

# **Impact of Various Advertising Appeals on Consumer's Purchase Intention**

**<sup>1</sup>Mr. Saqib Ur Rehman**

**<sup>2</sup>Dr. Adil Adnan**

**<sup>3</sup>Dr. Waqar Alam**

**<sup>4</sup>Mr. Raza Ahmad Khan**

**<sup>5</sup>Ms. Amna Ali**

**<sup>6</sup>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*

---

<sup>1</sup> Lecturer, School of Management and Social Sciences, Iqra National University, Peshawar.

<sup>2</sup> Assistant Professor, School of Management and Social Sciences, Iqra National University, Peshawar. Email: [adil\\_adnan99@yahoo.com](mailto:adil_adnan99@yahoo.com)

<sup>3</sup> Assistant Professor, Abasyn University, Peshawar.

<sup>4</sup> Lecturer, School of Management and Social Sciences, Iqra National University, Peshawar.

<sup>5</sup> Lecturer, School of Management and Social Sciences, Iqra National University, Peshawar.

<sup>6</sup> Lecturer, School of Management and Social Sciences, Iqra National University, Peshawar.

*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

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

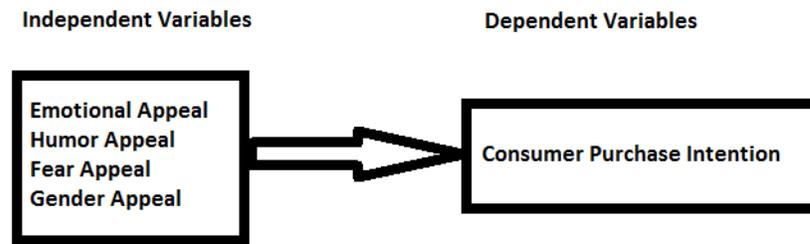
strategies and the use of gender in advertisements is categorically associated with the buying behavior of the customers (Shepherd & Ed, 2011).

## **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



**Fig 1**

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

H<sub>1</sub>= Emotional appeal has a positive impact on consumers purchase intentions

H<sub>2</sub>= Humor appeal used by advertisers has a positive impact on consumers purchase intention

H<sub>3</sub>= Fear advertising appeal positively influences the customers purchase intention

H<sub>4</sub>=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**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.561 <sup>a</sup>	.315	.305	.43934

**Table 2: ANOVA**

Model	Sum of Squares	Df	Mean Square	F	Sig.	
1	Regression	26.158	4	6.540	33.881	.000 <sup>a</sup>
	Residual	56.940	295	.193		
	Total	83.099	299			

a. Predictors: (Constant), Fear Appeal,, Humor Appeal, Gender Appeal, Emotional Appeal

b. Dependent Variable: CPI

**Table 3: Regression Analysis**

Model		Unstandardized Coefficients		Standardized	t	Sig.
		B	Std. Error	Coefficients		
1	(Constant)	1.706	.115		14.807	.000
	Gender Appeal	.078	.026	.155	2.955	.003
	Humor Appeal	.200	.026	.398	7.660	.000
	Emotional Appeal	.051	.024	.115	2.122	.035
	Fear Appeal	.053	.026	.106	2.044	.042

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 than 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

- Ali Hassan, (2015). Effects of TV Advertisement on Consumer Buying Behaviour: *International Journal of Innovation and Applied Studies* ISSN 2028-9324 Vol.11No, pp.608-614.
- Abiodun, A. O. (2011). The Impact of Advertising on Sales Volume of a Product. A Case Study of Starcomms Plc, Nigeria. . *VALKEAKOSKI Degree Programme in International Business Global Marketing*.

Akanbi P.A and Adeyeye T.C (2011). The Association between Advertising and Sales Volume. *Journal of Emerging Trends in Economic and Management Sciences*. available online at [www.jetems.scholarlinkersearch.org](http://www.jetems.scholarlinkersearch.org).

Ayanwale et al., (2005). The Influence of Advertising on Consumer Brand Preference. *Journal of Social Science*, 10(1), 9-16.

Adelaar, T., Chang et al., (2003). Effects of Media Formats on Emotions & Impulse Buying Behavior. *Journal of Information Technology*, 18, 247–266.

Abernethy et al., (1998). Television Station Acceptance of AIDS Prevention PSAs and Condom Advertisements. *Journal of Advertising Research*, 38(5), 53-62.

B.N. Anand and R. Shachar, (2009). Targeted advertising as a signal, *Quantitative Marketing and Economics*, 7(3), 237-266.

Barroso, (2008). Advertising and Consumer Awareness of a New Product. *Centre for Economic Policy Research*, Paper, 1-30.

Barbara J. P (1997). In defense of Advertising: A social perspective. *Journal of Business Ethics*. Vol. 16 Issue: 2 pp 109-118.

Carol M. Shepherd, Ed.D, (2011). The American Association of Behavioral and Social Sciences (AABSS).

Clow, Kenneth E. (2007). *Integrated Advertising, Promotion & Marketing Communication*. 3rd edition. Pearson: Prentice Hall.

Chang, C.-T. (2007). Interactive effects of Message framing, Product perceived risk, and mood: The case of travel healthcare product advertising. *Journal of Advertising Research* 47, no. 1: 51-65.

Catanescu, C., Tom, G. (2001). Types of humor in Television and Magazine advertising. *Review of Business*, Vol. 22 Issue 1/2.

Motwani et al., (2013). *International Journal of Advanced Research in Management and Social Science*.

- Datta Srinivasa, (2008). "Advertisements Do They Match Consumer Preferences?" *Marketing Mastermind*, pp.59-62.
- Daniel Korn, (2006). Ethical Judgments of Sexual Appeals in Advertising Image - Based Products to Teens.
- Elisabeta Ioană, Ivona Stoica (2014). Social Media and its Impact on Consumers Behavior. *International Journal of Economic Practices and Theories*, Vol. 4, No. 2, Special issue on Marketing and Business Development, e-ISSN 2247-7225.
- Feiz et al., (2013). Examining the effect of TV advertising appeals on brand attitudes and advertising efforts in Iran. *Journal of Islamic Marketing*, 4(1): 101125.
- Fatt, J., Poon, (2002). When business can be funny, *Management Research News*, Volume 25. No 1.
- G.E. Belch, M.A. Belch, (2012), Advertising and Promotion. An Integrated Marketing Communication Perspective, 9th ed, McGraw-Hill. Singapore, 290-294.
- Gunjan baheti, (2012). The Impact of Advertising Appeals on Customer Buying Behavior. *International Journal of Research in Commerce & Management*. Volume no. 3, issue no. 11 (November).
- Guolla, g. B. (2011). Consumer Behavior and Target Audience Decisions. In Advertising & Promotion: an Integrated Marketing Communications Perspective, with connect access card fourth.
- Gallopel-Morvan et al., (2011). The use of visual warnings in social marketing: The case of tobacco. *Journal of Business Research*, 64, no. 1: 7-11.
- Ghulam Shabir et al., (2011). *Information Management and Business Review*, Vol. 4, No. 3, pp. 114-119, (ISSN 2220-3796). Online at <https://mpra.ub.uni-muenchen.de/40689/>

- Goldsmith, R. E. & Lafferty, B. A. (2002). Consumer response to websites & their influence on advertising effectiveness. *Internet research. Journal of Electronic Networking Application and Policy*, 12(4), 318328.
- Glascoff, D. W. (2000). A Meta-Analysis of Fear Appeals: Implications for Effective Public Health Campaigns. *Marketing Health Services*, 20(4), 35+.
- Hussainy et al., (2008). Advertising Styles Impact on Attention in Pakistan. *KASBIT Business Journal*, 1(1), 28-38.
- Hussain, Karamatullah, (2008). Advertising Styles' Impact on Attention in Pakistan.
- Jalees, T. (2006). Brand Personification of Mobilink, U Phone, Telenor, and Warid. *Journal of Research Market Forces*, 2(2), 50-76.
- Kishor, D. N. (2014). Rural Consumer behavior towards Consumer Durable goods in India. *International Journal of Advance Research in Computer Science and Management Studies*, 2(3), 1-14.
- Kotler et al., (2008). Principles of Marketing, (Fifth European Edition). Pearson Education Limited.
- Katke, K. (2007). The Impact of Television Advertising on Child Health & Family Spending. *International Marketing Conference on Marketing & Society*.
- Kuvaas, B., and M. Selart. (2004). Effects of Attribute Framing in Cognitive Processing and evaluation. *Organizational Behavior and Human Decision Processes* 95, no. 2: 198-207.
- LaTour et al., (1996). Don't be Afraid to use Fear Appeals: An experimental study. *Journal of Advertising Research*, 36, no. 2: 59 • 67.
- Hemamalini et al., (2014). Effectiveness of Television Advertisement on Purchase Intention. *International Journal of Innovative Research in Science, Engineering and Technology*.

- M Abdullah et al., (2012). The Emotionally Charged Advertisement and Their Influence on Consumers' Attitudes. *International Journal of Business and Social Science*. Vol. 3 No. 1.
- Mir, Anwar, (2012). Role of Humor-Based Advertising in a Crisis Economy.
- Mager, J. and Helgeson, J. G. (2011). Fifty years of Advertising Images: Some changing Perspectives on role portrayals along with enduring consistencies. *Sex Roles*, 64(3/4), 238-252.
- Mooij, Marieke, (2005). *Global Marketing and Advertising: Understanding Cultural Paradoxes*. 2nd. Ed. London: Sage Publications.
- Milner LM, Higgs B, (2004). Gender Sex-Role Portrayals in International Television Advertising Over Time:
- Milner LM, Collins JM, (2000). Sex role Portrayals and the Gender of Nations. *Journal of Advertising*, 24(1): 67-79.
- Putrevu, S. (2010). An examination of consumer Responses toward attribute- and goal-framed messages. *Journal of Advertising*, 39, no. 3: 5 • 24.
- Rubi Khan, Shilpa Rao, (2015). An Investigation of Advertising Appeal on Consumer Response in Service Advertising. *Management Studies and Economic Systems (MSES)*, 2 (1), 39-50.
- Rai, (2013). Impact of Advertising on Consumer Behavior and Attitude with Reference to Consumer Durables. *International Journal of Management Research and Business Strategy*, ISSN 2319-345x vol. 2, no. 2.
- Raju, D. D. (2013). The Role of Advertising in Consumer Decision Making. *IOSR Journal of Business and Management (IOSR-JBM)*, 14(4), 37-45.
- Rettie et al., (2010). Does internet advertising alienate users? Available from <http://eprints.kingston.ac.uk/6393/1/Rettie-R-6393.pdf>

- Reichert, T. and Carpenter, C. (2004). An update on sex in magazine advertising: 1983 to 2003. *Journalism and Mass Communication Quarterly*, 81(4), 823-837.
- Ramaswami, V. S., & Namakumari, S. (2004). *Marketing Management (3rd Edition)*. Bangalore: Macmillan.
- Reichert, Tom, (2003). "The Prevalence of Sexual Imagery in Ads Targeted to Young Adults." *The Journal of Consumer Affairs*; 37, (2).
- Siddiqui, A. N. (2014). TV Ads impact on Consumer Purchase Intention. *International Conference on Marketing*.
- Skorek, M. and Dunham, Y. (2012). Self-enhancement following exposure to idealized body portrayals in ethnically diverse men: A fantasy effect of advertising. *Sex Roles*, 66(9/10), 655-667.
- Shimp, T. (2010). *Integrated Marketing Communication in Advertising and Promotion*. South Western CENGAGE Learning.
- Shimp, T. A. (2003). *Advertising, Promotion & Supplemental aspects of Integrated Marketing Communications (6th ed.)*. USA: Thomson—South Western.
- Sobh, R., and B.A.S. Martin. (2011). Feedback information and consumer motivation. *European Journal of Marketing*, 45, no. 6: 963-86.
- Sulaiman, Z. (2013). *Perceived Recourse and Redress Risk (PRRR): Conceptualization and Preliminary Scale Development*, a PhD Dissertation, and University of Sydney.
- Sybil, J. L. & Thelma, O.Y. (2000). *Beyond the Printed Word: Teaching Consumers About Advertising Messages*. vol.34 (4) 5-8, London: McGraw Hill Books Company.
- Toncar, (2001). The use of Humour in Television Advertising: Revisiting the US-UK Comparison. *International Journal of Advertising*.

- Tirmizi, M. A., Rehman, K. U. & Saif, M. I. (2009). An Empirical Study of Consumer Impulse Buying Behavior in Local Markets European. *Journal of Scientific Research*, 28, 522-532.
- V.W. Mitchell, (1998). A Role for Consumer Risk Perceptions in Grocery Retailing, *British Food Journal* (100)4, 171-183.
- William K.C. (2007). Fear Appeal Theory. *Research in Business & Economics Journal*. 1-21.
- W.M. Weilbacher, (2003). How Advertising Affects Consumers. *Journal of Advertising Research*, 43(2) (2003), 230-234.
- Witte, K. and Allen, M. (2000). A Meta-Analysis of Fear Appeals: Implications for Effective Public Health Campaigns. *Health Education and Behavior*, 27(5), 591-615.
- Weinberger, G., Gulas, (1992). The Impact of Humor in Advertising: A Review. *Journal of Advertising*, 21 (December): 35-39.