



Get Your Advertisement Noticed; Impact of Emotional Advertisement on Consumer Buying Intention in the Presence of Consumer Emotion Management

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Abstract

Too often an emotional response to advertising is thought to be one that elicits tears or smiles. But in fact, every ad generates an emotional response, because everything we encounter in life generates an instinctive emotional response. This research focuses on examining the impact of emotional advertising on consumer buying intentions. This paper incorporates the role of consumer emotion management as a moderating variable in casual linkage between independent and dependent variable. Questionnaire based survey data included 307 female students of the Islamabad Pakistan universities. Correlation and regression analysis conducted by the author that showed a positive relationship between emotional advertisement and consumer buying intention. It also confirms the consumer emotion management as moderator that effects the consumer buying behavior. The paper confirms the relationship between emotional advertising and consumer buying intentions with respect to the consumer emotion management.

Keywords: Emotional advertisement (EA), Consumer emotion management (CEM) and Consumer buying intention (CBI).

Introduction

Different types of commercials hit ones mind when customer thinks of emotions in advertising: those showing moving and heart-touching pictures, cooing babies, or romping puppies. Usually it is thought that emotional response to advertising has the power to bring tears or smile to ones face. But in fact every ad entails to a sentimental response because generally everything we confront in life produces an instinctive emotional reaction. Thus it can be concluded that emotion is more significant than most advertisers realize. Our emotional responses are linked to our past experiences. Even while reading this point of view, your past experience of ideas and perceptions is impacting your response. This applies to all other events and incidences of our lives. Events that are familiar and unthreatening don't grab our attention. On the other hand, events which are familiar and enjoyable appeal us while we tend to repel away from the distressing events. When we encounter something entirely new, the primary response of our brain is to link it to something familiar. If that does not automatically decide how should we respond, our conscious mind will accomplish this¹.

This research aims to investigate how emotional advertisement (generating positive and negative feeling towards product) effect consumers buying intentions and how the consumers manage their emotions while pursuing a product to buy. In this paper, researcher is trying to explore if customer manages the emotion strongly then what will be his/her buying intentions,

either a customer is still emotionally attached and want to buy a product.

Research Objectives: The first objective of this paper is to examine the impact of emotional advertisement on consumer buying intentions. Secondly, to explore the relationship between emotional advertising and consumer buying intentions, if consumer emotion management moderates.

Research Question: How emotional advertising influence the consumer buying intentions with a moderating effect of consumer emotion management?

Emotional Advertising: To influence consumer attitude and behavior, advertising is a popular marketing tool². Advertising appeal is done to capture consumers' attention and influence consumers' attitude and emotions about a particular product or service³. As people grow, they dedicate more assets to and take a more dynamic part in the managing and handling of their emotion⁴. Advertising have a property to stimuli on responses to advertisements. More specifically, the role of positive emotional advertisement has been extensively studied⁵⁻⁸. Emotions show an important role in decision making as proven in Consumer research⁹. As emotional advertising is considered most effective tools, so that consumer ultimately gives emotional response to that product¹⁰.

Consumer Emotion Management: Research suggests that in establishing attitudes and behaviors about advertisements,

feelings play a significant role¹¹⁻¹³ and can be a main facilitator in clarifying the association concerning cognitive and behavioral responses to advertising stimuli¹⁴⁻¹⁶.

Emotion regulation is a process of checking, escalating or simply preserving an existing emotion as defined by psychology literature¹⁷. The most commonly regulated emotional states are negative ones as confirmed by many researches¹⁸. Individuals may make conscious efforts to down-regulate negative affective states that are experiencing negative emotions¹⁹. Specifically, Fredrickson's broaden-and-build theory that is specifically an emotional regulation theory recommends that positive feelings can undo the impact of negative feelings^{20, 21}.

Consumer Buying Intentions: The buyer research literature has recommended that customer may participate in certain utilization practices to oversee feelings²². Earlier research has showed that advertising can inspire desirable reactions from the buyer^{23, 24}. Consumer buying intention is how consumer modifies his/her purchase behavior for the product after watching the ad. In this manner, emotion regulation propensities of customer may be activated by deliberately fusing dialect in advertising correspondences that focus on the feelings of buyers. The writing on language and perception keeps up that language can serve as a trait and medium of experience^{25, 26} and additionally impact thought and emotional responses from customers²⁷. An individual's emotion response inspired from a promotion can impact attitude towards the ad itself. Attitude towards the ad can therefore impact behavioral intents²⁸.

Research Hypotheses: H₁: Emotional Advertisement has a relationship with Consumer Buying Intentions. H₂: Emotional Advertising has a relationship with Consumer Buying Intentions if Consumer Emotion Management moderates.

Methodology

The instrument used for the data collection was a survey questionnaire containing structured close-ended questions. The questionnaire had two sections. Section 'A' comprised of demographic information such as age and occupation, section 'B' comprised the questions which enclosed of different items to measure responses on the variables. All questions were adapted using the five likert scale²⁹, form ranging from 1 (strongly dissatisfied) to 5 (strongly satisfied). Population of the paper was the female students from different universities of Islamabad, Pakistan such as IQRA University, International Islamic university and SZABIST. The sample size of the paper included 307 students of universities from Islamabad. The sampling strategy used for this paper is convenience sampling technique. The questionnaire comprised of adopted items.

Results and Discussion

The purpose of this paper was to examine the impact of emotional advertisement on consumer buying intentions with a moderating effect of consumer emotion management of female students in universities of Pakistan. Analysis of the data is presented in the below tables followed by findings and conclusions.

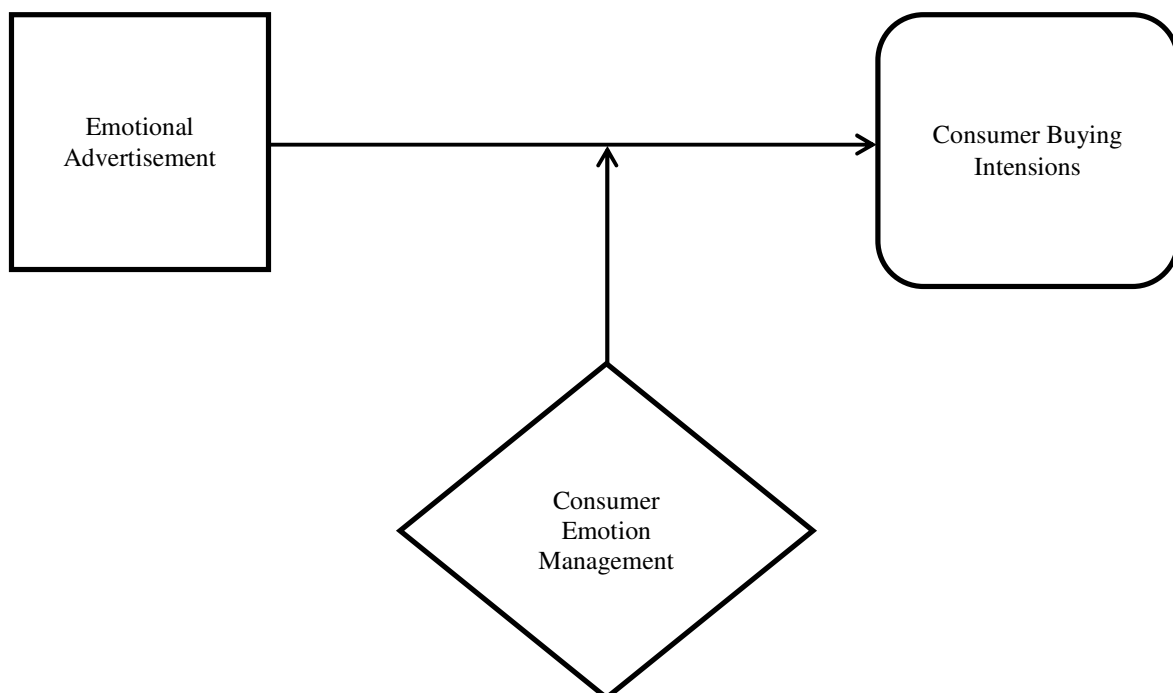


Figure-1
Research Framework

Table-1 indicates that there were 160 students out of 307 whose age was between 24-30 years. This table also shows that there were 152 students out of total 307 whose education was masters. Table-2 shows the values of cronbach alpha which shows us the reliability of the question used in the questionnaire. The ideal range of cronbach is 0.7 and all the

values showing reliability, which shows that, the questionnaire was reliable. Table-3 shows that emotional advertisement, consumer emotion management and consumer buying intentions have a positive and strong relationship with respective values of (.633, .785, and .579).

Table-1
Demographic Analysis

Category	Classification	Frequency	Percentage
Age	18-23 years old	78	25.5
	24-30 years old	160	52.3
	30+ years old	68	22.2
	Total	307	100.0
Education	Bachelors	55	18.0
	Masters	152	49.7
	PHD	99	32.4
	Total	307	100.0

Table-2
Reliability Analysis

Description	Cronbach's Alpha	N of items
Emotional Advertisement	0.8	5
Consumer Emotion Management	0.7	4
Consumer Buying Intentions	0.8	5

Table-3
Correlation

	EA	CEM	CBI
EA	1	-	-
CEM	.633	1	-
CBI	.785	.579	1

**Correlation is significant at the 0.01 level (2-tailed).

Table-4
Regression Analysis of H₁

IV	DV	R ²	B	β	f-test	t	p
EA	CBI	.616	.598	.785*	187.436	13.691	.000
EA	CEM	.400	3.263	.633*	78.128	8.839	.000
CEM	CBI	.336	.086	.579*	59.115	7.689	.000
EA*CEM	CBI	.529	.018	.727*	131.403	11.463	.000

i. Dependent Variable: Consumer Buying Intentions. ii. Independent Variable: Emotional Advertisement and Consumer Emotion Management

Regression analysis was conducted to determine the moderating results of consumer emotion management by following³⁰. Four steps of regression analysis were conducted in order to test hypothesis for moderation. As shown in table-4, the moderating effect of consumer emotion management is statistically significant and indicates that it fully moderate between emotional advertisement and consumer buying intentions.

The coefficients table-5 above shows the values of beta for independent variable. The value of beta tells that how much dependent variable is being affected by independent variable. The significance value of impact of emotional advertisement is less than 0.05 so, H₂ is accepted which means that emotional advertisement significantly impact consumer buying intentions. Value of t of the variable is more than 2 which also shows the strength of the relationship.

The research ends with the substantial findings and results after the analysis and interpretation of the data gathered through questionnaire. The following discussion best encapsulate the whole analysis and interpretation of the questionnaire. According to Garg N. et. al.⁹ emotions play an important role in decision making and marketers have long made attempts to target consumer's emotions. The results of this paper confirms from the literature and findings that emotional advertising plays an important role in consumer buying intention and therefore, the researcher accepts the H₁. As emotional advertising is considered most effective tools, so that consumer ultimately gives emotional response to that product¹⁰. From this statement it is clear that consumer emotion management is important because emotional advertisements are created to attract consumers so that they give emotional response to them. Consumer emotion management acts as a moderator that if consumers can manage their emotions and think rationally then their purchasing intention might be different. Therefore, H₂ is also accepted.

Limitations and Future Recommendations: This study is also limited in scope, due to the less number of respondents involved in the study merely because of the time constraint and less resources available. The results that come out from a series of cross sectional data can hardly be generalized. Another limitation of this study is the sample was taken from only academic sector. The contextual factors of other industries may

differ from academic sector, so the results of this study cannot be applied on other industries. Future research could consider male consumer samples, and to empirically test the conceptual framework over a large sample of respondents and over the time to enable the generalizability of the results. Finally, it is recommended to replicate this study to other industries or sectors, sample from a diverse industry that might provide us with better results.

Conclusion

The author concludes that the research has answered the research question i.e. How emotional advertising influence the consumer buying intentions with a moderating effect of consumer emotion management The question has been answered with robust statistical significance. The research findings contribute to the literature of emotional advertisement and dimensions of consumer buying intension. Along with the discussion on the extant literature, hypotheses were developed to establish the resulting effect of emotional appeal in advertisement, emotion management while deciding to purchase a product and the buying intension of the consumer about that product after watching the ad. Researcher concluded the results after conducting the survey in three universities of Islamabad. And hence all hypothesis are accepted which assents the relationship model discussed in the research. The paper finds that the female consumers who possess strong positive attitudes towards brand will show high level of involvement to buy it. Consequently, consumers who perceive positive about the ad will generally hold a high level of involvement in buying the brand.

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Table-5
Regression Analysis of H₂

-	B	Beta	T	p
-	1.744	Nil	11.695	.000
EA	.598	.785	13.691	.000

N=307, R= .785, R²= .616, Adjusted R²= .612, F= 187.436. i. Dependent Variable: Consumer Buying Intentions. ii. Independent Variable: Emotional Advertisement.

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