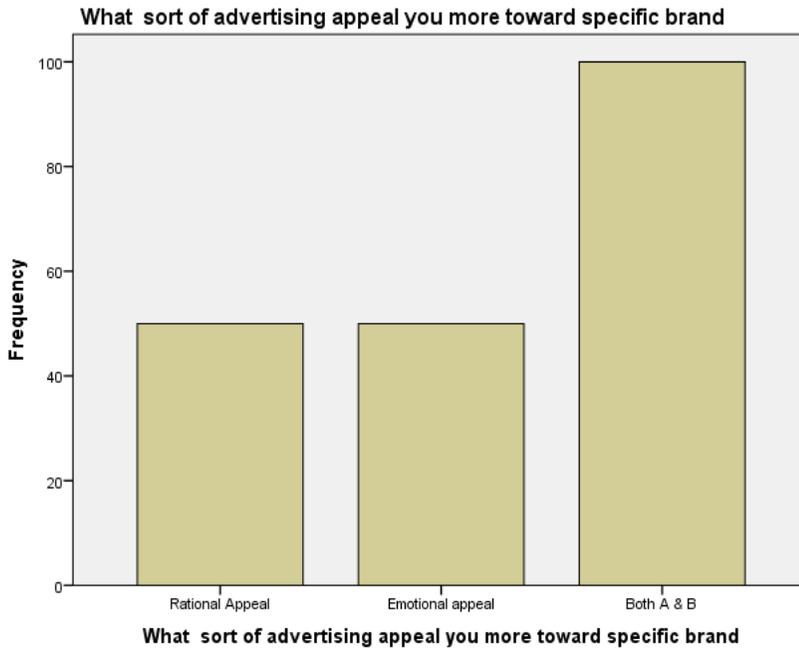
6. When any advertisement comes in any medium does it motivate you to buy the product?				
Valid	Frequency	Percent	Valid Percent	Cumulative Percent
Yes	200	100	100	100

This graph shows that does advertisement campaign motivate you (user) to buy the certain product, the result in yes was 100%.



This tables graph shows that while advertising marketing campaign in any medium which thing attracted them more while purchasing the product. 10% goes for brand name. 5% consumer go on music played in advertisement, 35% people observe the product information and 50% focuses on advertising appeals used in it.

2. What sort of advertising appeal you more toward specific brand				
Valid	Frequency	Percent	Valid Percent	Cumulative Percent
Rational Appeal	50	25	25	25
Emotional Appeal	50	25	25	50
Both A & B	100	50	50	100
Total	200	100	100	



This graph shows that which advertising appeal attracted you more toward product out of three categories. 25% consumers attracted by rational appeal, 25% by emotional appeal and 50% by both appeals.

Result and Discussions

Advertising campaign helps out consumers to divert to concern brand and pursue them to purchase certain products. Result gathered from both consumer and shopkeepers shows that emotional and rational appeals both put positive impact on mind of consumer to purchase certain brand or product. Majority females were more focused towards the brands. There was consensus between consumers and shopkeepers on the view that most of shopkeepers think that they there? consumer come to buy product due to quality which they show in rational appeal during advertising campaigns, whereas the consumers argued that most of the time they are attracted toward the advertisement due to emotional appeal and are influenced by the ads only then they buy product. During advertising campaign the consumers are mostly influenced either by social media or

outdoor media, as it is an easy way to convey message to the target audience.

Findings

1. Among both genders, females are more influenced by advertising appeal, however to make high earnings various brands have made such products which could be used by both genders
1. The data revealed that social media plays an important role in marketing and due to social media more people are attracted towards product.
2. The most appealing tool identified is billboard and which takes consumer to the shops.
3. The study also dugout that rational appeals are more ethical then emotional appeals.
4. Emotional appeal is more applicable to meet the needs of consumers of middle and lower middle class.
5. The study also finds out that advertising appeal makes consumers brand conscious.

Suggestions

1. As per findings social media play an important role in advertising campaign, but what about those consumers who live in urban areas. How they are informed and influenced by advertising campaigns.
2. Out of city area where there are no outdoor media how they get attracted towards the certain brand and how can they be aware of certain products.
3. With reference to advertising ethics most of the advertisements on social and electronic media do not focus on ethical standard while advertising.
4. How economy put impacts on purchasing behavior specially of the middle class.

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