An Empirical Study on Impact of Emotional Advertising in Print and Electronic Media on Selected Youngsters of Udaipur

Shiva Sharma¹ & Shreya jain²
¹MBA ²Research Scholar

Abstract: It is seldom said, “Human being is a social animal.” As per the recent scenario approximately 40% of India’s population is youth and a few reports and studies demonstrated Indians are highly affected by emotional appeals. Through this study we have tried to analyse the impact of different types of emotional appeals on management students in Udaipur making use of different statistical tools.

Keywords: Emotional, Management, Advertising

1. Introduction

Today is the hour of mass communication. Advertising in particular has become an indispensable mode of communication with the market. The importance of advertising grows steadily as brands rely heavily on media for various marketing objectives such as increasing sales, creating knowledge and awareness in the market etc. The field of advertising continues to grow and evolve.

With the growing role of advertising in the lives of people attention now is being paid to the various negative as well as positive effects of advertising. Emotional or “feeling” advertising appeals have received considerable attention over the past decade in consumer behavior research. Past research has focused on the specific types of emotional appeals frequently used (Stayman, Aaker and Bruzzone 1989), as well as the effects of emotional appeals on consumer advertisement and brand attitudes, as well as purchase intentions (e.g., Burke and Edell 1987, Batra and Ray 1986).

1.1 Advertising

“Advertising is a means of communication with the users of a product or service. Advertisements are messages paid for by those who send them and are intended to inform or influence people who receive them.”

- Advertising Association of the UK The simplest definition is that it is a public announcement’. In earlier times, to ‘advertise’ meant merely to announce or to inform.

“Any, paid form of non-personal presentation of ideas, goods and services by an identified sponsor”
- The AMA, Chicago

The advertising industry is made of companies that advertise agencies that create the advertisements, media that carries the ads, and a host of people like copy editors, visualizers, brand managers, researchers, creative heads and designers who take it the last mile to the customer or receiver.

1.2 Advertising appeals

Advertising Appeal is an igniting force which stimulates the customer mindset towards the product or services. It not the only factor in the marketing mix which initiates a consumer for buying the product but it is certainly one of the advertisers’ most important creative strategy decisions involves the choice of an appropriate appeal.

An advertising appeal refers to the approach used to attract the attention of consumers and/or to influence their feelings toward the product, service, or cause. It's something that moves people, speaks to their wants or need, and excites their interest.

2. Review of literature

The book is concentrated on basic concepts of advertising. It explains what is advertising and its world and how it works. Different types of media and its selection process has been explained. The book gives insight of the advertising world. It also tells what appeal is, on what factors appeal is based and different types of appeals. It also explains the relationship between advertising and its impact on customers. (Sethia, 2010)

As asserted by Fathi and Marwan, 2010, “An individual’s recognition needs and information processing styles both have an influence on the advertising perception”. (Fathi, 2010)

Stafford and Day noted that the traditional view in advertising has been that effectiveness of a particular advertising appeal is contingent on the type of product being advertised. Interestingly, research on advertising of services is contradictory
on appeal usage. Several researchers have argued on a variety of conceptual ground that services advertising lend it to use of emotional appeal. (Stafford, 2002)

In the 2016 report, one of the leading market research companies of the world revealed, “Emotions are central to advertising. There are many theories about how advertising works, but the general consensus across all modern theories is that emotions are at the heart of the relationship we have with brands. They influence our conscious decisions and drive our non-conscious decisions.” (Brandt, 2016)

Studies show that people rely on emotions, rather than information, to make brand decisions -- and that emotional responses to ads are more influential on a person’s intent to buy than the content of an ad. As Douglas Van Pret, author of Unconscious Branding: How Neuroscience Can Empower (and Inspire) Marketing, wrote in Fast Company, “The most startling truth is we don’t even think our way to logical solutions. We feel our way to reason. Emotions are the substrate, the base layer of neural circuitry underpinning even rational deliberation. Emotions don’t hinder decisions. They constitute the foundation on which they’re made!” (Pret, 2012) Celuch and Slama observed that liking the advertisement generally increases the tendency to like the product. Positive affect toward the ad may increase liking of the brand through classical conditioning, or it may be a more high-involvement, conscious process. Using humor, celebrities or emotional appeals increases affect toward the advertisement. (K.G.Celuch, 1995)

Emotional appeals make a brand liked or friendly. (Batra, September,1986)

“Advertisements create an image and symbolic appeal of the product or service brand. Different appeals enhance effectiveness of advertisements that evokes some emotional reaction in viewer’s mind. Advertisers often believe that positive emotional message directly stimulates the customer toward the use of the brand while negative emotional message will give the same result but by an alternative route.” (Mitul Deliya, 2012)

They found a positive relationship between the level of warmth created by a commercial (advertisement) and the attitude towards the ad. They focused on special type of appeals usually used. They described 855 commercials broadcast between 1976 and 1986 by the adjectives and checked by a sample of 1000 customers. About one third were perceived as slightly informative, in contrast to fewer than 2% who perceived as very informative and about another one third that was described as variously entertaining. (Stayman, 1989)

3. Research methodology

3.1 Objective of study

To identify the different factors customers consider while buying
To check whether people really relate to the advertisement appeals or not.
To check whether there is any association between the demographic factor gender and the factors taken into consideration while buying.

3.2 Research Design

The present study is undertaken to understand the impact of emotional appeal of advertisements in print and electronic media on youngsters of Udaipur.

Survey instrument - Questionnaire method (close ended)

Locale of study – Udaipur

Sample size - 50

Sampling technique – Convenience sampling technique

Design of questionnaire - a) Demographic profile
                          b) Qualitative data
                          c) Close ended

3.2.1. Data collection

When it comes to data collection there are two methods in general used by researchers to collect data, primary and secondary method. If we talk about primary data it includes observation method, Interview/questionnaire method, case study method, projective techniques whereas, secondary data is one which is already collected by some other researcher not for the reason for particular study or research. I would like to go for primary data collection method that will include questionnaire from youngsters

3.2.2. Sampling

I have selected convenience sampling technique so sample is designed accordingly by approaching the students by online survey. The respondents are management students from Udaipur.

3.2.3. Questionnaire

The questionnaire is carefully designed to meet the requirements of the research. The questions are taken from previous literature on Exploring factors that customers consider while shopping with a view to validate the research more and some of the questions are self structured to cover the diversity of research objective. The questionnaire consists of
two main parts and one sub part. First part of the questionnaire will cover one of my research questions that is who are online shoppers in terms of demography and to see are there any difference in relation to factors that influencing trust in online shopping. Second part is mainly focused on questions that pertaining to factors influencing trust in online shopping.

4. Demographic profile of the study area

India is the second most populous country in the world, with over 1.3 billion people, and more than 65% are in below the age of 35. It is expected that, in 2020, the average age of an Indian will be 29 years; so the concentration for marketers is youth. The study was conducted in Udaipur district of Rajasthan. Udaipur is well known as “city of lakes” and is a rapidly developing semi urban area.

4.1 Analysis and interpretation

The focus of the analysis is to determine factors influencing, in this case, how emotional appeal of advertisements impact on youngsters while buying the products and re buying the product and making the image of the product in the minds of the consumer. The data gathered from the 50 respondents via questionnaire were used to identify common questions concerning image of the products and relating products with emotional appeal of the advertisements of the products. 50 respondents were taken into consideration for the study.

![Figure 1: gender](attachment:gender.png)

The graph representation shows the percentage of male and female who are doing online and offline shopping. It shows 57% of males that is 29 respondents and 43% of females that is 21 respondents. This means that both male and female youngsters of Udaipur can be studied, further it has also been calculated whether there is any association between demographic factor gender with the factors taken into consideration while buying. This gives a general idea of the sex ratio involved in the study.

5. Analysis of impact of emotional appeal in advertisement

![Figure 2: Information & Entertainment Channel](attachment:channel.png)

Among various types of media, this study covers the impact of electronic and print media. The above chart depicts the type of media the respondents engage in, print or electronic or both. Majority with 64% of the youngsters of Udaipur i.e. 32 use both the channels of media for information & entertainment whereas only 2% of the 50 respondents use only print media and fine amount of youngsters with 34% use only electronic media.

![Figure 3: Sections of media](attachment:sections.png)

In print and electronic media, there are different sections or classifications. On being asked advertisements from which section are more appealing to the youngsters, it came out that 32 of the respondents feel that advertisements from entertainment sections are most appealing, whereas
11 of them find sports advertising more appealing, 4 of the 50 find advertisements on news appealing and 3 of the respondents go with other sections.

Impact of advertisements is very clear as the above pictorial diagram tells that 33 of the respondents (66%) had recently bought products on the basis of the advertisement they saw but 17 of them (34%) deny buying products by watching advertisement.

It depicts that more no. of people buy product after being influenced by the advertisements as ads play an important role in influencing the purchase.

The above chart tells us the various factors consumers consider while buying the product. Majority of the youngsters said that they buy product on occasion, 18% of the respondents said that emotional factor makes them buy the product, 24% buy due to family demand and 10% consider financial factor while they bought the recent product.
The above image shows 5 different products which had advertisements in print and electronic media with the emotional appeal of love and the responses of the respondents, whether they can relate with the same emotion or not. The products were from different category, ornaments, ice-cream, cold drinks, baby products and chips. The result tells us that except slice (cold drink) every other product could be related with the emotional appeal of love. Maximum people could relate the emotion of love with Johnson & Johnson (41) and cornetto advertisements.

In case of platinum bands 29 agreed to relate the advertisement with love emotion and 35 could relate with little hearts. It’s only in case of slice advertisements where only 24 respondents could relate with the advertisements whereas 26 couldn’t.

Fear and death appeal are types of negative emotional appeals. In these advertisements, advertisers tell the losses of not using their products. The above image shows 5 different products which had advertisements in print and electronic media with the emotional appeal of fear and the responses of the respondents, whether they can relate with the same emotion or not. Maximum people could relate with the emotional appeal of the advertisements of the products. In case of dettol-39, vaccine awareness ads-43, tobacco/cancer ads 44, life insurance-37, blood donation ads-37 agreed to relate the advertisement with emotion of fear.

The result tells us that except Samsung curve TV every other product could be majorly related with the emotional appeal of prestige. Maximum people could relate the emotional appeal of prestige in case of van heusen 37 agreed to relate the advertisement 45 could relate with Audi. 48 respondents agreed that I phone advertisements have a prestige appeal.
Happiness is another type of positive emotional appeal. Chart 5.2.7 shows that in case of Mcd 38 of 50 respondents could agree with happiness, 33 agreed to relate happiness with good day biscuits advertisements, for coca-cola 29, havmor ice creams 33 respondents had an impact of emotional appeal. Maximum people could relate with the emotional appeal of the advertisements of the products. Especially in case of Cadbury celebrations, where 45 respondents agreed to relate the advertisements with happiness.

6. Chi square test application and interpretation:

6.1 Hypothesis 1

H$_{0}$ - there is no association between demographic factor gender and the factors taken into consideration while buying.

H$_{a}$ - There is association between demographic factor gender with the factors taken into consideration while buying.

To check the significance of hypothesis we apply the Chi Square Test on the table given above and interpret the results. If the calculated value falls under the tabulated value then the hypothesis is rejected. If the calculated value is more than tabulated value then the hypothesis is accepted.

Table 1: Contingency table

<table>
<thead>
<tr>
<th>Emotional Demand</th>
<th>Male</th>
<th>Female</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mcd</td>
<td>38</td>
<td>12</td>
<td>50</td>
</tr>
<tr>
<td>Goodday</td>
<td>33</td>
<td>17</td>
<td>50</td>
</tr>
<tr>
<td>Coca Cola</td>
<td>29</td>
<td>10</td>
<td>40</td>
</tr>
<tr>
<td>Cadbury</td>
<td>21</td>
<td>33</td>
<td>54</td>
</tr>
<tr>
<td>Havmor Ice Creams</td>
<td>5</td>
<td>15</td>
<td>20</td>
</tr>
</tbody>
</table>

Degree of Freedom (df) = (R-1)*(C-1) \{R=no. of rows; C=no. of columns\}

\[ \text{(2-1)}*(4-1) = 3 \]

Now, let us calculate the expected values from the observed values of the table. The table given below contains the observed value, the expected value and the square of their differences.

<table>
<thead>
<tr>
<th>Observed Value (O)</th>
<th>Expected Value (E)</th>
<th>(O-E)$^2$</th>
<th>((O-E)$^2$)/E</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>3.96</td>
<td>1.0816</td>
<td>0.2731</td>
</tr>
<tr>
<td>2</td>
<td>5.28</td>
<td>10.7584</td>
<td>2.0375</td>
</tr>
<tr>
<td>2</td>
<td>2.2</td>
<td>0.04</td>
<td>0.0181</td>
</tr>
<tr>
<td>13</td>
<td>10.56</td>
<td>5.9536</td>
<td>0.5637</td>
</tr>
<tr>
<td>4</td>
<td>5.04</td>
<td>10.816</td>
<td>2.146</td>
</tr>
<tr>
<td>10</td>
<td>6.72</td>
<td>10.7584</td>
<td>0.6009</td>
</tr>
<tr>
<td>3</td>
<td>2.8</td>
<td>0.04</td>
<td>0.0142</td>
</tr>
<tr>
<td>11</td>
<td>13.44</td>
<td>5.9536</td>
<td>0.4429</td>
</tr>
</tbody>
</table>

\[ X^2 = \sum \{(O-E)^2\}/E \]

\[ X^2 = \frac{5.165}{3} \]

Hence 5.165 is the calculated value of Chi Square. The tabulated value at the level of significance 1% and 5% are 11.34 and 7.81 respectively.

Since the calculated value is less than the tabulated value the hypothesis H$_{0}$ is accepted and therefore the alternative hypothesis H$_{a}$ is accepted.

Interpretation: It is evident from the Chi Square test that there is no association of demographic factor gender with the factors taken into consideration while buying. At both levels of significance 1% and 5% the null hypothesis is rejected, which means that there is no association of demographic factor gender with the factors considered while buying. Both are independent to each other.

6.2 Hypothesis 2

H$_{0}$ - the youth of Udaipur cannot relate with the emotional appeal of the advertisements of the products.
Hₐ: the youth of Udaipur can relate with the emotional appeal of the advertisements of the products

To check the significance of hypothesis we apply Chi Square Test on the table given above and interpret the results. If the calculated value falls under the tabulated value then the hypothesis is rejected. If the calculated value is more than tabulated value then the hypothesis is accepted.

**Table 2: Contingency table**

<table>
<thead>
<tr>
<th></th>
<th>Love</th>
<th>Fear/Death</th>
<th>Prestige</th>
<th>Happiness</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Relate</td>
<td>169</td>
<td>199</td>
<td>188</td>
<td>178</td>
<td>734</td>
</tr>
<tr>
<td>Can’t Relate</td>
<td>81</td>
<td>51</td>
<td>62</td>
<td>72</td>
<td>266</td>
</tr>
</tbody>
</table>

|          | 250  | 250        | 250      | 250       | 100   |

Degree of Freedom (df) = (R-1)*(C-1)

[R=no. of rows; C=no. of columns]

\[ (2-1)*(4-1) = 3 \]

Now, let us calculate the expected values for the table.

\[ E_{ij} = \left( \frac{R_i \times C_j}{N} \right) \]

\[ \Rightarrow \left( \frac{734 \times 250}{1000} \right) \]

\[ \Rightarrow 183.5 \]

Similarly calculate the expected values from the remaining observed values of the table.

The table given below contains the observed value, the expected value and the square of their differences.

<table>
<thead>
<tr>
<th>Observed Value (O)</th>
<th>Expected Value (E)</th>
<th>(O-E)²</th>
<th>((\text{O-E})²/E)</th>
</tr>
</thead>
<tbody>
<tr>
<td>169</td>
<td>183.5</td>
<td>210.25</td>
<td>1.14</td>
</tr>
<tr>
<td>199</td>
<td>183.5</td>
<td>240.25</td>
<td>1.30</td>
</tr>
<tr>
<td>188</td>
<td>183.5</td>
<td>20.25</td>
<td>0.11</td>
</tr>
<tr>
<td>178</td>
<td>183.5</td>
<td>30.25</td>
<td>0.16</td>
</tr>
<tr>
<td>81</td>
<td>66.5</td>
<td>210.25</td>
<td>3.16</td>
</tr>
<tr>
<td>51</td>
<td>66.5</td>
<td>240.25</td>
<td>3.61</td>
</tr>
<tr>
<td>62</td>
<td>66.5</td>
<td>20.25</td>
<td>0.30</td>
</tr>
<tr>
<td>72</td>
<td>66.5</td>
<td>30.25</td>
<td>0.45</td>
</tr>
</tbody>
</table>

\[ X² = \sum (\text{O-E})²/E \]

\[ \Rightarrow 10.23 \]

Hence 10.23 is the calculated value of Chi Square. The tabulated value at the level of significance 1% and 5% are 11.34 and 7.81 respectively. Since the calculated value is less than the tabulated value at 1% level of significance the hypothesis H₀ is accepted. And therefore the alternative hypothesis Hₐ is rejected. However, at 5% level of significance the calculated value is more than tabulated value so the hypothesis H₀ is rejected.

**Interpretation:** It is evident from the Chi Square test that youngsters of Udaipur can relate with the emotional appeal of the advertisements of the products at 5% level of significance. However, at 1% level of significance hypothesis gets rejected.

**7. Conclusion**

The study shows the relation between the youth of Udaipur and the impact of emotional appeal of advertisements in print and electronic media. To advertise various mediums are used in which print and electronic media are the most common, convenient and popular ones. The study tells that majority of the youth can relate the products with the emotional appeals of the advertisements to an extent but not completely.

There is no association between demographic factors gender and the factors taken into consideration while buying any product, majority of the youth engage in both print and electronic media of advertisements, few engage in only electronic media and very less use print media.

The study has found out that the majority of the youth of Udaipur bought the product recently after being influenced by the advertisements and they relate the image of the product with its brand.

**References**


