

## "THE EMOTIONALLY CHARGED ADVERTISEMENT AND THEIR INFLUENCE ON CONSUMERS' ATTITUDES"

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### **Abstract**

*It is a common belief that emotional content in advertising can persuade brand favorability even when rational content has no effect. Emotion is a main factor that holds an important position in advertising. This study investigates the role of emotional elements in advertisement influencing consumer attitude towards the advertisement, brand and how these in turn affect the purchase intention. Three aspects of emotions, including love, fear and information in advertisements have been considered. The data was analyzed through several statistical tools including one sample Kolmogorov Smirnov test, ANOVA test and Regression analysis. Results of the study show positive significant relationship between emotional advertisements but insignificant with informative (neutral emotion) advertisements. There is also a positive significant relationship between attitude toward emotional advertisement and attitude toward brand and that a positive attitude towards a brand leads to purchase intention.*

### **Introduction**

Emotions have a significant position throughout the span of our lives for the reason that they enhance almost all of our tricky moments by means of any lovely or horrible features (Larsen, McGraw, & Cacioppo, 2001). Emotions are considered as a comprehensive experience that consists of the consequent means: behavioral responses, significant results, physiological reactions, and subjective feelings (Desmet, 2002).

According to MacKenzie and Richard (1986) there is slight concurrence on the definition of emotion, even though efforts are made to determine the confusing terms (Holbrook, Morris & Johan, 1984). In their study, it has been investigated that a person's way of thinking or know-how of emotion is orally articulated by the individual. Emotional reaction is defined as a reaction to various expressively crucial occurrences, authentic or possible, precedent or predictable. An emotional reply reveals intrinsic attractiveness thoughts occurring as result of self-related actions. While these approaches may possibly be motivators for an individual, so they are not just response to an assessment procedure (Clore, Gerald & Andrew, 1983; Izard & Buechler, 1980; Lazarus, Richard, James, Edward, 1970).

A good number of most important theories of feelings have conferred three phases of an emotion: the communicative, the empirical or personal and the physiological (Izard, Kagan & Zajon 1984). Some researchers have identified that expressive feelings can be structured into two general portions, one aspect is valence in term of affirmative, depressing or pleasing, unlikable and the other is passion which can be spoken in phrase of high or low in arousal (Lag, Greenwald, Braeley & Hamml 1993, Russel, 1980). The variety of separate emotions such as pleasure, horror, grief, irritation etc. consists of emotional characteristics enlightened by these two sides. The relationship of the individual and the emotional conditions or stimulus can be illustrated by encouraging (positive) or adverse (negative) valence at several stages of concentration (high or low). Favorable or positive emotions are related with consummatory behavior aimed at some objective or reason and unconstructive sensation is associated with extraction or defensive performance aimed at the direction of treating stimulus (Schneirla, 1959).

In their study MacKenzie, Richard and George (1986) have indicated that the need to develop distinctive methods to measure the emotional reaction toward advertising has become progressively more important. Current findings point out that approach to the advertising affects to convert in brand attitudes (Gorn, 1982, Mitchell & Olson, 1981). One of the mainly vital concern advertisers convey about the TV advertising is the possible turn down of the convincing consequence of TV because of emergent clutter in the media (David & William, 1996).

Machleit and Wilson (1988) suggest that because of the fame of emotional advertising campaign, the advertising literature has just started to give more importance on the study of emotional advertising appeals and the consequential emotional responses extract from consumers. Some research studies presented hypothetical thought of how emotion-inducing advertising may affect consumers (Halbrook & O'Shaughnessy, 1984; Mitchell, 1986b; Ray & Rajeev, 1983).

According to Hazlett and Hazlett (1999), advertising contain more and more emotional content in order to catch both observer's interest and to correspond to advertising significance. Research and market analysis over the last 10-15 years have revealed that consumers emotional reaction toward advertisement can be a dominant motivator of spending manners (Allen, Kamachleit & Kleine, 1992; Erevelles, 1998; Haley & Baldinger, 1991) and can significantly convince post experience mind-set and recall (Park&Thorson, 1990).

To generate advertising demand more distinctive and consequently, perhaps more credible, advertisers frequently use remarkable expressive advertisement-messages intended to generate emotion and make advertisement remembered (Moore,1989).

The execution of these advertisements usually contains high impact provocative appeals that generate strong emotion. However, companies like health care, insurance, food manufacturers, drug and alcohol use graphic and astounding negative emotional messages which are used to exploit consumers' fear of cardiac and cancer (Alsop, 1988 & Marsha, 1997) has found in his research that emotions play an important role in developing consumer response toward stimuli.

Accurately how this works, still, is indecisive. so far, ever more, emotion is perceived as an underlying sentimental moderator of attitudes and mainly perhaps point of advertising effectiveness (Shimp,1981).

Emotion is a key element that holds a strange position in advertising. Holbrook and Hirschman (1982) identified emotion as to contain a more self-regulating part in advertising. Advertising and marketing researchers are paying extensive attention to consumer's approach toward the advertisement as an emotional consequence on brand position and buying intentions (Lutz, Richard, Scott & George, 1983).

Burke and Juli (1986) propose that research is required to compare alternative ways to capture affective reaction to advertisement. Emotion both positive and negative can influence attitude toward advertisement (Bagozzi & Moore, 1994; Stayman & Aaker, 1988). On the other hand, persons may possibly differ greatly in the concentration of emotions with which they respond to an advertising and the intensity of emotions could have the same persuasion on attitude construction (Moore, Harris & Chen 1995).

Attitude to the commercial has been defined as an affinity to respond in a constructive manner or in an adverse way to a particular advertising motivation through precise exposure circumstances. Shimp (1981) believes that attitude towards an advertisement can be transmitted to attitude towards a brand while category involvement is low. Patricia and John (1986) observed that emotion might have more significant effect on low-involvement product choice. Traditionally, brand attitudes formed upon exposure to advertising have been explained as outcomes of the brand beliefs engendered by the brand ad (Lutz 1975; Olson & Mitchell, 1975).

As the importance of promotion in the marketing mix for numerous consumer commodities, it is not awful that many researchers have highlighted on accepting how consumer attitude toward the brand is form due to emotional advertisement (Mitchell & Olson 1981).

Darrel and Russel (1988) have described in their research that an advertisement plays a part in influencing brand attitudes when association with the message is high (Batra & Debra,1987; Gardner 1985; Lutz, Scott & George, 1983).This appears to propose that consumers' primary interest with an advertised message might play an important part in shaping the effect which may be ad-induced reactions such as brand belief or attitude toward the advertisement which may lead to develop brand attitudes (Muehling & Russell, 1988).

Cathy and Naveen (1995) found that advertising which gives information regarding object's attributes like pricing and features of brand will lead toward brand associations. Advertisers are concerned with creating advertisement for communicating and convincing the consumer, but ultimately it leads to buying objective of the consumer. However, scope of advertising effectiveness is generally taken immediately subsequent to advertising experience, whereas the consumer might recall the brand at the time of purchase (Muehling & Russell, 1990).

Both advertisement and attitude toward brand have impact on purchase intentions. MacKenzie, Lutz and Belch (1986) inferred in the form of self-determining influences. Gresham and Shimp (1985) also recommend this model, however they included a two way relationship linking attitude toward advertisement and attitude toward brand, as in the form of equal arbitration. Accordingly, in their illustration, attitude toward advertisement has an indirect impact on purchase intentions and have effect through attitude toward brand.

### **Rationale of the Study**

The foundation of this study is to determine the mind-set of the respondent toward advertising stimuli, brand and purchase intention. First, we will expose respondent to different emotional and informative television advertisement then we will examine the impact of these emotional and informative advertisement on respondent attitude toward advertisement and advertised brand and ultimately impact on respondent purchase intention. Specifically, the respondent's reaction to advertisement shall be measured in the following manner.

1. Attitude toward the emotional and non emotional advertisement.
2. Determine the impact of attitude formed due to emotional and non emotional advertisement on attitude toward the advertised brand.
3. To measure the purchase intention of that advertised brand.

### **Literature Review**

The density of emotions and the complexity come across in investigating and computing them is a universal proposal in literature. However emotional contents provide only a supporting role in information processing. Advertising should develop some emotions in order to be valuable and eye-catching. Advertising can be a constructive basis for enhancement of these emotional responses. Emotional substance in promotion is shown as being not immediately a support to amplify contemplation and maintain message statement, but a significant contact process in its own right. In addition, emotional matter is considerably incompatible and is therefore more basically made unique to the brand. Brand can have emotional substance in a manner that is usually no longer promising with an accurate message (Heath, 2007).

The most significant apprehension that advertisers state about TV advertisements are the probable turn down of TV advertisements' influence because of media mess (Moore & Harris, 1996). To split the clutter and create a commercial more unique and credible, advertiser commonly go for the emotional demand in the advertisement and communication planned to astonish the emotions and put together the mind itchiness (Moore, 1989). Research, on the other hand, advocates that emotion could be a grand deal having impact on the brand decision-making than has previously been thought (Heath, 2007). According to different research studies, an advertisement is influenced by brand or non brand processing situation (Hastak, Manoj & Jerry 1989; Madden, Thomas, Chris & Jacquelyn 1988; Gardner 1985; Homer 1990), commercial confession point (Burke & Edell 1986; Cox & Cox 1988), message association (Park & Young 1986; Muehlin & Laczniak 1988), emotional responses created during advertisement experience (Burke & Edell 1989; Batra, Rajeev & Michael 1986; Machleit, Karen & R. Dale 1988), and advertisement message value and substance (Hastak, Manoj & Jerry 1989; Burton, Scot & Donald, 1988). A strong decision-making significance to advertisement together with the clear hypothetical background of different attitude models has made significant research into attitude toward the advertisement (Fishbein, Martin & Ajzen, 1975). Prior research studies suggest that emotional aspect in advertising can influence brand favorability still when coherent aspect in advertisement has no conclusion (Heath, 2007).

Different researchers have explored the emotional feedbacks to advertisement by concentrating on the top category range of emotional gap (Diener, Randy, Steven, and Robert, 1993; Pieters & Warmerdam, 1996), accomplished multivariate analysis of sensation communication reactions to commercials and initiate that unpleasant approach and low-intensity pleasurable approach affected method to the advertisement, whereas high concentration pleasing feelings affected advertisement recall. It is still not obvious from earlier marketing research that whether the assumed personality differences in exciting reaction can persuade the manner consumers react to high force emotional temptation, specifically the consumer's thoughts to the advertisement. Individuals may hold opposing views broadly in the meditation of their expressive response to manipulate encumbered stimuli (Larsen 1984; Larsen & Diener, 1987). There has been remarkably slight investigation that openly examines the commercial- brand preference relationship (Shimp, 1981). Holbrook and Batra (1987) made use of the hierarchal model for testing the advertising effects on viewing time. They acknowledged the evoked behavioral measures of interest to television advertising.

Their study also demonstrates the effects of contents of TV advertisement, through emotional reactions and attitudes. The key variables in their study were viewing time, attitude towards advertisement, emotional dimensions and advertisement. Their result indicates significant inter-correlation in viewing time, advertising contents, and attitude towards advertisement. Larsen and Diener (1987) have described a direct correlation between force and emotional reaction. In addition, attitude pattern has been exposed to be affected directly by the emotions extract by the message receiver (Bagozzi & Moore 1994; Edell & Burke 1987; Holbrook & Batra 1987; Moore & Hoening 1989). Emotions such as anger, panic and empathy had an encouraging effect on attitude creation. It can be consistent, hence, that considerable changes in thoughts should take place as a role of the authority of the feelings experienced by the message receiver. (Larsen & Diener 1987).

Biehal, Stephens and Curlo (1992) observe consumer attitude to the advertisement and their brand choice. They conducted the laboratory experiment in the product categories like facial tissues, scouring advertisement, spray disinfectants and an ordinary household cleaning item. Their conclusions support the hypothesis that attitude change resulting from disclosure are a role of the individual's attitude earlier to experience, the number of prior experiences, and brand awareness. Attitude toward the advertisement is the tendency to react in a positive or critical way to a specific advertising incentive throughout a specific experience circumstances (MacKenzie, Lutz & Belch, 1986). Winter (1973) explores the influence of advertising experience on a person's brand attitude change.

Gardner (1985) conducted a two-group experiment to find the impact of advertisement on consumer attitude toward advertised brand. Two different processing "sets"-brand evaluation and non brand evaluation-are reported. Results reveal that that attitude toward the advertisement influence attitude toward the promoted brand as a grand agreement in a brand appraisal set. His finding support that the advertisement has positive influence on attitude toward the advertised brand (Mitchell & Olson, 1981).

Fishbein's attitude theory (Fishbein's 1963, 1967; Fishbein and Ajzen 1975) states that feelings are the simply intention of attitude improvement and conversion. To check the validity of this proposition for consumer's attitude regarding product traits and brand. Mitchell and Olson (1981) conducted a research in which attitudes was observed in the circumstance of an advertising effects study. They conducted an experiment in which they showed advertisement to the respondent and their finding showed that relatively, the determination of attitude toward the advertisement intervene advertising effects on attitude toward the brand. Findings of Brown and Styman (1992) also support important role for the indirect influence of advertising stance on feelings toward product and buying intention (Cobb-Walgren, Ruble, Donthu. 1995). Cobb-Walgren et al., (1995) examined the impact of brand equity and consumer brand preferences on purchase intention. Their finding showed that the brand with the huge advertising finances give significantly superior levels of brand equity as the result, the superior equity create considerably greater brand preferences and purchase intentions.

Biehal et al., (1992) conducted a research on attitude toward advertisement and brand choice. They proposed two approaches that how advertisement influence the purchase intention. The first is the indirect effects model, in which advertisements influence the feelings toward the product and which transmit the impact on a purchase plan. In the second view, both Advertisements and attitude toward brand have direct, individual influence on purchase intentions. MacKenzie et al., (1986) conducted an experiment in which they showed advertisements to the respondent and their results showed that there is a positive relationship between attitude toward the product and buying intention.

Muehling (1987) performed a print advertisement experiment in which he exposed respondent to print ad and to measure the impact of that advertisements on attitude toward brand and than effect of advertised brand attitude toward purchase intention, the outcome of this research showed that there is positive relationship between mind-set about the advertisement and approach toward brand that may influence positively purchase intention of the consumer. In country like Pakistan, there is a scarcity in research work in this area. This study hence aims to explore the impacts of emotionally charged advertisements on consumer attitude towards advertisement, attitude towards brands and their purchase intention.

### **Theoretical Framework of the Study & Hypotheses**

Prior literature indicates that emotional advertisements emerge as a significant factor leading to positive attitude of consumers towards advertisement & brand.

Advertisement has been set up to be linked to attitude toward the advertisement (Mitchell, 1986; Gardner, 1985; Homer, 1990; Muehling & Laczniak, 1988; Stayman & Aaker, 1988), attitude towards the brand (Mitchell, 1986) and buying intention (Mitchell & Olson, 1981). Based on this linkage between the emotional advertisement and consumers' attitude, the proposed framework emphasizes the influence of emotional advertisements on consumers' attitude to the advertisement, feelings towards the brand and its impacts on their purchase intention.

### **Figure 1** Relationship of Emotional Advertisement and Purchase Intention

Figure 1 indicates the main mechanism of the framework. As can be seen, the framework shows the emotions' impacts on consumers' attitude towards advertisement, the influence of attitude towards advertisement on consumers' attitude towards brand, which in turns directly affects their purchase intention.

Biehal et al., (1992) also used similar framework to reveal the relationship among attitude toward advertisement, attitude toward brand and buying intention which illustrate direct and indirect impact of advertisement on attitude toward ad and purchase intention.

Muehling (1987) confirmed the same pattern in his study .He revealed the impact of advertisements on attitude toward ad and afterward on toward publicized brand which finally lead to purchase intention. Gresham and Shimp (1985) proposed the model in which he showed direct and in direct impact of advertisements on brand position and buying intention.

Accordingly, in this research we will expose the direct relationship between emotional advertisements and attitude toward those advertisements which may further be observed in terms of attitude toward brand and purchase intention so we have to test three hypotheses.

First we have to know that whether advertisements having emotional content create positive impact on attitude toward the advertisements (Park & Young, 1986; Gelb & Pickett, 1983). To break through the clutter advertiser are using emotional content ion the advertisements (Halbrook & Hirschman, 1982) which may lead to the positive attitude toward the brand. So this could be formally hypothesized as:

#### **H1: Emotional advertisements create more positive feelings toward the advertisements than interesting and informative advertisements.**

Confirmation of a significant optimistic attitude toward emotional advertisement and positive attitude toward the product would provide necessary support for H1. First the use of actual commercial may create the problem in term of brand recognition now it could be the effect of sponsored brand name than the emotional ad and this condition may create the impact of brand name than the advertisement So through this way we will get only impact of advertisements not its brand name (Gresham & Shimp, 1985). Thus hypothesis, framed in that support is:

#### **H2: Positive attitude towards the advertisement create positive attitude towards the brand.**

The evidence of affirmative relationship between attitude to the ad and brand will direct to the last resulting behavior of purchasing intention (laniak & Muehling, 1990), so this hypotises is be stated as

#### **H3: Positive attitude towards the brand leads to purchase intention.**

### **Methodology**

#### **Target Population and sample of the Study**

Population of this study includes MBA students of all universities in Peshawar city. Responses were acquired from 180 registered students of MBA in all universities in Peshawar city (list of universities is given at the end of report) Three universities were randomly chosen for experiment and from each university, further students were randomly selected. After completing the experimental task, subjects were appreciated (Homer, 1990).

#### **Stimuli**

Six advertisements of soap with different brand names were selected by a panel of experts including PhD professors of marketing & psychology. Soap was selected as a focal product as it is problem solving and health caring product.

Secondly, soap is used and purchased by every age group and social class (Mittal, 1990). Advertisements were initially divided into two categories, that is emotional and non emotional and then emotional advertisements were further divided into emotion of love and fear and the non emotional advertisement was an informational advertisement (Larry & Terence, 1985).

## **Stimulus Manipulation**

As the rationale of the research study is to determine the influence of commercials on attitude, but there are some other factors which may also influence the attitude toward the brand. Among these influencing factors familiar brand name is most the important factor which may influence heavily and can overshadow the emotion factor in evaluation of advertisement. Unfamiliar names of the brand were used to avoid the impact of previous knowledge of brand, usage experience and preferences. In selection of advertisements first it was considered that the brand name should be unfamiliar and second the advertisements were edited and their brand names were changed to unknown brand names so that biasness due to brand recognition would be eliminated (Larry & Terence, 1985).

## **Procedure**

The experiment was arranged in large theatre-like settings with each participant sitting at sufficient distance from the others to avoid the awareness of other participant's behaviors (Karen & Dale, 1988). For these purposes arrangements were made in the auditoriums of the universities.

The researcher himself was the administrator of experiment. Experiment was conducted in three steps. First, respondents were exposed to the advertisements with the content of fear. In second step, they were shown advertisements with content of love and finally the non-emotional advertisements with the informational content. The respondent was unaware of the hypothesis.

Processing manipulation was done during initial instruction given by the experiment administrator and respondents then were exposed to six advertisements two for each of fear, love and informational content for almost five minutes and after that they were asked to fill the questionnaire which was provided to them at the start of the experiment. Questionnaire was collected back as respondent completed it. At the end of the experiment session they were entertained with the tea.

## **Processing Manipulation**

Gardner's (1985) used processing manipulation in his research of brand against non-brand evaluation. It is done by giving participants of experiment certain instructions. First, participants were asked to pay full attention to the whole program as they would be asked to evaluate the advertisement's content and then to record their purchase intention for each of the advertisement.

## **Variables**

### **Independent Variable**

Emotional and neutral (informational) advertisements served as an independent variable of the study. Dimensions of emotion were considered; love, fear and neutral (informational).

### **Dependent variable**

Three dependent variables were included. These were attitude toward the advertisement, feelings toward the brand and purchase intention toward the advertised brand (Fishbein & Ajzen, 1975).

## **Measurement**

### **Emotional Feelings**

Emotional feelings that the respondent experienced after exposure to advertisement were measured with the help of a scale similar to that which was developed and used by different researchers (Abelson, Kinder, Peters & Susan, 1982; Allen & Madden, 1988; Madden, Allen & Twible, 1987).

First, positive emotion was measured with the seven-point scale having items: warm-hearted, pleased and amused. Second emotion of fear was also measured by same seven-point scale with the following items: fear and finally neutral emotion was measured by asking respondent that whether this advertisement provided sufficient information about the advertised product.

### **Attitude Toward the Advertisement**

Mind-set of the consumers regarding advertisement was considered with the help of a seven-point semantic disparity items: attractive, appealing, good, pleasant, dull, refreshing and enjoyable (Karen & Dale, 1988; Muehling & Laczna, 1988).

**Brand Attitude**

In order to measure attitude toward brand, post exposure to the advertisements were measured again using same a seven-point, semantic-differential scale and the items included were: favorable , positive and good, like very much, worthless, important, beneficial and fond of some content(emotional and cognitive) of advertisement(Batra, 1986; Batra & Ray, 1985).

**Purchase Intention**

To measure purchase intentions, the scale “all things considered, if you were to buy a soap on one of your next trips to store, what is the probability that you would purchase the desired soap if it were available was used (Grossman & Till, 1998).

**Data Collection Instrument**

Questionnaires were used to collect the data. The responses were collected on Five points scale (1=definitely Will not Buy to 5= Definitely Will Buy).The reliability of the scale used in the study was measured through the Cronbach alpha, which was greater than the level recommended by Nunally and Bernstein (1994).Questionnaire was split into four sections. The first section consisted of three questions to measure which advertisement contained content of love, fear or information.

In the second portion, seven questions were inquired to assess the attitude toward the advertisement and in the third portion, three questions were asked to determine the attitude toward the brand and lastly one question was asked to know about the purchase intention and its response was collected on five point scale (1= definitely not 2= probably not 3=Not sure 4= probably 5= definitely)

**Data Collection**

Data was collected through self administrative questionnaire from 180 MBA 3rd semester students.

**Statistical Tools**

Principle of the research study was to find out the impact of advertisements on attitude toward advertisement and than on brand and finally on purchase intention, so this is a causal study. Causal research highlights the cause and effect relation among variables. Random sampling technique used. We have to work on three regression equations

**Regression**

Three regressions were developed as follows.

1) To measure the impact of emotional advertisement on feelings towards the advertisement, the following equation was developed.

$$\text{Attitude toward ads} = a + \beta \text{ Emotional advertisement} \text{-----EQ1}$$

2) To measure the impact of attitude toward advertisement on attitude toward the brand, the following equation was developed.

$$\text{Attitude toward Brand} = a + b \text{ attitude toward Ad} \text{-----EQ2}$$

3)To measure the impact of attitude toward the brand on purchase intention, the following equation was developed.

$$\text{Purchase intention} = a + \text{Attitude towards brand} \text{-----EQ3}$$

The reliability of the scale used in the study was measured through the Cronbach alpha, which was greater than the level recommended by Nunally and Bernstein (1994).

**Analysis**

Statistical analysis was carried out in steps for each category of soap. Different statistical tools were applied to the data.

**Table 1** Results of One Sample Kolmogorove-Simirnov Test

Brands	Non Parameters MEAN				
	Information	Warm	Interesting	Fear	Sig
Masoom	2.96	3.71	3.26	2.25	0.00
Sparsh	2.78	4.07	3.90	2.23	0.00
Aritha	2.79	2.57	3.18	4.02	0.00
Cinthol	3.00	2.65	3.61	3.95	0.00
Skin white	4.01	2.76	3.23	2.38	0.00
Neem	3.77	2.53	3.27	2.52	0.00



The consequences of the test for the advertisement of all the six brands provide basis for their categorization. The overall results in the above table indicate that the respondents considered the advertisements of Masoom Pears and Sparsh soaps as having the emotion of love. Whereas the mean value of the Aritha and Cinthol soaps for fear was 4.02 and 3.95 respectively. This shows that both the advertisements were based on the emotions of fear. According to the respondents, the advertisements of Skin White & Neem soaps were in the informative category because these advertisements gave them information regarding the brand only.

For comparing the mean differences in consumer's attitude towards the advertisements, attitude towards the brand and their purchase intention for each brand ANOVA tables are used.

**Table 2.** One way ANOVA Test for Attitude towards Advertisement

	N	Mean	Std. Deviation	F	Sig.
1	180	3.5778	.64329	97.324	.000
2	180	3.6452	.70787		
3	180	3.9651	.61721		
4	180	3.7746	.57559		
5	180	2.7183	.96672		
6	180	2.7325	.82599		
Total	1080	3.4022	.88430		

The mean values in above table shows there is significant difference among the attitude toward advertisement for differ advertisement of 6 brands. Among 6 brand , brand 1 and 2 are Masoom and Sparsh having content of warmth in advertisement brand 3 and 4 are Arith and Cinthol having content of fear in advertisement and last two brands 5 and 6 are Neem and SkinWhite having informational content in advertisement.

Above results shows emotional based advertisement (Warmth and Fear) create more positive attitude toward advertisement than informational advertisement

**Table 3** One way ANOVA Test for Attitude towards Brand

	N	Mean	Std. Deviation	Std. Error	F	Sig.
1	180	3.5889	.78162	.05826	153.965	.000
2	180	3.5778	.81009	.06038		
3	180	3.9370	.53527	.03990		
4	180	3.8519	.52995	.03950		
5	180	2.1741	.92651	.06906		
6	180	2.9019	.71925	.05361		
Total	1080	3.3386	.95619	.02910		

The mean values in above table shows there is significant difference among the attitude toward brand for different advertisement of 6 brands. Among 6 brand , brand 1 and 2 are Masoom and Sparsh having content of warmth in advertisement brand 3 and 4 are Arith and Cinthol having content of fear in advertisement and last two brands 5 and 6 are Neem and SkinWhite having informational content in advertisement.

Above results shows emotional based advertisement (Warmth and Fear) create more positive attitude toward Brand than informational advertisement .So respondent shows more favorable attitude toward emotional advertisement than informational in term of brand favorability

**Table 4** One way ANOVA Test for Purchase Intention

	N	Mean	Std. Deviation	Std. Error	F	Sig.
1	180	3.48	.960	.072	138.753	.000
2	180	3.62	.970	.072		
3	180	3.83	.656	.049		
4	180	3.85	.697	.052		
5	180	2.07	1.020	.076		
6	180	2.48	.801	.060		
Total	1080	3.22	1.104	.034		



The mean values in above table shows there is significant difference among the purchase intention for different brand after exposing to 6 different advertisements. Among 6 brand , brand 1 and 2 are Masoom and Sparsh having content of warmth in advertisement brand 3 and 4 are Aritha and Cinthol having content of fear in advertisement and last two brands 5 and 6 are Neem and SkinWhite having informational content in advertisement. The mean values of above results shows the brands having emotional based advertisement (Warmth and Fear) create more positive attitude toward brand and Purchase Intention as well Regression analyses are used to measure the relationship between the variables. Three regressions are used first one for advertisement and attitude toward advertisement in the second regression attitude toward advertisement and attitude toward brand is explored and last regression indicate the relationship of attitude toward brand and purchase intention

**Table.5** Relationship between Emotional Advertisements & Attitude towards Advertisements

Independent Variable	Dependent Variable	Standardized Coeff. Beta	T value	Sig	R2
Types of Advertisements Attitude Towards Advertisement					
<b>Warmth Based</b>					
Masoom		0.390	5.65	0.00	0.60
Sparsh		0.489	7.48	0.00	0.23
<b>Fear Based</b>					
Aritha		0.852	21.75	0.00	0.72
Cinthol		0.701	13.09	0.00	0.49
<b>Information Based</b>					
Neem		0.138	1.85	0.06	0.019
Skin white		0.141	1.90	0.06	0.02

Our results of Table 5 show the association between the diverse advertisements and consumers attitude towards these advertisements. As the results of informational advertisement is insignificant therefore first hypothesis that the emotional advertisement creates optimistic attitude towards the advertisement than informative advertisements, is accepted.

So the result shows that the only emotional advertisements influence the consumers' attitude towards the advertisement rather than an informative advertisement that has no significant influence on consumers' attitude towards advertisement.

The  $R^2$  value is calculated for all the six brands separately to show the variations explained in consumers' attitude towards the advertisement by the independent variables. The value of R2 for both the brands in the category of warm emotions indicates that 60% and 23% variations in consumer attitude towards advertisements are explained by these advertisements respectively.

Similarly, the brands in the fear category show that 72% and 49% variations in consumers' attitude towards ad are explained by independent variable. The R2 values of the brands in the last category shows the weak correlations between the informative advertisements and the consumers' attitude towards these advertisements.

**Table 6** Relationship between Attitudes towards Advertisements & Attitude towards Brand

Independent Variable	Dependent Variable	Standardized Coeff. Beta	T value	Sig	R2
Types of Advertisements Attitude Towards Ad					
<b>Warmth Based</b>					
Masoom		0.720	13.84	0.00	0.51
Sparsh		0.73	14.25	0.00	0.53
<b>Fear Based</b>					
Aritha		0.721	13.892	0.00	0.52
Cinthol		0.78	16.79	0.00	0.61
<b>Information Based</b>					
Neem		0.141	1.89	0.060	0.02
Skin white		0.132	1.77	0.078	0.017

In the second step, regression analysis was used to find the association between the attitude towards the commercial and attitude towards the brands for every brand of soap separately. From the overall significant results of the regression analysis for the emotional advertisements, it is clear that brand attitude has a positive relationship with consumers' attitude towards advertisement. Whereas the insignificant results of the informative advertisements indicate that approach towards advertisement has no well-built impact on attitude towards product. Thus we accept our hypothesis that attitude towards advertisement creates positive attitude towards brand.

The  $R^2$  value for the brand of warm emotions shows that 51% and 53% variations in attitude towards brand is explained by the variations in attitude towards advertisements, created due to warm feelings. Similarly the results of the brands in category of fear emotions indicate that 52% and 61% variations in consumers' attitude towards brand are explained by their attitude towards advertisement.

**Table 7** Relationship between Attitudes towards Brand & Purchase Intention

Independent Variable	Dependent Variable	Standardized Coeff.Betta	T Value	Sig	R2
Attitude Towards brand	Purchase Intention				
<b>Warmth Based</b>					
Masoom		0.73	14.56	0.00	0.54
Sparsh		0.71	13.53	0.00	0.50
<b>Fear Based</b>					
Aritha		0.71	13.75	0.00	0.51
Cinthol		0.71	13.48	0.00	0.50
<b>Information Based</b>					
Neem		0.139	1.874	0.063	0.019
Skin white		0.129	1.732	0.085	0.017

In the preceding step of regression analysis, the outcome of both the categories of emotional advertisements in above Table 4 demonstrates the positive relationship between the attitude toward the brand and purchase plan. On the foundation of positive significant relationship between the variables the third hypothesis that is Positive attitude towards brand advertisement to purchase intention, is accepted. The value of the  $R^2$  for all the brands of the emotional advertisements indicates that there is a strong relationship between the approach towards brand and the consumers purchase intentions.

## **Discussion and Recommendations**

### **Discussion**

The overall statistical results demonstrate positive relationship between emotional advertisement, attitude toward the expressive advertisement and product, which leads to favorable buying intention. Secondly, the outcome of the study demonstrates that there is a positive correlation between attitude toward advertisement and brand attitude. If a person has positive attitude toward advertisement it creates positive feeling for brand as well and finally if a person has positive feeling toward brand it might lead to purchase intention. The findings of our study suggest that the emotional advertisement has strong impact on the consumers' attitude towards advertisement, their attitude towards brand, which thus in turn have a well-built consequence on consumers purchase intentions as compare to the informative advertisements. Thus our study findings that a positive relationship exists between attitude towards the advertisement and attitude towards the brand and its subsequent positive relationship with purchase intentions support the previous findings (Biehal et al., 1992., MacKenzie et al., 1986).

### **Advertising Implications**

Our research study as well as previous studies has demonstrated that emotional advertising is more useful than informational advertisements or rational approach. It is also clear from our study that an emotional advertisement creates an enduring intelligence of brand differentiation within the same product category. For the advertisers emotional element facilitates to generate feelings, associations and memories in relation to their brands. Strongest brands are those that provoke the strongest emotions. It can be of assistance to maintain existing brand associations fresh in people's minds. There are certain situations for the advertisers where emotional advertisement works, just like in interactive campaigns in which there is an entertaining emotional element for consumers when engaging with the most successful viral campaigns.

For advertisers emotional advertisements are useful because it minimizes price sensitivity and make it possible for the brand to get a premium in the marketplace in a good economy. Emotions compel decisions more than logic, and that remains as suitable during recessions as during prosperous times.

### Limitations

This study was carried out for the investigation of the relationship between the emotional advertisements, attitude towards advertisements, and attitude towards brands and consumers purchase intention. Exposure to the advertisement occurred in artificial scenario in which respondents were asked to respond against advertisements which may have led to considerably diverse responses from those which may have resulted if the advertisements were viewed in a natural setting. Findings of this study suggest some areas for future research. As target population included only graduate level university students in Peshawar, therefore we cannot generalize the findings to the rest of the population. Additional research is suggested to gain deeper insight into the emotional and non emotional advertisements and its impact on attitude toward advertisements by using larger population.

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**Appendix**

**QUESTIONNAIRE**

Gender: - \_\_\_\_\_ Age: - \_\_\_\_\_ Occupation: \_\_\_\_\_

After watching the advertisement of the following brands, please indicate that how you feel towards each of these brands separately on five points scale.

1=Strongly Disagree 2=Disagree 3=Undecided /Neutral 4=Agree 5=Strongly Agree

	Soap masoom pears	Soap Sparsh	Soap neem	Soap skinwhite	Soap cinthol	Soap Aritha
The ad provided sufficient information about the benefits of the brand.	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
The ad focused on targeting warm feelings.	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
The ad was interesting.	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
The ad focused on targeting fear factor.	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
The ad is attractive.	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
The ad of the brand is appealing.	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
The ad of the brand is good.	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
The ad is pleasant.	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
The ad is dull.	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
The ad is refreshing	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
The ad is enjoyable.	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
My attitude toward the brand is favorable.	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
My attitude towards brand is positive.	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
The Brand is a good brand.	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5

1= definitely will not buy 2= probably will not buy 3=Not sure 4= probably will buy 5= definitely will buy

Al All things considered, if you were to purchase SOAP on one of your next trips to a store, what are the Chances that you would purchase masoom pears SOAP if it were available	1	2	3	4	5
All things considered, if you were to purchase SOAP on one of your next trips to a store, what are the Chances that you would purchase SPARSH SOAP if it were available	1	2	3	4	5
Al All things considered, if you were to purchase SOAP on one of your next trips to a store, what are the Chances that you would purchase neem SOAP if it were available.	1	2	3	4	5
Al All things considered, if you were to purchase SOAP on one of your next trips to a store, what are the Chances that you would purchase Skin white SOAP if it were available.	1	2	3	4	5
) All things considered, if you were to purchase SOAP on one of your next trips to a store, what are the Chances that you would purchase Cinthol SOAP if it were available.	1	2	3	4	5
Al All things considered, if you were to purchase SOAP on one of your next trips to a store, what are the Chances that you would purchase Aritha SOAP if it were available.	1	2	3	4	5