



EFFECT OF EMOTIONAL APPEAL USED IN TELEVISION ADVERTISEMENTS ON PURCHASE DECISION OF CONSUMER: A LITERATURE REVIEW

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ABSTRACT

Advertisement is an important tool to introduce brand to people and television is one of the major source of which can differentiate one brand to the others. Previously, advertisers were only focusing on the utility features of the product but now the scenario has changed. Advertisers are pinpointing and using the emotions of the local public in their TV commercials. This review majorly focuses on emotional appeals used in TV commercials and its effect on the consumers' buying decision. Literature review has been done from various journals, published papers and information collected from various sources which contributed to the work.

Key word: Advertisements, Appeal, Emotional, Consumer, Decision

INTRODUCTION

In this age of globalization, competition has become a regular feature. Today, the markets have become a battleground and one has to strive hard for their survival and growth. To survive in the highly competitive market, companies have to take advantage of advertising and other sales promotional techniques in crating the differentiation among the product of competitive brands. In the present scenario, there are number of companies who are offering almost similar products like soaps, biscuits, oral care and cosmetics. So marketing mix help in selecting the product and the brands. Marketing mix has four subsets that s, product, price, place and promotion. Advertising is a component of promotional mix, which is used to create awareness about product, persuading the customers to choose a particular brand and help in taking purchase decisions. The major aim of advertising is to impact on buying behaviour. However, this impact about brand is changed or frequently strengthens peoples' memories. Memories about the brand consist of those associations that are related to brand name in consumer mind. These brand cognitions influence consideration, evaluation and finally purchases (Romaniuk & sharp, 2008).

Advertising appeal is defined as suppliers' application of a psychologically motivating power to arouse consumers' desire and action for buying while sending broadcasting signals to change receivers' concepts of the product. Hence, advertising appeal is applied to attract the consumers' attention, to change the consumers' concept of the product and to affect them emotionally about a specific product or services (Schiffman & Kanuk, 2007). Previously, advertising focuses on the rational appeal, where advertiser focuses on the product or services benefits or features like quality, prices, durability and value. But because of competition, this type of appeal hardly makes any differences among the competitive products. So, for creating the brand and symbolic image for the product in the



market, emotional appeal is being used by the advertiser. This type of advertising appeal will help in making a deep impact on the memory of the consumer and they will remember the advertisement more than the advertisement in which rational appeal is being used.

The idea that positive and negative emotions are having a relationship with consumer decision making toward advertising goes back at least to the Lavide and Steiner model but in their model, the role of emotion is limited to “liking and preference”. The model also reflects the thinking of the time when emotion was assumed to be post-cognitive, a function not a determinant of thinking (Schachter & Singer, 2015). Hence, fast moving consumer goods (FMCGs) sectors are also taking the advantage and using the emotions like love, happiness, sadness in advertisement which help the advertisers in attracting, penetrating and influencing the consumer purchase decision. It was found that youth are more sensitive to emotion toward advertisement. Though, companies successfully assigned the role of emotional types on student’s decision making and the researcher examined the relationship among brand, youth and education (Klein, 2012). This study will try to reveal how emotional appeal which affects the consumer behavior towards the products like food and beverages, household items and personal care products.

Researches related to Emotional Appeal and Consumer Behaviour

Ahmed, Sarfraz; Ahmad, Ageel, Nisar, Qasaim, Ali, Azeem & Muhammad (2017) conducted a study on “Does advertising influence consumer’s brand preferences and consumer’s buying behaviour in Malaysia” where they collected the responses from 250 respondents with the use of questionnaire and they analysed the effect of advertisement on brand preferences. The result of their finding shows that television advertisement plays a positive role in creating brand preference in the mind of customers. Majorly advertisements which are using emotion help to create the brand preference among the consumers. Giehlito, Cammayo & Dulin (2016) carried out a research on impact of advertising on consumer behavior. Their study revealed that the respondents considered emotional appeal, promotional adverting, facts and statistics, bribe and unfinished advertisement as the top sources of information which affect their buying decision and the least source considered is endorsements by celebrities.

Srivastava (2016) conducted an empirical study on understanding the influence of emotional and humour brand advertisements on consumer’s behavior towards brands and their purchase behavior of brands. The study utilizes primary sources of data involving 202 respondents within the age-group of 18-55 years. They are shown a combination of 6 advertisements, which consisted of 3 emotional and 3 humorous advertisements of FMCG sector. The conclusion of the study was emotional advertisement compared to a humorous advertisement is more effective measured in terms of brand image, likeability, purchase intentions and brand recall as per present study. This study gives an insight on impact of emotional and humour advertisement on likeability, brand recall and purchase intention.



Gupta, Sukhmami & Mohir (2016) carried out a study on how television advertisement played a role in transforming the lifestyle of rural consumers. A survey was conducted where data was collected from 400 respondents' household who have TV sets. Those respondents were aged between 25-44 years where their major occupation was farming. These respondents agreed that TV advertisement were the driving forces that make them yearn for improvement in lifestyle. The study also revealed that advertising appeal help in changing the lifestyle of the rural people because emotional advertising appeal help them to mould and change their attitude towards the products.

Farooq, Shafique; Khurshid & Ahmad (2015) also proposed that comic factor in the field of advertisement through TV advertisement affects the interest, attention, desire and actions of the consumer which leads to change in the buying behavior of the consumer due to the TV commercials. Bisht (2013) revealed from her study that there is a positive relationship between TV advertisement and purchase decision of youth, since they are more informational conscious as they give emotional response to the advertisement rather than environmental response. The study also reveals that TV advertisement also leads to trial purchase. Muhammed (2012) conducted a study on emotional appeal advertisement from the aspect of brand preference, purchase decision and brand recall where he uses chi-square in conducting the analysis and the result show that companies show advertisements of their product to influence consumer towards a brand. Consumer perception of a brand can be in positive or in negative that depends upon the types of advertising appeal used.

Kumari (2012) conducted the study on "changing purchase behavior of Indian customers" which resulted in the way Indian consumers are spending their money on various items has changed in recent years. With the ever-increasing penetration of internet and social media, the purchasing behavior of Indian consumers has change dramatically. Urbanisation is taking place in India at a dramatic pace and is influencing the lifestyle and buying behavior of the consumers. The present study is based on the perceptions, buying behavior and satisfaction of the consumers in Indian market. The Indian consumers are noted for the high degree of value orientation. India has a lucrative market even though the per capita income in India is low and it remains a huge market, even for costly products. Consumer behaviour is complex and very often not considered rational. The recent trends which are found in the Indian market are celebrity influence, online shopping, freebies and popularity of eco-friendly products. The buying process involves brand beliefs formed by passive learning, followed by purchase behavior which may or may not be followed by evaluation. Visual symbols and images are important because they can be remembered easily and associated with the brand. Advertisement campaigns should include high repetition of short duration messages. Television is usually more effective than print media because it is a low-involvement medium suitable for passive learning. Marketers can try to convert low-involvement products into higher involvement ones by linking them to some involving issues. Consumers undertake variety seeking buying behavior in situations characterized by low consumer involvement but significant perceived brand differences. In such cases, consumers often do a lot of brand switching.



Brand switching occurs for the sake of variety rather than because of dissatisfaction. Challenger firms will encourage variety seeking by offering lower prices, special deals, coupons, free samples and advertising that presents reasons for trying something new.

Anwar (2012) conducted a study on “young consumer’s attitude towards television advertisements in the internet age” in which 50 respondents age group of 18-24 years were taken. For the analysis, mean, standard deviation and percentage method was used for analyzing the data. The study revealed that despite the growth of internet usage among young consumers, television advertisement is still the medium with most exposure compared to other traditional and non-conventional mediums. It was also seen that brand awareness and brand recall is considered to be the most important propose that a TV advertisement serves. Another important fact that came was humour appeal advertisement which is preferred the most, followed by the advertisement portraying luxurious appeal by young consumers. It was also found that advertisement endorsements by film celebrities and sports personalities are most preferred by the respondents. Advertisement portraying experts endorsing the products in TV are less preferred and the analysis further reveals that young consumers possess overall favourable attitude towards television advertisements and its role in impacting their buying behaviour.

Saad (2011) conducted a research on the emotional appeal and its effect on the brand loyalty of the customers towards the product. He studied the beauty products like dove and seen that after using the emotional appeal in the TV advertisements, people were more attached to the product and become brand loyal. Zain-ul-abideen & Salman Saleem (2011) carried out a study on ‘effective advertising and its influence on consumer buying behaviour. They concluded the research in Islamabad’. They came to know that emotional response plays a pivotal role in establishing strong association with the consumer buying behaviour. They conducted the research in Islamabad, Rawalpindi and Lahore and they compared both emotional advertising and environmental responses. They concluded that buyers are getting more affected by the advertisements which were crating the emotions with the help of audio, video and appeal which makes them to buy the product.

Ashaduzzaman & Asif-ur-rahman (2011) conducted a study on “impact of television advertisement on buying pattern of women in Dhaka city” which found that television advertising plays an important role on changing the consumer behaviour and also provides new patterns for purchasing or using any type of goods and services, it is the most convenient way to reach the female consumers because they are more deployed by advertisement promises that the product will give them something special for satisfaction. The paper aims to assess the impact of television advertisement on purchasing decision of women for acquiring goods and services. Their study was based on a survey of 460 randomly selected women from three places, which is Dhanmandi, Jhigatola and circular Road of Dhanmondi area in Dhaka city. The results revealed that advertisements play a vigorous role in familiarizing a new product in the family list and taking right decision



during shopping. 74.3% of the respondents after watching TV advertisement want to buy the new product introduced in the market and 66.3% are of the negative opinion.

Bishnu, Vinod & Sharma (2009) carried out a study on “the impact of TV advertising on buying behavior: a comparative study of urban and rural teenagers” which aims to establish whether the residential background of consumers has a varying influence on their buying decisions due to the influence of TV advertising. The study was conducted on 866 teenagers of Haryana (431 males and 435 females) of which 440 were rural and 426 were urban. The data was analysed by applying percentages, means and ANOVA. The study suggests that rural teenagers like television advertising more than their urban counterparts. TV advertising has enhanced their involvement in product selection and purchase, they prefer to buy TV advertised products and it is helpful in buying the new products. The urban teenagers do not buy TV advertised products if they do not require those brands. They also like the advertisements of the products that they are using and believe that products are as good as expected from TV advertisements. Male teenagers’ buying behavior is more influenced by television advertisement than their female counterparts.

Kotwal, Gupta & Davis (2008) studied the impact of TV advertisement on buying pattern of adolescent girls. They found out that advertisement played a vital role in introducing a new product in the family list and making better choice during shopping. The girls’ utilized pocket money received every month for shopping. The adolescent girls are influenced by TV advertisement and when they purchase clothing, they were guided by fashion, friends and boutiques. The respondents preferred to buy branded and standardized product which are more advertised on television. Varaprasdreedy (2006) in his study “role of advertising in creating brand personality” says that brand personality being potent tool needs to be leveraged to achieve key objectives for existing and new brands. Consistency is also important, failing which dilution of brand personality or absence of it may occur. Other mix elements like distribution, pricing, promotion and packaging (apart from advertising) should support and strengthen brand personality.

CONCLUSION

All the studies are related with emotional appeals which depict that emotional appeal used in TV commercials that affect the consumer buying behaviour. The studies also enlighten the fact that emotional appeal plays a significant role in creating the preference and brand image of the products in the market. The study reveals that youngster and women are mostly affected by the emotional TV advertisement. It was also seen that humour appeal are most common appeal which are used in TV commercials which connect with the viewers. Finally, it can be concluded that if emotions are used in the proper manner in TV advertisement, it can help in increasing brand loyalty and brand recall which will help the marketers to make their base in the market.



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