

IMPACT OF EMOTIONAL ADVERTISING ON CONSUMER INTENTION TO PURCHASE HEALTH DRINK

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Abstract : *The main aim of this paper is to study how different types of emotions have an impact on consumer intention to purchase the health drink and will even try to summarize which emotion is the one that will be the most effective in health drink advertisements. This paper mainly focused on five emotions namely happiness, humour, fear/anger, sadness and surprise used in advertisements. The quantitative method was used in order to collect data and a self conducted questionnaire study was administered having a sample size of 200 respondents. The regression test method was performed using the SPSS software to analyze the impact of each emotional on consumer intention to purchase health drink. The results from the questionnaire suggested that the emotion that was the most preferred in a health drink advertisement was happiness. The results justified that the dependent variable and the independent variable had a positive low as well as moderate correlation with purchase intention. The emotion of fear/anger had the lowest correlation and hence this research concludes that it must be avoided in health drink advertisement*

IndexTerms – Consumer Purchase Intention, Advertising Appeal, Emotional Advertising Campaign, Health Drink

1. INTRODUCTION

Emotional Marketing is a new concept in marketing and it focuses on the significance of emotional connect in between the company and the consumer affected by the system and method of the characteristic values and wants of millennial and modern consumers, which in turn, forms a new method of consumption culture. The health drink industry is the one that has the possibility for high growth with a potential future in the form of multiple platforms for selling. With people getting more conscious about their diet and health this industry has huge potential for growth. With each player in the health drink industry developing their own strategies only to have competition follow the same path, this paper discusses about the impact of the emotional advertising campaign on consumer intention to purchase health drinks

1.1 RATIONALE

The study is undertaken to analyze the impact of emotional advertising on consumer intention to purchase health drink. The objective of this paper is to study how different types of emotion have an impact on consumer intention to purchase health drink and even concludes which emotion is the most effective in health drink advertisement. The paper focuses on five types of basic emotions used in any advertisement namely happiness, humour, anger/fear, sadness and surprise.

2. LITERATURE REVIEW

Kallirroï Dralliou, in his study analyzed the differential impact of using emotional based advertising and argument based advertising. Taking this into consideration the need for cognition model has been used in the theoretical model of this survey. During this survey, the respondents were made to watch two different types of advertisement focusing on one the emotional aspect and secondly the argumentative aspect and accordingly they had to rate the product viewed. The data was further analysed using SPSS. The SPSS results presented that the advertisements had an impact on consumer products attitude. It even concluded that the two different types of advertising showed a significant amount of difference and both generated different product attitude. However the results even summarised that the Need for cognition didn't seem to mediate an impact on product attitude. The research henceforth proved that the Emotion based advertising had a greater impact in product attitude.

R.K Shrivastava, did a relative study of humorous advertisement vs emotional advertisements on consumer behaviour towards brand and even the purchase behaviour towards the particular brand. The sample size of this research was 202 respondents of an average age of 18-55 years old. The method of analysis was that the respondents were shown 6 advertisements 3 emotional ones and 3 humorous ones and their responses were noted. The results of this survey proved that the emotional and humorous advertisements have different likings and brand recall amongst the respondents. The number of people who recollected the brands was more for emotional advertisement rather than for humorous advertisements. It even concluded that the purchase intention was more for the emotional advertisements rather than the humorous ones. This research concluded that emotional advertisement had a higher influence on likeability and brand recall.

Patti Williams The Wharton School University of Pennsylvania, analysed the impact of using the emotional advertising appeal on the consumer implicit memory which involves the unconscious remembrance of facts and consumer explicit memory which includes the theories that are learned through conscious interaction. This research relied on a accessibility and diagnosticity framework in order to find the results and to address the mixed results being provided by various researchers. It was already stated that the functioning of the explicit memory is considered as dependent upon comprehensibility of memory findings and its respective diagnosticity. While on the other hand the implicit memory performance is significantly determined by accessibility alone as a factor. The results obtained by the researcher from the experiments are also supportive of the stated fact. The first experiment provided that the implicit memory has a greater impact than the explicit memory by the use of an overall emotional advertising appeal. It also stated that the performance of the explicit memory is magnified and enhanced when shown an emotional advertising appeal. The second experiment on the other hand proved that emotional diagnosticity has no impact on the consumer implicit memory. It also demonstrated that emotional diagnosticity can be enhanced which will provide improved performance of the explicit memory, under the circumstances of increased involvement.

Fedric Kujur, examined how the emotional appeal is applied in the advertisements of YouTube in order to promote the variety of products taking in consideration the various big brands present in different industries. The study analysed the various online advertisements which was uploaded on the video streaming platform (YouTube) by various companies. A thorough content study was being conducted of majorly 150 advertisements in order to analyze the impact of the positive emotions as well as the negative emotions on customer engagement. The data used the study of Multiple Regression in order to examine the results. The research found out that in flourishing and growing economies like India the people are mainly dependent and would also prefer the use emotions rather than logic in regardance to any type of commodity or even service and therefore the researchers took into consideration the study of both the aspects be it positive emotional appeal or the negative emotional appeal in order to measure the impact of various types of appeals in advertisements on consumer engagement in Youtube. The positive emotional appeals like humour and happiness had positive impact on consumer engagement while on the other hand negative emotional appeals had a negative impact on consumer engagement.

3. RESEARCH METHODOLOGY

3.1 Title of The Project

Impact of emotional advertising campaign on consumer intention to purchase health drink.

3.2 Statement of the Problem

Emotion in general is a language which is universal in nature and is understood and liked by all, it gives a more personal touch between two mediums. When talking about Emotional advertisements they do create a substantial impact on consumer attitudes, as well as upon purchase intention of the consumer. Hence if the marketers are able to understand which emotion generates the most efficient response and encourages the customer to purchase then they will be able to understand how to communicate well with the customers. The research will aim to answer how the different emotions like happiness, sadness, humour, anger, surprise affect the consumer intention in purchasing a health drink. It will even attempt to answer which emotion is the one that appeals the most to the audience and must be used in a health drink advertisement. It will even find out the impact of different emotions used in a health drink advertisement.

3.3 Objective of the study

- To explore the relationship between emotional advertisements and consumers buying intention.
- To analyze the impact of humorous advertisements on consumers buying intention for health drinks.
- To analyze the impact of affectionate and touching advertisements on consumers buying intention for health drinks.
- To analyse the impact of fear and anger provoking advertisements on consumer buying intention for health drinks
- To analyze the impact of the emotion of surprise used in advertisement on consumer buying intention for health drinks.

3.4 Scope of the study

This paper aims to identify the effect of Emotional advertising on the consumer's intention to purchase Health Drinks. The research will be helpful for the Health Drink companies to identify what advertising appeal does the consumers prefer. This study will even be able to simplify what type of emotional appeal works in a Health Drink advertisement. It aims to analyse the influences of different advertising appeal on advertising effectiveness.

3.5 Hypothesis

1. Ho: There is no positive association in the impact of different emotions on consumer purchase intention.
H1: There is a positive association in the impact of different emotions on consumer purchase intention
2. Ho: Humorous Appeal in a health drink advertisement has no impact on consumer buying intention for health drinks.
H2: Humorous Appeal in a health drink advertisement has an impact on consumer buying intention for health drinks
3. Ho: Affectionate and touching advertisement has no impact on consumer buying intention for Health Drinks.
H3: Affectionate and touching advertisement has an impact on consumer buying intention for Health Drinks.
4. Ho: Fear and anger element of emotion has no impact on consumer buying intention for Health drinks.
H4: Fear and anger element of emotion has an impact on consumer buying intention for Health drinks
5. Ho: Surprise element has no impact on consumer buying intention of Health drinks.
H5: Surprise element has an impact on consumer buying intention of Health drinks.

3.6 Method of data collection

Data will be collected through Google forms. Questionnaire will be made on Google Forms and the link will be sent to the targeted consumers online through Whats App, Email and other social media platforms. The responses will be collected by Google Forms itself which will be later on used for analysis and interpretation.

3.7 Sampling Method

In order for easy accessibility, the convenience sampling method will be used for the study as it is more preferred to gather data from the student population who are aware of various brands and can easily differentiate it with various reasons.

3.8 Sample Size

For the purpose of this study, a standard sample of 200 consumers will be taken in consideration.

3.9 Statistical Design

For this study, a correlation and regression analysis will be conducted to identify the impact, its direction and its intensity. SPSS software will be used to perform the analysis as mentioned and the results will be analyzed and interpreted to identify the association between the variables involved.

3.10 Limitations of the study

Emotion cannot be quantified. Everyone has different reaction to different types of emotional appeal. Hence whenever a research is conducted in this domain the findings are always unclear. This research also might face the same problem i.e not able to provide an answer to the main question.

4. ANALYSIS

The statistical software used for the study was IBM's SPSS. Tests such as correlation and regression were done specifically to identify the impact of independent variable on dependent variable and to understand which type of emotional advertisement has a greater impact on consumer purchase intention. Before testing the data, a reliability analysis was conducted via the Cronbach's Alpha test to determine the reliability.

Reliability Statistics

Cronbach's Alpha	N of Items
.906	23

It is compulsory to check the reliability of the data before its analysis. The results of the reliability test conducted are shown in this table. The overall reliability of emotional advertisement on consumer intention to purchase health drink is 0.906 by the use of 23 items. The reliability analysis shows that the research instrument is true and valid for the objective of collection of data because it meets the standards. With a Cronbach's Alpha of 0.906 greater than the prescribed minimum of 0.6 it is stated that the data set is completely reliable and consistent to use and hence it can be proceed for further data analysis.

4.1 Correlation and Regression of Humorous advertisement and purchase intention

Model summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.539 ^a	.290	.287	.805	1.894

ANOVA

Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	52.466	1	52.466	80.950	.000 ^b
1 Residual	128.329	198	.648		
Total	180.795	199			

- The independent and the dependent variable are positively and moderately correlated. The humorous advertisement is at its highest with the purchase intention.
- The model summary table above states that the R value represents the simple correlation and is 0.539 (the "R" Column), which indicates a low yet positive degree of correlation between the dependent and the independent variable.

- The R^2 value (the "**R Square**" column) indicates how much of the total disparity in the dependent variable i.e Purchase Intention can be explained by the independent variable, Happy Advertisements. In this case exactly 29% can be explained.
- Here, $p < 0.0005$, which is less than 0.05, and indicates that, overall, the regression model statistically significantly predicts the outcome variable i.e., it is a good fit for the data.

4.2 Correlation and Regression of Happy advertisement and purchase intention

MODEL SUMMARY

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.320 ^a	.103	.098	.905	1.425

ANOVA

Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	18.565	1	18.565	22.658	.000 ^b
1 Residual	162.230	198	.819		
Total	180.795	199			

- The independent and the dependent variable are positively but weakly correlated. The happy advertisement is at its highest with the purchase intention.
- The model summary table above states that the R value represents the simple correlation and is 0.320 (the "**R**" Column), which indicates a low yet positive degree of correlation between the dependent and the independent variable.
- The R^2 value (the "**R Square**" column) indicates how much of the total variation in the dependent variable i.e Purchase Intention can be explained by the independent variable, Happy Advertisements. In this case almost 10.3% can be explained.
- Here, $p < 0.0005$, which is less than 0.05, and indicates that, overall, the regression model statistically significantly predicts the outcome variable i.e., it is a good fit for the data.

4.3 Correlation and Regression of Fear/Anger emotion advertisement and purchase intention

MODEL SUMMARY

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.265 ^a	.070	.065	.921	1.328

ANOVA

Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	12.683	1	12.683	14.938	.000 ^b
1 Residual	168.112	198	.849		
Total	180.795	199			

- The independent and the dependent variable are positively but weakly correlated. The happy advertisement is at its highest with the purchase intention.
- The model summary table above states that the R value represents the simple correlation and is 0.265 (the "**R**" Column), which indicates a low yet positive degree of correlation between the dependent and the independent variable.
- The R^2 value (the "**R Square**" column) indicates how much of the total variation in the dependent variable i.e Purchase Intention can be explained by the independent variable, Happy Advertisements. In this case almost 7% can be explained.

- Here, $p < 0.0005$, which is less than 0.05, and indicates that, overall, the regression model statistically significantly predicts the outcome variable i.e., it is a good fit for the data.

4.4 Correlation and Regression of Sad/Emotional advertisement and purchase intention

MODEL SUMMARY

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.207 ^a	.043	.038	.935	1.303

ANOVA

Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	7.767	1	7.767	8.888	.003 ^b
1 Residual	173.028	198	.874		
Total	180.795	199			

- The independent and the dependent variable are positively but weakly correlated. The happy advertisement is at its highest with the purchase intention.
- The model summary table above states that the R value represents the simple correlation and is 0.207 (the "R" Column), which indicates a low yet positive degree of correlation between the dependent and the independent variable.
- The R² value (the "R Square" column) indicates how much of the total variation in the dependent variable i.e Purchase Intention can be explained by the independent variable, Happy Advertisements. In this case almost 4.3% can be explained.
- Here, $p < 0.0005$, which is less than 0.05, and indicates that, overall, the regression model statistically significantly predicts the outcome variable i.e., it is a good fit for the data.

4.4 Correlation and Regression of Surprise element of emotion in advertisement and purchase intention

MODEL SUMMARY

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.524 ^a	.274	.270	.814	1.762

ANOVA

Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	49.554	1	49.554	74.760	.000 ^b
1 Residual	131.241	198	.663		
Total	180.795	199			

- The independent and the dependent variable are positively and moderately correlated. The happy advertisement is at its highest with the purchase intention.
- The model summary table above states that the R value represents the simple correlation and is 0.524 (the "R" Column), which indicates a low yet positive degree of correlation between the dependent and the independent variable.
- The R² value (the "R Square" column) indicates how much of the total variation in the dependent variable i.e Purchase Intention can be explained by the independent variable, Happy Advertisements. In this case almost 27.4% can be explained.
- Here, $p < 0.0005$, which is less than 0.05, and indicates that, overall, the regression model statistically significantly predicts the outcome variable i.e., it is a good fit for the data.

5. CONCLUSION

The main purpose of this research project was to analyse the impact of how emotional advertisements affect the consumers intention to purchase in the health drink sector. The research tried to analyse how different emotions effect the consumers and which is the most preferred emotion to be used in the health drink industry. Furthermore the five types of emotions that were being analysed for this study was humour, happiness, anger/fear, sadness and surprise. All these emotions proved to have different impact on the consumers.

Responses suggested that an average of Rs 200- Rs 300 is spent on the consumption of Health Drinks. The Health Drink that was preferred the most was Bournvita (30.5%) followed by Complian (29.5%). The factor that influenced them the most to purchase a particular Health Drink was Taste followed by Advertisement. The following are some important conclusions we can derive from the data collected from the respondents answers in the questionnaire.

- When asked about what type of emotion would they prefer in a Health Drink advertisement Happiness was the number one emotion (43.5%), followed by Surprise (24.5%), Humour (18%), Sadness (12%), Fear or Anger (2%).
- Exactly 47.5% agree and 36.5% strongly agree to the statement that Emotional appeal used in a Health Drink advertisement is effective in shaping the needs and the wants of the people.
- Exactly 33% agree and 40.5% strongly agree to the statement that emotional appeal attracts the mind and convinces a person to purchase the particular Health Drink.
- Exactly 36.5% agree and 32.5% strongly agree to the statement that emotional appeal in a Health Drink advertisement always have an influence on me.
- Exactly 32% agree and 30.5% strongly agree to the statement that Emotional appeal in a health drink advertisement generates immediate purchasing desires.
- Exactly 35.5% strongly disagree and 36.5% disagree that emotional appeal in an Health drink advertisements is irritating and hence should be avoided in an Health Drink advertisement.
- Exactly 46% agree and 36.5% strongly agree that they always like to see the emotional aspect in an advertisement rather than the rational aspect.
- Exactly 30.5% agree and 28% strongly agree that emotional appeal in an advertisement motivates them to shift from one brand to another.

From the analysis we can even conclude that

- The correlation and regression between humorous advertisement and consumer intention to purchase is the highest with a value of 0.539 as correlation and 0.290 as regression.
- The correlation and regression between happiness as an emotion in advertisement and consumer intention to purchase is 0.320 and 0.103 respectively.
- The correlation and regression between anger/fear as an emotion in advertisement and consumer intention to purchase is 0.265 and 0.070 respectively.
- The correlation and regression between sadness as an emotion in advertisement and consumer intention to purchase is 0.207 and 0.043 respectively.
- The correlation and regression between surprise as an emotion in advertisement and consumer intention to purchase is 0.524 and 0.274 respectively.

Scope for further study

It can also focus more on finding that whether emotional advertisements help in increasing the brand awareness, brand loyalty.

REFERENCES