Impact of Various Advertising Appeals on Consumer’s Purchase Intention

Mr. Saqib Ur Rehman
Dr. Adil Adnan
Dr. Waqar Alam
Mr. Raza Ahmad Khan
Ms. Amna Ali
Mr. Adeel Alam

Abstract

Advertising is an important marketing activity which gives product related information to the widely disperse consumers and persuade them to make purchase decision. Advertising is one of the most significant and the most common promotional technique that the local and global brand advertisers are using for promotional purposes. Marketers are investing billion rupees on advertisement of brands which shows the overall significance of this promotional technique. Advertising appeals are the different tactics through which the brand advertisers tend to control the mindset of the selected target audience. The current study tends to investigate the impact of four commonly used advertising appeals i.e. emotional, humor, gender and fear appeal on the consumer purchasing intent. The current study has been conducted on the telecom sector by considering a sample size of 300 consumers residing in the provincial capital of Khyber Pakhtunkhwa. Results of the study revealed that humor appeal is most significant in impacting the consumers purchase intention. Gender appeal is also having a positive

1 Lecturer, School of Management and Social Sciences, Iqra National University, Peshawar.
2 Assistant Professor, School of Management and Social Sciences, Iqra National University, Peshawar. Email: adil_adnan99@yahoo.com
3 Assistant Professor, Abasyn University, Peshawar.
4 Lecturer, School of Management and Social Sciences, Iqra National University, Peshawar.
5 Lecturer, School of Management and Social Sciences, Iqra National University, Peshawar.
6 Lecturer, School of Management and Social Sciences, Iqra National University, Peshawar.
Impact of various advertising appeals…

relationship with consumers’ purchases intentions. Moreover, the impact of emotional and fear appeals on the consumer purchase intention are also found to be significant. The study has explained useful implications for academia and for advertising professionals.

Key words: Marketing and Advertising Strategies, Advertising Appeals, and Purchase Intentions.

1. Introduction

Television advertising is one of the most effective medium to influence the consumers purchase behavior (Hassan, 2015). Advertising is an impressive way for the businesses to give goods and services related information to customers. Graphics, images and words are used to showcase the product in such a way through which they grab the attention of consumers and make them select their product among other available products in the market. Research proved that advertising appeals and celebrity endorsement significantly and positively affect consumer purchase intentions (Hemamalini, Shree, Kala & Kurup, 2014). Television is a standout amongst the most powerful and convincing medium of correspondence all across the world. As an after effect of its capable impact, most sponsors depend on TV for the promotion of their products and services.

Similarly, Akanbi & Adeyeye, (2011) revealed that the “Advertising is a subset of promotion mix and it has an important effect on sales turn over”. Without a prior investment on brands promotions no one even can think to be a leader in the market (Hussainy et. al, 2008). According to Kotler & Armstrong, (2008) Egyptians introduced advertising and they used Papyrus and wall posters for sales messages. Sign Boards, Bill Boards and Outdoor advertising is the oldest form of promotion. Wall chocking and wall painting history was originated in the former civilization of Greece and Romans and as well as in United India. Sybil & Thelma, (2000) found that television advertising is that type of advertising which combines sounds and colors to the members of the society through which people are influenced to purchase the products. The process of
Impact of various advertising appeals demonstrating brands and informing the target audiences about the product are designed to produce positive influences on consumer purchase intention (Barbara, J. 1997).

2. Literature Review

2.1. Emotional Appeal

It is a general assumption that emotional material in advertising can convince brand favorability even when rational material has no significant impact. Emotion is a dominant part which holds an important position in advertising. Emotional content in advertisement helps in persuading consumer behavior towards the advertised brand and how these in turn affect the purchase intention (Abdullah et. al, 2012). Emotional appeals are concerned with the consumer’s social or intellectual demands for buying a product. Numerous customers’ reason for buying is emotions and their sentiments for a brand might be much influential than their understanding of the brands characteristics and quality. Emotional appeal will boost the customer’s psychological requirements and will fulfill their mental status (Belch & Belch, 2012).

2.2. Humor Appeal

A glossary meaning of humor is “The trait of being entertaining or funny, the potential to entertain a population”. Humor has a common terminology. It doesn’t required grads in unknown languages, barely forever in Clinical Psychology and it is one of the few tools which are used to cause humanity smile and consider on the spot. Humor has been broadly used in advertisements.

Although, humor gain vogue in advertisement; its use is continuously being discussed. The cause for this discussion is that there are numbers of positive and negative results which can be assigned to the use of humor (Motwani & Agarwal, 2013). A study based on a sampling of television advertisements from four countries Germany, Korea, Thailand and United States explain that humorous advertisements involve the use of unsuitability resolution (Shimp, 2010). There are many proofs which show that humorous appeals are more appealing than rational appeals (Shimp, 2010). According to Clow, (2007) and Weinberger & Gullas (1992), humorous advertisings get concentration and
attract audience concern by its capability to extract by clutter. Numerous popular spokespersons sometime start their address with a prank. Humor gives help in making a fine atmosphere to send message and persuade consumer. Consequently, humor is utilized as a part of around 24% of prime time TV commercials and 35% of radio advertisements. Catanescu and Tom, (2001), revealed in there research that the utilization of humorous appeals is more on TV ads instead of print ads.

2.3. Fear Appeal

Gallopel Morvan et al. (2011) discover that visual representation is extremely significant component. In reality, the visual is extremely catchy when fear appeals are given, the effect of visual content is impressive which helps in effective advertisement. Sobh & Martin, (2011) investigate that while dodging a negative result, the danger of disappointment is more persuading than any conceivable achievement. Researchers like William (2007) believe that Fear appeals could be utilized effectively to expand advertisements impact on customer’s stake, change in behavior, remember and persuasiveness. A fear based ad basically endeavors to convince customers to maintain a strategic distance from a dreaded self. Moreover, according to Chang (2007) proposes that contrary surrounding is more successful for individuals who see item decision to be highly hazard (e.g. undesirable food). Earlier research additionally demonstrates that adversely surrounded messages result in more careful preparing of the data exhibited (Kuvaas & Selart, 2004).

2.4. Gender Appeal

Skorek & Dunham (2012) have found that exposure to glamorize pictures of women grow men’s moral. They therefore concluded that watching ads where women are in a sexual position can have self-enrichment impact on men. It is presumed that the utilization of attractive quality in promotions influences regardless of whether viewers of the commercials purchase the publicized item or not. It is also concluded that there is an association between gender appeal in an advertising and brand assessment between human beings. Possibly the ethnic framework of the future customers has an impact on their behavior. The hypothesis that gender promote manage multiple advertising
strategies and the use of gender in advertisements is categorically associated with the buying behavior of the customers (Shepherd & Ed, 2011).

2.5. Consumers Purchase Intention

Various studies and researches are being organized on estimating consumers purchase intentions. In Middle East countries major portion of the community lives in villages like India, Bangladesh and Pakistan. From the results it was presumed that around 45% of the general population on the whole shop for the items with their relatives. What's more, it was likewise reasoned that rural buyers are presently getting to be distinctly judicious and they offer significance to the showcasing channels that spread diverse advertising messages in the group however they give high significance to word of mouth (Kishor, 2014). Promotion is a marketing idea which means to impact the purchase behavior of consumers. Though customers behavior is the procedure and action by which individuals select, buy, assess and devour the item or administration to fulfill the wants or needs. A buying decision is believed as an advancement technique in which the customers try to discover the item, benefit or the brand that will surrender the incomparable fulfillment (Raju, 2013).

According to Rai (2013), Commercials have imperative part in molding the customer attitude. Promotions are the wellspring of inspiration which constrains them to purchase a specific item. Promotions are likewise a wellspring of building trust. Customer is initiated altogether on the off chance that he is searching at the quality and costs of the items. Buying behavior can likewise be developed by item assessment and brand acknowledgment. Shopping lifestyle of costumer portrays the behavior of purchaser who needs to buy and give positive reactions towards the item (Tirmizi et. al, 2009). Chi et al. (2009) suggested that a publicizing endorser's popularity, mastery, and engaging quality can attract customers visual perception in a brief span and increment buy aim. The target of purchaser purchasing behavior is to decide the component that impact consumer to act especially yet in various circumstance (Ayanwale et. al, 2005). Promoting is the procedure which makes probability, understanding, inclination and unavoidably determination towards items and administrations to produce a favorable purchase intention (Kishore, 2014).
2.6. Conceptual framework

![Diagram showing the relationship between independent variables and dependent variables]

On the basis of above mentioned literature, the following hypotheses have been developed.

$H_1$: Emotional appeal has a positive impact on consumers' purchase intentions

$H_2$: Humor appeal used by advertisers has a positive impact on consumers' purchase intention

$H_3$: Fear advertising appeal positively influences the customers' purchase intention

$H_4$: Gender appeal shown in brand advertisements has a positive relationship with consumers' purchase intention

3. Methodology

3.1. Population of the Study

The population for this particular study is the students of government and private universities of Peshawar. Students of various departments were considered in the sampling frame of the study. Both male and female students are in a sample unit. These universities include, Agriculture University, CECOS University, Peshawar University and IQRA National University etc. For data collection, researchers floated questionnaire among 300 male and female students.
3.2. Questionnaire Construction

A detailed questionnaire prescribed by Rabbani, (2014) was adapted for this particular research. The items in the questionnaire are little modified to suit the conditions and characteristics of the respondents. Researchers did a pilot study of 30 respondents for establishing the reliability of the questionnaire. The results of the pilot test were found significant. Regression analysis was used to find the relationship between independent variables and dependent variables.

4. Analysis

Table 1: Model Summary

<table>
<thead>
<tr>
<th>Model</th>
<th>R</th>
<th>R Square</th>
<th>Adjusted R Square</th>
<th>Std. Error of the Estimate</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>.561</td>
<td>.315</td>
<td>.305</td>
<td>.43934</td>
</tr>
</tbody>
</table>

Table 2: ANOVA

<table>
<thead>
<tr>
<th>Model</th>
<th>Sum of Squares</th>
<th>Df</th>
<th>Mean Square</th>
<th>F</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Regression</td>
<td>26.158</td>
<td>4</td>
<td>6.540</td>
<td>33.881</td>
<td>.000</td>
</tr>
<tr>
<td>Residual</td>
<td>56.940</td>
<td>295</td>
<td>.193</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>83.099</td>
<td>299</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

a. Predictors: (Constant), Fear Appeal, Humor Appeal, Gender Appeal, Emotional Appeal
b. Dependent Variable: CPI

Table 3: Regression Analysis

<table>
<thead>
<tr>
<th>Model</th>
<th>Unstandardized Coefficients</th>
<th>Standardized Coefficients</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>B</td>
<td>Std. Error</td>
</tr>
<tr>
<td>1</td>
<td>(Constant)</td>
<td>1.706</td>
</tr>
<tr>
<td></td>
<td>Gender Appeal</td>
<td>.078</td>
</tr>
<tr>
<td></td>
<td>Humor Appeal</td>
<td>.200</td>
</tr>
<tr>
<td></td>
<td>Emotional Appeal</td>
<td>.051</td>
</tr>
<tr>
<td></td>
<td>Fear Appeal</td>
<td>.053</td>
</tr>
</tbody>
</table>
It can be observed from the above table that all the independent variables i.e. gender appeal, humor appeal, emotional appeal and fear appeal have a significantly positive relationship with consumer purchase intentions. Among the independent variables, humor appeal has the highest coefficient, which means that increasing humor appeal in an advertisement will have highest impact on CPI, among other variables included. The chosen model is also significant as indicated by F-statistics.

5. Conclusion

Like other parts of the world, the importance of advertising has remarkably boosted in Pakistan during the last few years. Advertising managers and agencies are providing remarkable promotional services to both the local and multinational businesses operating in Pakistan. These agencies are working hard to come up with creative and innovative ideas to market a product through print and electronic media. The print and electronic media has a vast circulation and reach in the rural and urban areas of our country.

There are a number of print media vehicles such as newspapers and magazines that are widely read by the people living in the rural and the urban areas of the country. The electronic media in contrast to print media provides both the visual and audio facility which makes the conception and delivery of the advertising messages more effective. The social media is also one of the emerging sources of promotion for the local and multinational brands. The local and global brand managers are very wisely making use of social media to inform, persuade and remind their customers about their products and services.

Additionally, almost every business today keeps their web pages on the various social networking sites like face book and twitter as social media has almost the largest target audience these days. Especially in young generation trend of using social media is increasing day by day which is a great market niche for these agencies. This research concludes that Humor appeal and gender appeal has a strong impact on telecom consumers purchase intentions. The population for the current study was the students of
different universities of Peshawar, and this age group is very much energetic and they like doing funny acts, making funny videos, watching comedy movies etc. That’s the possible reason that they like humors appeal more than other appeals. Gender appeal is also a favorite appeal among young consumers. Companies are showing different personalities in their ads which are most popular amongst youngsters and they easily get influenced by them. Emotional appeal is also a significant one but its rating is a bit lower then humor and gender in telecom advertisement. Emotional appeal has a strong hold on consumer purchase intentions (Kishore, 2014) but over here the population for the research is young consumers who have different taste of advertisements and they are influenced by rational appeals rather than emotional appeals. Last but not the least the findings of the current study reveals that the fear appeal has a bit low effect on telecom consumer’s purchase intention.

For this study the researchers selected 4 advertising appeals. Researchers would like to direct the future researchers to select other advertising appeals to know the importance of those appeals on consumers purchase intentions. Future researchers can also target other sectors besides telecom sectors and can investigate the relationship between various advertising appeals and consumer purchase intention. Researchers can also expand the scope of the future studies to other cities of Khyber Pakhtunkhwa as well as to the other major cities of Pakistan.

References


Impact of various advertising appeals…


Daniel Korn, (2006). Ethical Judgments of Sexual Appeals in Advertising Image - Based Products to Teens.


Impact of various advertising appeals…

Saqib et al.


Impact of various advertising appeals…


Frontiers of Emerging Trends in Social Sciences 117 Volume 1 Issue 2


