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**THE IMPACT OF EMOTIONAL MARKETING ON CONSUMER BUYING
BEHAVIOR THROUGH BRAND IMAGE FOR BEAUTY AND PERSONAL
CARE PRODUCTS IN ISLAMABAD, PAKISTAN**



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ABSTRACT

This study investigates the impact of emotional marketing on consumer buying behavior through brand image for beauty and personal care products in Islamabad Pakistan. This study has used emotional marketing appeals like fear appeal, greed appeal and inspiration appeal as independent variables. Brand image is the mediating variable while consumer buying behavior is the dependent variable. This study has been focused on understanding the effects of these variables on each other for beauty and personal care industry in Pakistan. Quantitative approach has been used, for which a well-structured questionnaire is developed and distributed amongst individuals of Islamabad. The responses are collected from over 400 individuals (consumers who are associated with beauty and personal care products in Islamabad) but only 300 are validated. 100 responses are deemed unreliable due to monotonous reasons. SPSS software has been utilized for statistical analysis of data collected from respondents. Reliability, Regression, correlation and Andrew F. Hayes mediating analysis is performed to check if the hypotheses mentioned in the current study are validated or rejected. The analysis indicates that fear appeal, inspiration appeal and greed appeal impact brand image and brand image impacts consumer buying behavior in beauty and personal care products in Islamabad Pakistan. Based on the analysis, the mediating variable, brand image has played an important part in solidifying the relationship between emotional marketing appeals and consumer buying behavior for beauty and personal care products in Islamabad, Pakistan. Analysis results have shown significant relationship between the independent, dependent and mediating variable.

Keywords: Emotional marketing, Fear appeal, Inspiration appeal, Greed appeal, Brand Image, Brand awareness, Brand association, Perceived Quality, Consumer Buying Behavior.

Table of content

Contents

Chapter 1	1
INTRODUCTION	1
1.1 Background of the Study	1
1.2 Research Gap	4
1.3 Problem Statement	5
1.4 Research Questions	5
1.5 Research Objectives	6
1.6 Significance of Study	6
Chapter 2	8
LITERATURE REVIEW	8
Introduction.....	8
2.1 Beauty and Personal Care in Pakistan.....	8
2.2 Emotional Marketing	9
2.3 Consumer buying behavior	10
2.4 Brand Image.....	11
2.5 Emotional marketing and consumer buying behavior	13
2.5.1 Emotional Appeal and consumer buying behavior	14
2.5.1.1 Fear appeal and consumer buying behavior.....	14
2.5.1.2 Inspiration appeal and consumer buying behavior.....	16
2.5.1.3 Greed appeal and consumer buying behavior	16
2.6 Emotional Appeals and Brand image.....	17
2.6.1 Inspiration appeal and Brand Image	18
2.6.2 Fear appeal and Brand Image.....	18
2.6.3 Greed appeal and Brand Image	19
2.7 Brand image and consumer buying behavior.....	20
2.8 Emotional Marketing and Consumer Buying Behavior with mediating role of Brand Image.....	21
2.9 Theoretical Framework.....	22
2.10 Interrelationship between the variables.....	23

Chapter 3.....	24
DATA AND METHODOLOGY	24
Introduction.....	24
3.1 Research Design.....	24
3.1.2 Type of Study.....	25
3.1.3 Research Philosophy	25
3.1.4 Research Approach	25
3.2 Population and Sampling	26
3.2.1 Population	26
3.2.2 Sampling	26
3.2.3 Sampling Technique	26
3.3 Scales and Measure.....	26
3.3.1 Independent Variables	27
3.3.2 Mediating Variable	27
3.3.3 Dependent Variable	27
3.4 Data Collection Procedure	31
3.5 Data Analysis Technique	31
Chapter 4.....	32
DATA ANALYSIS AND FINDINGS	32
Introduction.....	32
4.1 Data Analysis Techniques.....	32
4.1.1 Descriptive Analysis	32
4.1.2 Reliability Analysis.....	34
4.1.3 Correlation Analysis	35
4.1.4 Regression Analysis.....	36
4.1.4.1 Impact of fear appeal, inspirational appeal, and greed appeal on brand image	36
4.1.4.2 Impact of brand image on consumer buying behavior.....	38
4.1.4.3 Impact of fear appeal, inspiration appeal and greed appeal on consumer buying behavior....	39
4.1.4.4 The mediating role of Brand image between emotional marketing and consumer buying behavior.....	41
4.2 Data Findings	45
4.3 Discussion.....	46

Chapter 5.....	49
CONCLUSION AND RECOMMENDATIONS.....	49
5.1 Conclusion	49
5.2 Research Implications.....	50
5.2.1 Theoretical Implications	50
5.2.2 Practical Implications.....	50
5.3 Research Limitations	51
5.4 Recommendations & Future Research.....	51

List of Tables

Table 4.1 Description Analysis.....	33
Table 4.2 Reliability test.....	34
Table 4.3 Correlation Analysis	Error! Bookmark not defined.
Table 4.4 Model Summary: Impact of fear, inspiration and greed appeal on Brand Image.....	36
Table 4.5 ANOVA: Impact of fear, inspiration and greed appeal on Brand Image	37
Table 4.6 Coefficient: Impact of fear, inspiration and greed appeal on Brand Image.....	37
Table 4.7 Model Summary: Impact of brand image on consumer buying behavior	38
Table 4.8 ANOVA: Impact of brand image on consumer buying behavior	38
Table 4.9 Coefficient: Impact of brand image on consumer buying behavior	39
Table 4.10 Model Summary: Impact of fear appeal, inspiration appeal and greed appeal on consumer buying behavior	39
Table 4.11 ANOVA: Impact of fear appeal, inspiration appeal and greed appeal on consumer buying behavior	40
Table 4.12 Coefficient: Impact of fear appeal, inspiration appeal and greed appeal on consumer buying behavior	40
Table 4.13 Andrew F. Hayes: Mediation Analysis.....	44

Table of Figures

Figure 2.1. Theoretical Framework.....	22
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Chapter 1

INTRODUCTION

1.1 Background of the Study

Emotions are the main forces that drive human actions. Emotions play a very important role in our lives whether it comes to making everyday decisions or future choices. Marketers used to follow traditional advertising techniques to attract their customers but as time as evolved, they have realized the true potential of the role of emotions in consumer behavior. Regardless of the pros and cons of the product, a consumers' decision to buy a product is rarely influenced by the rational reasoning but heavily by emotions (Khuong, 2015). These emotions once imprinted in the minds of the consumers impact their purchasing intention, behavior and perception (Pan, 2019). Every advertisement a consumer watches, every color that catches their attention leaves an impact emotionally and determines the consumers purchasing decision. Consumers believe that much of their buying decisions are made through rational thinking when in fact they are more than often driven by emotions (Hashem, Ali & Allan, 2020). Paul Ekman (1972) introduced the world with six basic emotions: Happiness, anger, sadness, disgust, surprise and fear. Inspiration, guilt, pride, contempt, satisfaction and greed where amongst the other emotions identified later through scientific research (Plutchik, 1980).

Emotional marketing is the art that bridges the gap between brand and consumer. Emotional marketing can be defined as a tool to represent a company's uniqueness. It helps the audience to associate with the brand on a more personal and intimate level that triggers certain emotions ultimately helping consumer connect with the brand on a personal level (Sharma & Kodita, 2021). Emotional Marketing focuses on the primary emotions in making the audience reminisce, notice, share and then finally buy the product (Pan, 2019). It revolves around emotions like happiness, inspiration, anger, sadness, greed or fear to aggravate a response from the consumer (Decker, 2021). Hammod (2011) has stated that the emotional association of a company with its consumer is differentiated through emotional branding and advertising that results in brand loyalty. In today's competitive environment, in order to keep up and sustain competitive advantage, marketers spend large amounts of money to make people aware of their brand and grow strong affiliation with them. Marketers are implementing different promotional tactics to

catch the eye of the customer and to move them astray from the competitors (Casais & Pereira, 2021).

It cannot be denied that apart from the promotional gimmicks, the most certain tool to help promote successful emotional marketing leading to consumer purchase is by building a good brand image. Brand image refers to the general perception of a brand according to consumers and how they feel towards it (Mehra & Jain, 2021). This also has influence on the consumers buying behavior and intention. Connecting emotionally with the customer is the most important factor for a successful marketing strategy. A good brand image plays a positive role in developing a good relation with the consumers (Hermenda, 2019). After all, when it comes to it, consumers can always opt for a generic brand with lower prices but choose not to and consider brands with a stronger brand image that resonates with their personality and lifestyle. Mehra and Jain (2021) have stated that brand association through brand image affects the consumer buying behavior. This association influences the choices of the consumer in favor of the brand promoting stronger brand equity.

Paolo and Maklan (2018) have explained that apart from the four primary emotions, there are three very important emotional motivators that drive consumers buying behavior pride, greed and guilt. Brands that can successfully achieve these emotions in the minds of the consumer upon purchase are creating a better brand image that may lead to customer loyalty. Proper emotional marketing of a brand increases consumer awareness. A high level of consumer awareness, leads to stronger brand association, connecting to a stronger brand image that ultimately leads to a positive effect on the consumer buying behavior. Thus all these variables are related with each other (Riaz, 2015).

Samovar and McDaniel (2020) have conducted their research in which they found positive relationship between emotional marketing and customer buying behavior. A strong relationship with consumers and an increased reliability of brand results from emotional advertising. It helps create a sense of product need regardless of the intention of purchase. Before the purchase decision, consumer evaluates if the product satisfies their needs and if it will deliver the perceived value. Although, it should be noted that a consumers buying behavior differs when it comes to a products' price, brand image, features, quality and packaging (Amriti, 2018). To forecast this changing behavior, marketers are spending millions of dollars in doing market

research. Currently, marketers are facing the biggest challenge of understanding consumer's behavior because their preferences are continuously changing with the shifting trends in market. A research conducted by Kamran (2021) has analyze the impact of emotional advertisements for Home Appliances using four basic emotions of Happiness, love, humor and excitement as the focal point.

The Beauty and Personal Care Industry is a vastly competitive market as it is progressing day by day along with new products being launched in large numbers. Major brands like L'Oreal, Unilever, Estee lauder, P&G and Shiseido are considered the top players in the beauty industry. According to the Bureau of Economic Analysis of USA, the beauty industry generates \$110 Billion in revenue worldwide and spends over \$7.7 billion on advertising in 2022. The evolution of the beauty and personal care industry has surged significantly as customers are becoming more conscious about their beauty, appearances, grooming and personal care. The Beauty industry is also facing challenges like the declining efficiency of traditional advertising and marketing techniques. Thus, the beauty and personal care brands are moving towards a more "unique" approach to attract its audience by not just selling them products like creams, moisturizers and sanitary pads but giving them the hope to look beautiful and younger (Hashem et al, 2020).

Women feel the burden from society and our media to look beautiful and desirable and believe that the only way they can achieve that ideal beauty image and happy life is through beauty care products like body lotions and creams to create a positive self-image (Coestello, 2011). An interesting trend seen in Asian countries is the increased use of international beauty products that highlights the belief that association with such international brands links one with an upper class image (Briney, 2018). According to Gisele Sousa, Director of Personal Care in America, beauty products are all about how their consumers feel about using those products and the rise of a consumers emotions starts when he or she first sees an advertisement of a product with which he connects on an emotional level. Panda, Kumar and Mishra (2013) have identified the use of emotional appeals in personal care products by marketers as they realized it is difficult to convince consumers through logical rationality to get involved in the purchasing process for premium pricing products.

1.2 Research Gap

The beauty industry in Pakistan has a lot of competition in the market. Emotional marketing appeals have always been the approach used by beauty companies to attract the audience. Most of the previous researches have been dominantly focused on general research related to emotional marketing. Although, many researches have been conducted on different sectors like FMCG, home appliances, Beverage industry, clothing products, but little work has been done in the Beauty industry to understand how emotional appeals influence the consumers buying behavior. Marketers in Pakistan have limited knowledge about the effects of emotional tactics on consumer buying behavior. Predictors of customer acceptance towards a brand need to be analyzed through the lens of emotional tactics (Ahmed and Rafique, 2019). Firms need to study emotional determinants in effecting consumers buying behavior in Pakistan (Ashraf, Naeem and Shahzadi, 2017). According to Hashem & Ali (2020), organizations are unable to capture a big chunk of market due to lack of consumer awareness. Building a solid brand requires establishing strong relationship with customers through emotional appeal. Karim and Batool (2020) have stated that purchasing decisions motivated by emotions create a positive brand image in the mind of consumers.

Understanding consumers emotional decision process is the key to success for companies who want to be effective, successful and profitable (Anderlova and Psurny, 2020). Khan and Zafar (2021) have observed that in recent years, there has been an exponential surge in the use of beauty care products in Pakistan. A research conducted by Hashem et.al (2020) has used emotional appeals of Inspiration, Pride, Fear, Greed and nostalgia to study the impact of emotional marketing on females in the field of cosmetics. But, mediating role of brand image has not been observed along with it.

Anwar (2021) has conducted his research to see the effects of emotional advertising on consumer buying behavior for Apparel products in Gujranwala. The researcher has utilized emotional appeals love, humor, happiness and excitement used in emotional marketing to analyze the impact of emotional marketing on consumers purchasing decisions. The results have revealed that people no longer look for the benefits and features of a product but seek out something that connects with their feelings. However, there has been limited research done in Pakistan concerning the mediating role of brand image between emotional marketing and consumer

buying behavior. Therefore, this study aims to investigate the impact of emotional marketing on consumer buying behavior through brand image for beauty and personal care products in Islamabad, Pakistan.

1.3 Problem Statement

Consumer buying behavior is changing drastically due to the increased demand of products in the market. Consumers in the past used to focus on logical reasoning before purchasing a product. Their main objective was to focus on the features and benefits of the offered products. But in the modern world, consumers now demand more than just rational motive to purchase a product. They desire a need to connect with the brand emotionally and develop a relationship with the brand that resonates with their lifestyle. Especially amidst COVID, as more and more people stayed at home, the demand of self-care lifestyle has increased significantly. People have started to focus more on their beauty and health as means to stay encouraged during demotivating and uncertain times of COVID lockdowns. Consumers have become more self-conscious about their beauty and wellness resulting in an increased demand for something unique from brands. Furthermore, marketers are now faced with the dilemma of coming up with unique marketing tactics to better engage the modern customers' demands. Since consumers now look for emotional connection with brand, it is suitable to assume, emotional appeals are the correct way to attract the audience. This sudden shift in consumer buying trends, demands an investigation in understanding the influence of beauty and personal care products in today's world and how emotional marketing can be used as a tool to better engage and attract the right audience. This research observes which emotional marketing appeals are most effective in influencing consumers for the beauty and care industry in Pakistan, Islamabad.

1.4 Research Questions

Following are the research questions of the current study:

Q1: What is the impact of emotional marketing appeals on consumer buying behavior for beauty and personal care products in Islamabad?

Q2: What is the influence of brand image on consumer buying behavior for beauty and personal care products in Islamabad Pakistan?

Q3 What is the relationship between brand image and emotional marketing appeals for beauty and personal care products in Islamabad, Pakistan?

1.5 Research Objectives

The objectives of this research study are:

- To investigate the impact of emotional marketing appeals on consumer buying behavior.
- To study the effect of brand image on consumer buying behaviour.
- To analyse the link between emotional marketing appeals and brand image.

1.6 Significance of Study

This study is focused on studying the relationship between emotional marketing appeals i.e fear appeal, inspiration appeal, greed appeal, brand image and consumer buying behavior for beauty and personal care products in Islamabad, Pakistan. This study proves effective for research and marketing individuals looking for guidance in regards to observing the importance of emotional appeals in marketing strategies (Hashem et.al, 2020). With the evolving times, brands all around the world are starting to realize the true importance of Emotional marketing and Brand Image. The problem is that the customers purchasing intentions have gotten complex over time due to more exposure that demands for new innovative marketing techniques. According to Anwar (2021), brands that use emotional appeal as marketing strategy are more successful in attracting the right customers and leaving a strong brand impression for consumers.

Customers now look for something that resonates with their personality and lifestyle, something that defines them and helps them form human like association with brands. This is where Brand image comes in. Brand Image helps in forming a stronger base for emotional marketing to impact the consumer's perspective of the brand. Brand association can be accomplished by adapting different emotional marketing techniques. Especially when it comes to beauty, the emotional force plays a major role as most women and men all around the world are burdened with the need to look "beautiful" and "acceptable" to fit into the modern world. Brands are looking forward to coming up with new strategies to engage the audience more effectively.

Marketers of Beauty industry are searching for new ways to attract the customers that can lead to customer loyalty ultimately resulting in benefit and profitability for the brands (Sanny, Arina, Maulidya & Pertiwi, 2020). Thus, the true power of emotional marketing and brand image should not be under estimated and study should be conducted to find out which emotional tactics are the most effective when it comes to consumer buying behavior through brand image in Beauty and Personal care products (Sharma et.al, 2021).

Chapter 2

LITERATURE REVIEW

Introduction

This chapter is aimed at covering the literature review about the relationship between independent variable, Emotional marketing and dependent variable Consumer buying behavior with the help of the mediating variable that is Brand Image. A background study has been provided in this chapter related to all the variables included in this study and how each variable is linked with one another, after which hypotheses have been developed.

2.1 Beauty and Personal Care in Pakistan

In the past 10 years, the Beauty and Personal care industry in Pakistan has flourished vastly. Both local and international brands are in tough competition due to the highly saturated market conditions. An overview of the beauty industry in Pakistan shows how the trends changed from herbal and natural materials like aloe vera, sandalwood, rose water and mustard oil to modified “beauty products”. Foreign companies like The Body shop, M.A.C, Diana of London, Luscious cosmetics, Etude, Maybelline and DGMG are highly valued by Pakistani customers due to their superior quality and strong brand image (Saeed, 2015). According to the Economic Survey of Pakistan 2020, there has been an increase in demand for beauty products and personal care items for both men and women due to the rise in rate of urbanization and rising disposable incomes. Men grooming products market are also expected to increase up to 10% from 2018-2024.

L’Oreal is considered at the top in advertisements when it comes to men’s grooming and toiletries’ products (Khan, Abdullah, Ahmad, Ghauri, 2017). Although the industry faced some setbacks during the COVID 19 largely as a result of the restrictions imposed by the government, it still managed to come back stronger as people moved towards online shopping. Much of 2020’s beauty industry revenue in Pakistan is generated through online revenue. During a time of extreme competition globally, Beauty and Personal Care brands in Pakistan are also facing immense challenges in attracting the audience. Marketing and advertising all around the customers has made the decision making process highly crucial for them. Beauty and Personal Care already holds a significant impact in the Pakistani market due to its high demand and need.

Hussain, Shah, Faiz Ullah and Ying Li (2020) in an extensive research reported that Pakistani's spend about \$101 Billion per year on beauty and personal products. Saeed (2015) has explained in his research related to buying behavior of consumers in Beauty products that Pakistani consumers are less ethnocentric, revealing that they prefer international brands over local brands. He further concluded his research by stating that Pakistani consumers choose extrinsic product cues like Brand image as key factors in evaluating a beauty product as compared to intrinsic cues like packaging and features.

2.2 Emotional Marketing

Emotional marketing is an approach used by marketers to attract and gain the attention of most customers more efficiently and effectively. This method of marketing has been shown in several studies to play an important role in the business industry as to significantly affect the consumers buying intention and behavior (Pan, 2019; Malik & Iqbal, 2013, Nurjaya, 2021, Deshwal, 2021; Panda & Mishra, 2013; Majeed, Lu & Usman., 2017; Sharma et.al, 2021; Hussain & Khan, 2021 etc).The idea behind introducing emotional marketing is to challenge the orthodox beliefs of the marketers that the brand needed to establish a benefit driven method with clear and noteworthy advantages in the consumers mind to attract them (Aaker 1996). Roberts (2014) has explained the concept of emotional branding by focusing on inspiring and captivating customers through story telling that determines a unique understanding of the audiences' lifestyle, goals and ambitions and signifies how the brand can fulfill those needs.

Gobe (2009) has examined in his research that consumer nowadays don't just want to buy a product but they want to form a holistic relationship with brands and expect the brands to have a positive influence in their lives. Thus the main objective of emotional marketing is to form a stronger bond with consumers and become a part of their lives in an effective way (Atkin, 2008). Brands all around the world have now adapted the emotional marketing strategy including, Nike, Adidas, McDonalds, Starbucks and Apple (Brown & Sherry, 2017).

Emotional marketing works by leaving a mark in the minds of the consumer, helping them connect with the brand on an emotional level and driving them towards it the next time they see it (Mohanty, Sinha, Bhavsar & Bhatt, 2022). Researchers Moore and Nelson (2020) have

described emotional marketing as an influential tool for triggering positive feelings about a product and can even lead to stronger brand image once the effect is strengthened.

2.3 Consumer buying behavior

Consumer buying behavior is based on how consumers make their decisions based on different factors like time, money, resources, feelings, emotions and effort (Kanuk, 2000; Anderlova & Purny, 2021; Sharma et.al, 2021). Gurley (2015) states that although the drivers of consumer buying behavior are complex but it still needs to be understood by marketers to better engage them. Based on a holistic relationship that has been investigated by Blackwell (2006), consumer buying behavior focuses on the study of all the activities and processes through which consumers purchase products. Martin and Chu (2011) has supported the theory that marketers should focus on understanding consumer buying behavior to help reshape their marketing strategy and attract more customers.

According to Saleem (2018), consumer buying behavior analysis has helped marketers understand the path consumers are likely to take and to provide favorable trends in product expansion. The author has classified consumer buying behavior as un-controllable and uncertain, showing that they might judge the product not only based on its physical characteristics but other emotional, social, cultural and psychological factors as well. Hussain (2021) has examined that expected patterns are not always followed by a consumers buying behavior thus an extensive analysis should be performed to assess the complexities involved. A research on consumer buying behavior towards beauty care products in India revealed that most consumers preferred beauty products endorsed by celebrities. 60% of the consumers were motivated about a product through marketing on social media and billboards and 90% remained loyal to their favorite brand (Anute & Anand, 2015). Zeb, Rashid and Javeed (2011) have examined that demographic and behavioral variables play an important role in affecting a consumers purchase decisions. Nowadays, generation aged 20-35 are highly into beauty care products as they are more self-conscious.

In a research on examining cosmetic buying behavior of consumers, brand, pricing, quality and advertisements were considered as the main factors (Vidyapeetham, 2018).

Investigating on cosmetic buying behavior of consumers has revealed that they consumers are more likely to purchase from well-known global brands due to their high quality and low perceived risk (Hemapatil & Bakkappa, 2012; Majeed et.al, 2017; Tjahjono, Ellitan & Handayani, 2020; Hussain et.al, 2021). Chi et al. (2008) has studied that consumers have more purchase intentions for superior quality products as compared to low quality products. It has been observed that consumers are more quality conscious in the purchase of cosmetic products as compared to other FMCG products (Desai, 2014). Vidyapeetham (2018) argues to suggest that high quality cosmetics help build consumers' assurance in the brand and convinces them to purchase the product. In order to remain competitive in the market, cosmetic industry marketers should focus on increasing the quality of their products. Research done in India has revealed that consumers are willing to purchase cosmetic products with high prices as long as high quality is promised and delivered (Russel and Taylor, 2006; Saeed, Safdar & Ahmad, 2013).

In regards to price factor, consumers have been found to make comparisons and evaluate prices between alternative brands before purchasing in order to match the perceived value with the price. If the perceived value is more than the price, consumer is likely to buy the product (Keller, 2013). Lastly, advertising can be considered as the primary source of connecting to consumers. According to a research done on Malaysian consumers, emotional advertisements resulted in creating stronger bonds with consumers and influenced their purchasing decisions (Latif, 2017).

2.4 Brand Image

Brand image is described as the general perspective of a consumer about a brand and its effect on the consumers buying behavior (Zhang, 2015; Zeb et.al, 2011; Tjahjono et.al, 2020; Tiinaprilla, 2019). A successful brand image by marketers is when the consumers are able to differentiate brands from its opponents (Hsieh, Pan & Setiono, 2004; Pan, 2019; Malik et.al, 2013, Dulek & Saydan, 2019). Aaker (1991) has examined that past experiences and brand memory helps generate an opinion in the minds of the consumer and effects their purchasing decisions. Investigators found that brand image plays an integral role in influencing consumers' perception about the overall value of a product (Isoraite, 2022; Mehra et.al, 2021; Mahothan & Lertlop, 2022). Tsai and Kuo (2009) has observed that alongside a good endorser and extremely reliable

products, brand image plays a positive to increase the target audiences' satisfaction and personal identification.

Chen, Yeh and Huan (2014) have stated that brand image is the key to strengthening customers buying intentions. Lee and Tseng (2019) argue that brand image is derived from the evaluation of brands loyal consumers and the consumers' memory. Firms should work on improving their brand value through brand image advancement thus transforming concerns of customers into enjoyable experiences (Hekkert, 2020). Although it has to be recognized that brands are not perceived the same way by all customers. Different customers may understand brands differently (Toop, 2014). Cho (2011) believed that a brand presents its brand identity by sharing its story with the customers, making them feel like a part of the brands journey. Brand awareness, brand association and perceived quality are the main dimensions of consumer based brand image (Lee & Leh, 2018).

According to Bojei & Hoo (2012), brand awareness has been considered as an important first step in positioning a product within the market. Sanyal & Datta (2011) described brand awareness as the ability of consumers to recall a brand based on observing something exclusive from the brands identity. There are many techniques to promote brand awareness. Marketers first create an appetite for the product within the minds of the consumers and use persuasive strategies for promoting brand awareness which positively impacts the brand image (Yang, 2018). Alamsyah, Nusantara & Bina (2021) suggested that companies have a good opportunity to spread brand awareness through digital promotion as consumers are shifting more towards social media platforms and online shopping. Mirza et.al (2021) found that consumers in the recent years have become more aware and prefer to buy products that are famous and renowned.

Vidyapeetham (2018) has examined that high brand awareness of a product amongst consumers compels them to buy from the brand revealing that branded products seem to impact the consumers purchase decisions. Moreover, brand association has been observed to be strongly connected with brand performance. This may also include brand attitude, benefits and features. (Serveri,Ling & Nasermodeli, 2014). Keller(1993) defined brand image as “an idea associated with a brand”. This may include relationship with the brand, brand power and brand preference. Jayswal (2019) claimed that customer needs to have knowledge about the brand first in-order to create brand association. Brand awareness and brand association have been found to be

correlated having a direct impact on each other. This has led to higher brand image that promotes a trademark of desirability within the consumers (Habib Dada, 2021).

2.5 Emotional marketing and consumer buying behavior

According to a research conducted by Saleem (2018), a strong association has been indicated between emotional marketing and consumer buying behavior. The pros of emotional marketing have been endorsed by much of the marketing academic community with pioneers like Fournier (1998) detailing how the audience wants to experience brands as relationship partners that helps them strive for and reach their goals and ambitions. Several studies (Brown 2017, Saleem 2011, Mahesh et.al 2022) have supported the implication of emotional based brand-consumer relationship. Babaei (2017) has examined that emotional messages work towards satisfying the desires of the target audience and boost their self confidence that in turn affects their purchase behavior.

Marketers of beauty, personal care and clothing products have been observed to be inclined towards emotional marketing as it is difficult to prove the level-headedness and pricing of certain products through logical reasoning (Anwer 2021). A large number of literatures have presented strong evidence in approval of emotions based ads and its positive impact on effectively influencing the wants and needs of the consumers buying behavior and intentions (Ahn & Kwon, 2020; Kotler, 2008; Hongiae, 2018; Jie, Poulouva & Haider, 2022). A research done by Saleem (2011) established that consumers are more likely to purchase products they are attached to and these attachments can be created through any sort advertisement means like video, text and audio with a relatable message in it that the audience finds likeable. Emotional advertising uses feelings, images and reality based scenarios connected to our core values and beliefs to shape the perception of the brand (Mohanty, Sinha, Bhavsar & Bhatt, 2022; Menrad, 2022; Gupta & Mukherjee, 2022). Misha (2019) examined that emotional charm has more positive and effective response from audience as compared to non-emotional or rational appeals. Emotional marketing that has been measured through emotional appeals are discussed in later descriptions.

2.5.1 Emotional Appeal and consumer buying behavior

Aaker and Norris (1982) one of the pioneers in emotional appeals studies examined that emotional appeals are proven to generate a positive response from consumers. Emotional appeals have been observed to be more effective when dealing with products of low relevance to consumer (Gong & Cummins, 2020). Previous studies indicate that emotional appeals work better in advertising programs and have more persuasive powers as compared to information appeals (Suiulli, 2005; Japutra, 2022; Hindarsah, 2021). Bulbul (2010) examined different emotional appeals like humor, happiness, excitement, fear, pride, greed and inspiration and studied their impact on the attitude of a consumer towards brand recognition and purchase intention. According to researchers emotional appeals can be negative or positive and can even encourage unwanted feelings within the consumers thus many researchers feel the need to study emotional appeals in detail (Robinette, 2020; Hakkak, 2016; Deshwal, 2015, Ngwenya & Muzadzi, 2014). Emotional appeals have thus been incorporated within brands marketing strategies and are considered as the most significant tools for a brands success (Roos, 2014). Majeed (2018) has explained how each consumer has a unique approach to observe and choose advertised products.

Japutra (2022) have stated that emotional appeals are the way to grab a consumers' attention. Emotional appeals have been shown to persuade the consumer by developing a stronger memory in their minds, in turn affecting their purchasing intentions. A study by Anwar (2021) and Kamran (2019) focused on emotional appeals like fun, joy, fear, happiness, excitement, greed and love to understand its effect on consumer behavior. Hashem & Ali et al.(2020) pointed out 7 basic emotional appeal in their study that are fear, guilt, greed, inspiration, love, happiness and pride. This study is focused on understanding the impact of emotional marketing on females in regards to beauty and personal care products. On the basis of the emotional appeals mentioned above in the literature review, we will focus on 3 emotional appeals in emotional marketing i.e. Fear, Inspiration and Greed.

2.5.1.1 Fear appeal and consumer buying behavior

Ledoux (2012) has defined fear is an emotional state triggered by the presence of a stimulus in which the threat does not actually exist but is predicted. Fear appeals have been shown to be very effective and popular in social media marketing (Lim & Leong, 2022; Shen & Kim, 2020)

and have proven to aggravate both negative and positive reactions within the audience (Gomes, 2018). Although, it has to be kept in the mind that the emotional message in advertisements should not be too exaggerated and unrealistic because that might result in losing the target audiences' credibility (Hasting & Webb, 2004). Researchers from the University of Basque Country have carried out a survey with over 400 females aged between 18 and 5 and came up with the conclusion that negative emotions like fear or dissatisfaction motivate women to lean towards purchasing of beauty products by eradicating feelings of guilt about not looking after one's appearance. Beauty and Skin care brands have been effectively manipulating woman emotionally and provoking them into purchasing beauty products out of fear of being left out of society (Gupta et.al, 2022; Richie, 2005; Lee & Leh, 2011, Vidyapeetham, 2018; Shabib & Ganguli, 2017).

Skin care brands advertisements use fear to generate a sense of depression and anxiety within the minds of consumer and later emphasize the importance of their advertised product to give you the perfect skin to feel confident again (Williams, 2015). Ashfaque, Ahmad, Qureshi and Shah (2015) emphasized how brands infuse fear of non-acceptance by society amongst young women through emotional marketing and cash in on their insecurities. With respect to fear appeal, it has been observed that threats involving physical well-being are more effective in generating a positive response from consumers. The brand then follows the threat by advocating their product as a coping response intended for the consumer to avoid bad physical consequences (Menasco & Baron, 1982). Results from Denny & Smith (1996) have suggested that consumers with a desire for social acceptance tend to be more conscious when their self-esteem is endangered. Chung and Ahn (2013) investigated that higher fear appeals are more effective in advertisements when it comes to acceptance of perceived risk. Kim (2020) has argued that most brands perceive fear appeal in marketing as a risky tactic when in fact these negative emotions are more likely to persuade a customer towards a particular product and then stick with it. This persuasion is a result of fear taking over the brain and transforming a consumer's desire into need for a particular product (Sullivan, 2019). Thus, it is hypothesized that:

H₁: Fear appeal in marketing is positively associated with the customer buying behavior for beauty and personal care products in Islamabad, Pakistan.

2.5.1.2 Inspiration appeal and consumer buying behavior

Inspiration appeal also known as customers desires is focused on the consumers need to be wanted and appreciated. Feelings of inspiration associated with products tend to leave a strong impression in the minds of the consumer, attracting them towards it (Khanna, 2016). Kidwell (2011) argues that emotional marketing is all about what the customer loves and what they are pursuing to fulfill themselves. This whole concept revolves around what a consumer loves; this may include friends, family, business, hobbies, partner, books, and profession and personal items. The researcher goes on to state that the strong bond between couples showcased in an advertisement is proven to encourage the consumers to purchase the advertised product. Chu (2011) emphasizes that consumers connect with a brand when they are inspired by the desired lifestyle brands are promising to offer them. He further claims that sharing a brand journey is a way to tap into the dreams and aspirations of consumers and stimulating positive emotions and buying perceptions from them.

According to a latest research conducted by Anwer (2021), inspirational and love appeals in advertisements have been revealed to be more memorable for people as compared to other appeals. Brands that focus on emotional marketing through targeting customers' desires have a stronger impact on customers' behavior and result in more Return on Investment (ROI) (Ali & Allan, 2020). Inspiration helps forms an invisible connection between a consumers dream and his goal and assures them of the probability that the product is the gateway to those dreams (Kidwell, 2011). Hashem and Ali (2021) have explored that brands like DOVE focus on empowering woman beauty by highlighting emotions of self-love, acceptance and motivation through marketing which in turn helps strengthen the emotional bond between a consumer and a brand. Thus, it is hypothesized that:

H₂: Inspiration appeal in marketing is positively associated with the customer buying behavior for beauty and personal care products in Islamabad, Pakistan.

2.5.1.3 Greed appeal and consumer buying behavior

Greed appeal is a commonly known trait in consumers all around the world. Greedy emotions in marketing is an effective tactic used by marketers to push the consumers towards purchase

intention based on sales promotions like special deals, discounts, loyalty points, buy one get one and limited time offers (Doa, 2021). According to Santini & Sampaio (2015) and D'Astous and Landreville (2003), sales promotions have been divided into two parts: price promotions (i.e. coupons, discounts) and non-monetary promotions (i.e. promotional prices, free samples, contests, gifts and loyalty programs). Wierenga (2010) has described how sales promotions act as benefit in the mind of consumers thus leading towards a positive response. Gobe (2010) has stated that many brands rely on greed appeal in order to interest consumers in a product, gain their trust, develop a strong connection and increase their purchase intention probability. Coelho (2018) noted how beauty industry is using the greed appeal to influence women across globe. Hashem el at. (2020) have found that out of all the marketing strategies, greed appeal is the most effective in persuading consumers to buy the product. It has been observed that when higher discounts are offered, consumers are more willing to make purchase decision (Chang, Hung, Chen & Chiu, 2021). According to the economic survey of USA in 2018, about 70% of the consumer spending from 2008-2018 has been driven by sales promotions in the FMCG market. Thus, it is hypothesized that:

H₃: Greed appeal in marketing is positively associated with the customer buying behavior for beauty and personal care products in Islamabad, Pakistan.

2.6 Emotional Appeals and Brand image

According to Budiman (2021), emotional appeals have a significantly positive influence on brand image. According to Nikhashmei, Paimm and Fard (2013) similar results have been observed, revealing that emotional marketing has a positive effect on brand image. Kenneth (2017) and Alwashali (2015) have found that using targeted emotional appeals in marketing for young audience has showed a major increase in the brand image of a company. Hafiz and Ali (2020) argued that both brand image and emotional advertising have a positive influence on the consumers buying intentions because emotional advertising is the main force that works for a company to convey strong messages and reach the hearts of the audience, whereas brand image is the hidden tool that positively changes the perception of consumers into buying intentions.

2.6.1 Inspiration appeal and Brand Image

Marketing via social media platform showed that inspirational advertisements including celebrities have a stronger impact on developing a distinctive brand image in the mind of consumers (Abrar, Arif & Sindhu, 2017). Robert (2016) has observed that marketing the brand by focusing on personal aspirations and dream of the consumers may result in positive associations with brand. He further described how great story telling that taps into the ideology and belief system of the society instills inspiration within the consumers. Lian and Yoong (2018) argued that emotional appeals have a positive influence on brand image where they evaluated the impact of advertisements on brand perception in tourism sector. Hashem el. at (2020) has argued that brands that successfully fulfill a consumer's desire are held at a high standard the minds of consumers. Advertisements concentrated on amplifying desire within consumers have been observed to enhance the relationship between consumers and a brand, which helps them remember the brand and form a connection with it (Kamran et.al, 2019). Thus, it is hypothesized that:

H₄: Inspiration appeal in marketing is positively associated with brand image for beauty and personal care products in Islamabad, Pakistan

2.6.2 Fear appeal and Brand Image

Negative emotions like Fear, guilt and threat have been observed to provoke positive reactions from consumers, where wants are converted into needs thus creating a positive brand image in a controlled environment (Hattem, 2020). Yu, Lui and Soutar (2018), have examined the controversial impact of fear appeal on brand image and observed that first world countries show uncertainty towards negative appeals in advertising while third world countries are more open to accepting imposed insecurities and have favorable perception such brands. Durkin (2012) argues that fear appeal has been effective in attracting consumers and creating a positive brand image. While many brands have been observed to avoid fear appeal in marketing, Kim and Sullivan (2020) recommends that negative emotions can have a dominant effect on creating a positive brand image by pushing the consumer into purchasing a product and sticking to it. The

researchers argue that fear is developed as a result of a looming danger that is followed by an uncontrollable need to escape the threat. Marketers reinforce threat warnings in their marketing thus fear takes over the consumers thinking process and desire turn into need for a certain product. Once the need is fulfilled, consumers are overwhelmed with a sense of accomplishment that forms a positive brand impression within the consumers 'mind.

Thus, it is hypothesized that:

H₅: Fear appeal in marketing is positively associated with brand image for beauty and personal care products in Islamabad, Pakistan

2.6.3 Greed appeal and Brand Image

Greedy emotions in marketing is an effective tactic used by marketers to push the consumers towards purchase intention based on free gifts and sales promotions like special deals, discounts, loyalty points, buy one get one and limited time offers (Doa, 2021). Gerwal, Baker & Borin (1998) have revealed that monetary and non-monetary promotions like price discounts and free gifts have a positive impact on consumers' perception towards a brand. Additionally, multiple studies have argued that sales promotions are important in developing strong brand image (Blattberg & Neslin, 1990). The idea of sales promotion has been observed to create a competitive advantage through high engagement between brands and consumers. The more engaged consumers are with the brands, the more positive the brand image in their minds (Hilman, 2017). Liao (2006) noted that benefit sharing by brands in the form of promotion plays a significant part in developing a positive consumer perception of the brand.

D'Astous and Jacob (2002) conducted both qualitative research to understand the relationship between brand image and greed appeal and revealed that attractive promotional tactics are in no way harmful to a brands image or consumers' attitude towards it. On the contrary, it encourages purchase intention and intensifies brand image. Some researchers have revealed to examine a positive relationship between sales promotions and consumers perception of brand by communicating a unique characteristic of a brand (Taecharunroj, 2016; Shan & Bissell, 2013). Non-monetary promotions like free gifts have been observed to improve brand image in the long run, generating a differentiation of that brand from other competitors (Paplazon & Delgado,

2009). Raji and Ishak (2018) have stated that sales promotions via social media and traditional channels are more effective in forming a positive brand image. Thus, it is hypothesized that:

H₆: Greed appeal in marketing is positively associated with brand image for beauty and personal care products in Islamabad, Pakistan

2.7 Brand image and consumer buying behavior

Grewel, Krishnan, Baker & Borin (1998) have described brand image as extrinsic cue for evaluating a products price and quality and a stronger brand image results in higher perceived quality by consumer. Zhang, Y (2016) argues that a good brand image results from customer satisfaction. When a product exceeds consumers' expectations, customer satisfaction increases. This results in an increase in perceived product performance. Since product performance plays a significant role in developing a brands image, good performance leads to better brand image (Bird, Channon & Ehrenberg, 2009). Shehzad, Iqbal, Nawaz & Usman (2014) examined the impact of brand image on consumer choice and reported a significant effect of the former on the latter. Moreover, brand image has been observed as a dynamic tool for marketers that can positively change consumer buying behavior (Hillenbrand, 2013). Holt (2018) concluded that consumers having a positive brand affiliation are more likely to trust and likely to purchase more despite a brands mistakes.

Watson (2018) examined the German clothing industry with respect to brand image. The findings reflected a positive impact of brand image on consumer buying behavior. Another study also revealed a positive relation between brand image and consumer buying behavior that focused on the purchasing intentions of consumers for Apple's smartphones (Amron, 2018). Customers are likely to purchase products from brands with positive brand image (Adenan, 2018; Kellar and Lehmann, 2006; Kumara & Canhua, 2010). Lee and Lim (2000) revealed that brand association, perceived quality and brand awareness play a significant role in influencing consumers buying behavior. Assael (2007) stated that final consequence of brand analysis is buying intention. Brand analysis includes brand association, brand awareness and perceived quality. If the consumers' analysis is positive, purchase intentions are high. According to Tjahjono et.al (2020), a research conducted on Wardah Cosmetic products in Surabaya

concluded that a strong brand image stands out as the main factor in determining the consumers intention to purchasing the product or not. Similarly, Agmeka (2019) examined that brand image most definitely impacts consumers buying decisions. Consumers are observed to buy more from brands with stronger brand image (Hashem et al., 2020). Lastly, Verma (2020) has explored that a good brand image has a positive impact on customers' loyalty and increases the level of commitment of the customers with the brand. Hence it is hypothesized that:

H₇: Brand image is positively associated with the consumer buying behavior for beauty and personal care products in Islamabad, Pakistan

2.8 Emotional Marketing and Consumer Buying Behavior with mediating role of Brand Image

Stylidisa (2015) argues that brands with stronger brand image better influence consumers through emotional appeal into provoking their purchasing intentions. Using emotional appeal to act as a communication between consumer and brand helps promote positive brand image and endorses the brand (Kent L, 2015). Green (2019) has observed that brand image amplifies the effects of emotional marketing on consumers purchasing decisions. According to Jorge (2018) in the early years, purchasing decisions revolved around the fulfillment of need. However, customers now want an emotional bond with the brands and are invested in the symbolic image a company reflects in its message to consumers. A research done in Zimbabwe found out that emotional marketing of brands with a stronger brand image had a positive influence and 90% of the consumers are convinced towards purchasing decisions. Simonson (1994) concluded that stronger brand image with attractive sales promotions lead to a successful response from consumers. In addition, Santini et al. (2015) analyzed a positive influence of brand image between discount sales promotion and consumers buying behavior.

Malik et al. (2013) and Melina (2018) argued that it is easier for consumers to form an emotional bond with brands having stronger brand image and perception which ultimately results in purchase intention. A research on footwear apparel in Pakistan showed that emotional advertisements create a positive brand image and intensify the preference of a brand over other brands, eventually persuading consumer towards purchase decision (Ashraf el at. 2017).

Moreover, products with strong brand image and higher price discounts are observed to still have a positive impact on the consumers purchase intention (Chang et al., 2019). According to Purba (2021), marketers have been focused on amplifying the consumers purchase intention through emotional marketing, backed by strong brand image. Highly perceived brands serve more effectively in leading towards purchase intention (Affandi, 2020; Prahiawan, 2021).

Hence it is hypothesized that:

H₈: Brand image mediates the relationship between emotional marketing and consumer buying behavior for beauty and personal care products in Islamabad, Pakistan

2.9 Theoretical Framework

Figure 1 provides the theoretical framework that is used in this research paper. Consumer Buying Behavior is the dependent variable. Emotional marketing appeals (Fear, greed and inspiration) are the independent variables. However, brand image is the mediating variable used in the study

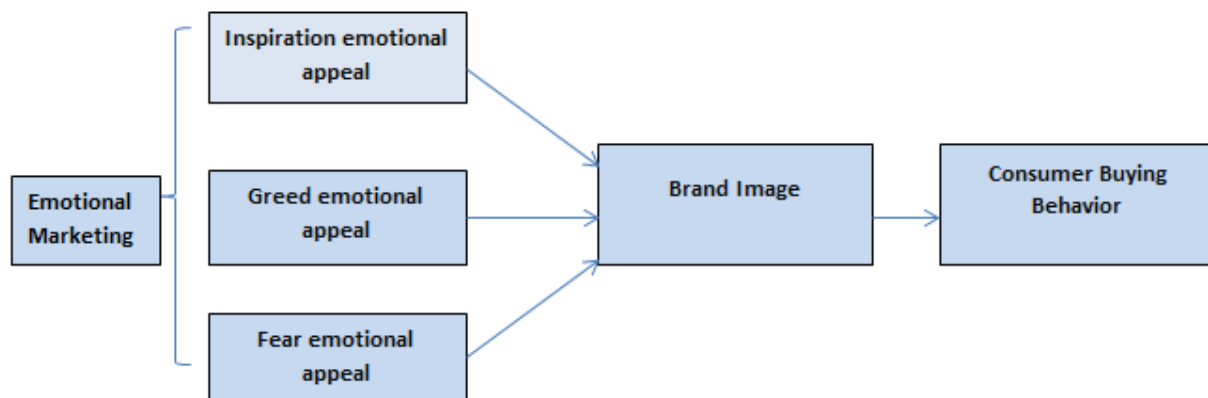


Figure 2.1. Theoretical Framework

2.10 Interrelationship between the variables

Emotional marketing appeals, brand image and consumer buying behavior are linked with each other. Emotional charm has more positive and effective response from consumers as compared to non-emotional or rational appeals (Misha, 2019). Similarly, a good brand image has a positive impact on customers' loyalty and increases the level of commitment of the customers with the brand (Verma, 2020). Negative emotional appeals like Greed and fear are shown to have a positive impact on consumer buying behavior and brand image (Doa, 2021; Hattem, 2020). Moreover, positive emotional appeal like inspiration provokes consumers purchase intention and increases brand perception in the minds of consumers (Anwar, 2021; Hashem et al, 2020). Overall, highly perceived brands serve more effectively in leading towards purchase intention (Affandi, 2020).

Chapter 3

DATA AND METHODOLOGY

Introduction

This part of the research is related to the discussion of the methods implemented to measure the independent, dependent and mediating variables. This includes the research philosophies, research design, target population, sample size along with sampling techniques and analysis used to assess the relationship between emotional marketing appeals, consumer buying behavior and brand image.

3.1 Research Design

Research design also known as research strategy, is a well-structured plan designed to answer a set of question. It is a framework that comprises of methods and techniques used to collect, investigate and deduce data. Research design describes how the researcher will analyze the main problem of the study (McCombes, 2019). There are different kinds of methodologies a research can use to investigate a research study i.e. Quantitative, Qualitative and mixed methodology. Quantitative methodology focuses on studying the statistical differences amongst variables of the research study. Meanwhile, qualitative methodology centers on in depth analysis of limited subjects emotions and feelings. However, mixed methodology is a combination of studying both subjects' emotions and statistical differences amongst variables (Kumar, 2019). Quantitative methodology is used in present research study to investigate the statistical relationship between emotional marketing appeals, brand image and consumer buying behavior. According to Mike (2017) quantitative approach is helpful when we want to collect information from a larger group of diverse audience. Researchers, generally use quantitative data to observe the relationship between independent and dependent variables (Bhandari, 2021).

3.1.2 Type of Study

The type of study used for present research is Correlational. Correlational study aims to look into the relation between different variables and discourages researchers from manipulating data and information. Correlation studies reveal the degree of/ or impact of one variable on another (Wang, Alfalou & Brosseau, 2017). In current study, correlation is used in examining the association between different variables i.e. emotional marketing appeals, brand image and consumer buying behavior.

3.1.3 Research Philosophy

According to Lewis & Thornhill (2019), positivism philosophy focuses on the subject that is tangible, touchable, countable and assessable. Positivism involves the process of gathering scientific data that is accurate and then analyzing that data using statistics with the intention of generalizing the findings. Hence, positivism is the research philosophy used in this research study. The general philosophy of positivism focuses on hypothesis development and data collection (Burns & Burns, 2008). In present research, post positivism philosophy is used to gather quantifiable data and perform statistical analysis. Post Positivist approach fits perfect with current research in helping measure and assess the impact of independent on dependent variables and then provide logical explanation for it. Current research is focused on unbiased study of a subject independent of any human interests. Positivism philosophy is of the standpoint that the researcher should focus only on facts and figures (Hamlin, 2015). Thus this philosophy blends well with current research study.

3.1.4 Research Approach

The present research is a combination of quantitative methodology and positivism philosophy. This approach is chosen to ensure the objectivity of the present research. The study follows a deductive strategy, which begins with the generation of hypotheses based on literature. After that, hypotheses are put to test for the confirmation or disconfirmation of presented information through existing literature. Generation and formulation of hypotheses, data gathering and data interpretation are all parts of the research approach used for present research study.

3.2 Population and Sampling

3.2.1 Population

A research population is a collection of individuals known to have similar characteristics (Kenaphoom, 2021). It can refer to as the target audience of the researcher (Kumar, 2019). For the present research, the individuals considered as target population are associated with beauty and personal care products from Islamabad, Pakistan. Since, it is impossible for a researcher to obtain data from every individual within the specified population thus a sample is finalized for a definitive representation of the entire targeted population.

3.2.2 Sampling

An optimal sample size is significant for definitive representation of the targeted audience. For the present research, a sample size of 400 respondents (consumers associated with beauty and personal care products in Islamabad) has been used. On the basis of prior studies and literature, 400 is an optimal sample size to get accurate results on a population. Within this present research, the sampling unit includes both men and women who use beauty and personal care products and are 18 above.

3.2.3 Sampling Technique

The sampling technique for present study is random based sampling. In simple random sampling each individual is chosen completely on the basis of chance meaning each member of the population has an equal probability of being selected. The reason this technique is utilized for present research is because it allows sampling errors to be identified and calculated and also reduces the chance of selection bias. Following this technique, data collection and analysis are dealt with ease and has significantly removed any chances of biasness from the study.

3.3 Scales and Measure

A pool of 32 items are compiled from prior studies and literature related to the proposed variables. These 32 items are incorporated into a questionnaire. The questionnaire is divided into two parts. The first part is related to demographics and second part is associated with the three

main variables involved in present study i.e. emotional marketing appeals, brand image and consumer buying behavior. Three emotional marketing appeals are studied i.e. Fear, Greed and Inspiration. Four variables each are included for every emotional marketing appeal. Three brand image sub-dimensions are covered in the present study i.e. Brand awareness, brand association and perceived quality. Three variables for brand awareness, seven variables for brand association and four variables for perceived quality are included. Moreover, six variables are consumer buying behavior is incorporated. For the measurements of items, a five-point Likert scale is adopted (with anchor point 1 as “Strongly Disagree”, 2 as “Disagree”, 3 as “Neutral”, 4 as “Agree” and 5 as “Strongly Agree”). According to Bryman and Bell (2011), likert scale is the most common scale used in questionnaires for quantitative analysis. The items are established with reference to pragmatic studies of Lee and Leh(2011), Yoo and Donthu (2001), Lassar (1995), Baumgartner and Steenkamp (1996), Washburn and Plank (2002), Hashem, Ali and Allan (2020).

3.3.1 Independent Variables

Emotional marketing appeals including fear appeal, greed appeal and inspiration appeal are measured using items adopted from Hashem, Ali and Allan(2020).

3.3.2 Mediating Variable

Brand image has three sub-dimensions; brand awareness, brand association and perceived quality. Each sub-dimension is measured using items adopted from Lee and Leh (2011), Yoo and Donthu(2001), Lassar (1995) and Washburn and Plank (2002).

3.3.3 Dependent Variable

Consumer Buying Behavior is measured using items adopted from Baumgartner and Steenkamp (1996).

Table below shows the variable names, sample items and the respective authors of the variable items.

Table 3.1. Variable descriptions

Variable	Author(s)	Sample Item
Consumer Buying Behaviour	Baumgartner and Steenkamp (1996).	I would rather stick with a brand I usually buy than try something I am not very sure of.
Consumer Buying Behaviour	Baumgartner and Steenkamp (1996).	I associate myself with the brand I use.
Consumer Buying Behaviour	Baumgartner and Steenkamp (1996).	When I see a new brand on the shelf, I am not afraid of trying it out.
Consumer Buying Behaviour	Baumgartner and Steenkamp (1996).	I am very cautious in trying out new or different products from local brands.
Consumer Buying Behaviour	Baumgartner and Steenkamp (1996).	I like to browse and research before planning a purchase.
Consumer Buying Behaviour	Baumgartner and Steenkamp (1996).	I am often influenced by advertisements to make a purchase.
Emotional Appeal: Fear	Hashem, Ali and Allan(2020)	The need to fit into society affects my purchasing decision.
Emotional Appeal: Fear	Hashem, Ali and Allan(2020)	I exercise in order to fit into my social circle.
Emotional Appeal: Fear	Hashem, Ali and Allan(2020)	I follow traffic warnings because I fear for my safety
Emotional Appeal: Fear	Hashem, Ali and Allan(2020)	Some ads prevent me from taking bad decisions.
Emotional Appeal: Inspiration	Hashem, Ali and Allan(2020)	Some brands inspire emotions

		in me like need, desire, craving and longing
Emotional Appeal: Inspiration	Hashem, Ali and Allan(2020)	I use a certain brand because it makes me feel good and confident as a person.
Emotional Appeal: Inspiration	Hashem, Ali and Allan(2020)	I am always inspired by my favorite brands.
Emotional Appeal: Inspiration	Hashem, Ali and Allan(2020)	Celebrity endorsed branding creates more desire for a brand.
Emotional Appeal: Greed	Hashem, Ali and Allan(2020)	I always expect more discounts and sales promotions from my favorite brand.
Emotional Appeal: Greed	Hashem, Ali and Allan(2020)	I always want more from my favorite brand.
Emotional Appeal: Greed	Hashem, Ali and Allan(2020)	The more a brand helps community the more I am willing to buy its products.
Emotional Appeal: Greed	Hashem, Ali and Allan(2020)	I buy from a certain brand to become VIP customer.
Brand Image Sub Dimension: Brand Awareness	Lee and Leh (2011); Yoo and Donthu(2001); Washburn and Plank (2002)	I can recognize the brand I purchase amongst competing brands.
Brand Image Sub Dimension: Brand Awareness	Lee and Leh (2011); Yoo and Donthu(2001)	I have difficulty in imagining brands in my mind I have not seen advertisements of.
Brand Image Sub Dimension: Brand Awareness	Lee and Leh (2011); Yoo and Donthu(2001); Washburn and	My favorite brand is the only brand recalled when I make a

	Plank (2002)	purchase decision on a product.
Brand Image Sub Dimension: Brand Association	Lee and Leh (2011); Lassar (1995)	Considering what I pay for the brand I use, I get more than my money's worth.
Brand Image Sub Dimension: Brand Association	Lee and Leh (2011); Lassar(1995)	I believe that the brand I purchase is socially responsible.
Brand Image Sub Dimension: Brand Association	Lee and Leh (2011); Lassar (1995)	In its status and style, the brand I purchase matches my personality.
Brand Image Sub Dimension: Brand Association	Lee and Leh (2011); Lassar (1995)	The brand is well-priced.
Brand Image Sub Dimension: Brand Association	Lee and Leh (2011); Lassar (1995)	I believe the brand I purchase does not take advantage of consumers.
Brand Image Sub Dimension: Brand Association	Lee and Leh (2011); Lassar (1995)	I consider the brand I purchase to have the expertise in producing the product.
Brand Image Sub Dimension: Brand Association	Lee and Leh (2011);	The brand's country of origin /manufacture is important in choosing the product.
Brand Image Sub Dimension: Perceived Quality	Lee and Leh (2011); Yoo and Donthu(2001)	The brand I purchase from is of good quality.
Brand Image Sub Dimension: Perceived Quality	Lee and Leh (2011); Lassar (1995)	I can expect superior results from the brand I purchase.
Brand Image Sub Dimension: Perceived Quality	Lee and Leh (2011); Yoo and Donthu(2001)	The brand I use is reliable.
Brand Image Sub Dimension:	Lee and Leh (2011);	The brand I purchase is safe to

Perceived Quality		use/consume.
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Table 3.1 Variable Description

3.4 Data Collection Procedure

To collect data, 400 respondents were given questionnaires. The researcher made the questionnaire distribution. Majority are distributed physically while social media has been used to get the responses and to participate in the survey. The questionnaire has divided into two parts; demographics and variables evaluation. Demographics are added for better understanding of the respondent's results and to perform better analysis on the data. Both electronic and hard copies were provided to respondents depending on their ease. Furthermore, clear and straightforward instructions are mentioned in the questionnaire to remove ambiguity from the respondents' perspective.

3.5 Data Analysis Technique

The data have collected through questionnaire and examined by using correlation and regression techniques. A software SPSS has been used for examining the relationship between emotional marketing appeals (independent variables), consumer buying behavior (dependent variable) and brand image (mediating variable). The link between different variables of the present study is revealed through these statistical tests.

Chapter 4

DATA ANALYSIS AND FINDINGS

Introduction

A structured questionnaire is distributed amongst respondents and data have collected from 400 respondents, associated with beauty and personal care products in Islamabad. 300 respondents have provided complete responses from all aspects. After data collection, data analysis has been conducted through SPSS software.

4.1 Data Analysis Techniques

4.1.1 Descriptive Analysis

In the demographic section, sub-sections are included relating to age, gender, education and monthly income. The results of demographic variables have been discussed in table 4.1.

Table 4.1 Results of description analysis

Demographics		Frequency	Percent	Cumulative Percent
Gender	Female	223	74.3	74.3
	Male	77	25.7	100.0
Age	18 – 20 years	10	3.3	3.3
	21 – 25 years	38	12.7	16.0
	26 – 30 years	38	12.7	28.7
	31 – 35 years	55	18.3	47.0
	36 – 40 years	70	23.3	70.3
	41 and above	89	29.7	100.0
Education	Graduate	137	45.7	45.7
	High School	10	3.3	49.0
	PhD	59	19.7	68.7
	Post Graduate	94	31.3	100.0

Profession	Any other	105	35.0	35.0
	Employee	149	49.7	84.7
	Student	46	15.3	100.0
Income	≤ 25,000	22	7.3	7.3
	26,000 - 35,000	9	3.0	10.3
	36,000 – 45,000	27	9.0	19.3
	46,000 – 55,000	32	10.7	30.0
	56,000 – 65,000	43	14.3	44.3
	Above 65,000	129	43.0	87.3
	None	38	12.7	100.0

Table 4.1 Description Analysis

Upon examining, on the basis of gender, 77 out of 300 respondents (25.7 percent) are males. 223 out of 300 respondents (74.3 percent) are females. According to age, 10 out 300 respondents (3.3 percent) are of the age 18 -20 years. 38 out of 300 respondents (12.7 percent) are between 21 – 25 years of age. 38 out of 300 respondents (12.7 percent) are between the ages of 26 – 30 years. 55 out of 300 respondents (18.3 percent) are between 31 – 35 years. 70 out of 300 respondents (23.3 percent) are between 36 – 40 years. 89 out of 300 respondents (29.7 percent) are 41 and above. On the basis of education, 137 out of 300 respondents (45.7 percent) are graduates (16 years education). 10 out of 300 respondents (3.3 percent) are high school graduates. 59 out of 300 respondents (19.7 percent) are PhD holders while 94 out of 300 respondents (31.3 percent) are post graduates.

On the basis of profession, 149 out of 300 respondents (49.7 percent) are employees. 46 out of 300 respondents (15.3 percent) are students and 105 out of 300 respondents (35.0 percent) are of any other profession. On the basis of monthly income, 22 out of 300 respondents (7.3 percent) have salary less than or equal to 25,000. 9 out of 300 respondents (3.0) have salary between 26,500 – 35,000. 27 out of 300 respondents (9 percent) have salary between 36,000 – 45,000. 32 out of 300 respondents (10.7 percent) have salary between 45,000 – 55,000. 43 out of 300 respondents (14.3 percent) have salary between 56,000 – 65,000. 129 out of 300 respondents (43.0 percent) have salary above 65,000 and lastly 38 out of 300 respondents (12.7 percent) have no monthly income.

Results of the descriptive frequencies show that, more female (74.3 percent) participated in the survey as compared to males (25.7 percent). Moreover, majority of the respondents are 41 and above. Least participation is indicated by individuals of ages 18-20 (3.3 percent). Survey also reveals that majority of the respondents are graduates and post graduates (45.7 and 31.3 percent, respectively). On the basis of profession, majority of the respondents are employees (49.7 percent) as compared to students (15.3 percent). Lastly, in regards to monthly income, most of the respondents are earning more than 65,000 each month.

4.1.2 Reliability Analysis

Reliability analysis refers to checking whether same results can be reproduced multiple times following the same research methods. Reliability analysis is also known as Cronbach's Alpha test determined to check the level of reliability of a questionnaire. High level of questionnaire reliability can be indicated through lower deviations during repeated intervals. Following is the reliability analysis of the current study:

Variable	Reliability Statistics	
	Cronbach's Alpha	N of items
Consumer Buying Behavior	.727	6
Emotional Appeal: Fear	.754	4
Emotional Appeal: Inspiration	.806	4
Emotional Appeal: Greed	.755	4
Brand Image	.786	14
Total	0.77	32

Table 4.2 Reliability test

According to reliability test, coefficient value closer to 1 or greater than 0.6 is an indication of high reliability of questionnaire. Gilem (2003) has stated that alpha value closer to 0.8 is considered as a rational goal. Higher values of alpha indicate decent internal dependability of the

items in the scale. Consumer buying behavior has reliability of 0.72. Fear appeal has reliability of 0.754. Inspiration appeal has reliability of 0.806. Greed appeal has reliability of 0.755. Brand image has reliability of 0.786. All the respective alpha values (0.72, 0.754, 0.806, 0.755 and 0.786) are closer to 0.8 that is a good indicator of high reliability of questionnaire. The overall alpha value is 0.77 that shows that the questionnaire and data collected are reliable and consistent.

4.1.3 Correlation Analysis

Correlation analysis is performed to determine the link between variables. Correlation value is expected to be high when there is significant relationship concerning two or more variables. However, in regards to weak relationship between two or more variables, the correlation value is expected to be low. Meanwhile, a moderation relationship between two or more variables is defined as moderate correlation. Correlation coefficients range is from -1 to +1.

		Correlations				
		Brand image	ConsumerBuyingBehavior	Inspiration	Fear	Greed
brandimage	Pearson Correlation	1	.734	.775	.693	.762
	Sig. (2 tailed)		0.000	0.000	0.000	0.000
	N	300	300	300	300	300
ConsumerBuyingBehavior	Pearson Correlation	.724	1	.726	.760	.699
	Sig. (2 tailed)	0.000	0.000	0.000	0.000	0.000
	N	300	300	300	300	300
Inspiration	Pearson Correlation	.775	.726	1	.667	.797
	Sig. (2 tailed)	0.000	0.000	0.000	0.000	0.000
	N	300	300	300	300	300
Fear	Pearson Correlation	0.693	.760	.677	1	.696
	Sig. (2 tailed)	0.000	0.000	0.000	0.000	0.000
	N	300	300	300	300	300
Greed	Pearson Correlation	.762	.696	.797	.696	1
	Sig. (2 tailed)	0.000	0.000	0.000	0.000	
	N	300	300	300	300	300

Table 4.3 Correlations

The results of correlation analysis show that there is a strong significant association between brand image and consumer buying behavior with a magnitude of .724 in a positive direction. Similarly, there is a moderate significant association between brand image and inspiration, brand

image and fear, brand image and greed with magnitudes of 0.775, 0.693 and 0.762 respectively (in the positive direction). Furthermore, in regards to consumer buying behavior and inspiration appeal, consumer buying behavior and fear appeal, consumer buying behavior and greed appeal, there is a strong significant association with a magnitude of 0.726, 0.760 and 0.699 respectively (in the positive direction). Upon analyzing the correlation coefficients, there is encouraging confirmation that proves that positive correlation exists between variables of the current study. A positive correlation shows a direct relationship between variables as the independent variables (emotional marketing appeals: fear, inspiration and greed), dependent variable (consumer buying behavior) and mediating variable (brand image) are all interrelated.

4.1.4 Regression Analysis

Regression analysis is done to investigate the link between independent and dependent variables and also to observe the magnitude of the relationship between variables. Following are the findings of linear regression analysis for each hypothesis.

4.1.4.1 Impact of fear appeal, inspirational appeal, and greed appeal on brand image

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.827 ^a	0.684	0.680	4.90158
a. Predictors: (Constant), greed, fear, inspiration				

Table 4.4 Model Summary: Impact of fear, inspiration and greed appeal on Brand Image

R-square reflects the variation that predictors (fear appeal, inspiration appeal and greed appeal) cause on dependent variable brand image. R square examines the extent to which emotional marketing appeals i.e. fear, inspiration and greed have an impact on brand image. According to R square there is a 68.4 percent change in brand image accounted by emotional marketing appeals i.e. fear, inspiration and greed. The adjusted R² validates the study's theoretical fitness that is 68 percent, showing that the model utilized in the current study is 68 percent fit.

ANOVA^a

Model		Sum of Squares	Df	Mean Square	F	P Sig.
1	Regression	15359.981	3	5119.994	213.107	.001 ^b
	Residual	7111.539	296	24.025		
	Total	22471.520	299			

Dependent variable: bimage

Table 4.5 ANOVA: Impact of fear, inspiration and greed appeal on Brand Image

According to ANOVA results, the value of F is greater than 4 showing overall significance of the study. The significance is the probability value that should be less than 0.05. The current study has a significance value of 0.001 that is less than 0.05. The results show that the emotional marketing appeals i.e. fear, inspiration and greed have a major impact on brand image.

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	19.895	1.534		12.969	0.000
	inspiration	1.014	0.147	0.386	6.898	0.000
	Fear	0.588	0.120	0.232	4.917	0.000
	Greed	0.772	0.153	0.293	5.047	0.000

a. Dependent Variable: bimage

Table 4.6 Coefficient: Impact of fear, inspiration and greed appeal on Brand Image

The tables above shows that fear appeal, inspiration appeal and greed appeal have a strong positive impact on brand image. In the coefficient model, the significance value for greed appeal, fear appeal and inspiration appeal is 0.000 for brand image which is less than 0.05 indicating a positive relationship between the variables. According to the regression model, the inspiration appeal (b=1.014) is significant along with a positive coefficient indicating that stronger brand image is related to high inspiration appeal. Similarly, fear appeal (b= 0.588) is also significant along with positive coefficient which indicates that stronger brand image is

related to high fear appeal. Greed appeal ($b = 0.772$) is also significant indicating that stronger brand image is related to high greed appeal.

4.1.4.2 Impact of brand image on consumer buying behavior

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.724 ^a	0.524	0.523	2.96754

a. Predictors: (Constant), brandimage

Table 4.7 Model Summary: Impact of brand image on consumer buying behavior

According to the regression analysis, the R square value accounts for 52.4 percent change in consumer buying behavior by brand image. Adjusted R square represents the theoretical fitness of model, thus indicating that the study is 52.3 percent fit.

ANOVA^a

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	2892.566	1	2892.566	328.466	.001 ^b
	Residual	2624.270	298	8.806		
	Total	5516.837	299			

a. Dependent Variable: ConsumerBuyingBehavior

b. Predictors: (Constant), brandimage

Table 4.8 ANOVA: Impact of brand image on consumer buying behavior

According to ANOVA results, the value of F is greater than 4. The significance value is 0.001 which is less than 0.05. As per the results, it proves that brand image has a significant effect on consumer buying behavior.

Coefficients^a

Model		Unstandardized Coefficients		Standardize	T	Sig.	
		B	Std. Error	d			
1	(Constant)	3.062	1.160		2.639	0.009	
	brandimage	0.359	0.020	0.724	18.124	0.000	
a. Dependent Variable: ConsumerBuyingBehavior							

Table 4.9 Coefficient: Impact of brand image on consumer buying behavior

According to coefficient results, the significant value of brand image for consumer buying behavior is less than 0.05. This shows that there is a positive relationship between the two variables. Brand image (b= 0.359) is significant and coefficient value is positive that indicates that the high consumer buying behavior is as a result of stronger brand image.

4.1.4.3 Impact of fear appeal, inspiration appeal and greed appeal on consumer buying behavior

Model Summary

Model	R	R square	Adjusted R square	Std Error
1	.818 ^a	0.669	0.665	2.48558

Table 4.10 Model Summary: Impact of fear appeal, inspiration appeal and greed appeal on consumer buying behavior

R-square reflects the variation that predictors (fear appeal, inspiration appeal and greed appeal) cause on dependent variable consumer buying behavior. R² examines the extent to which emotional marketing appeals i.e. fear, inspiration and greed have an impact on consumer buying behavior. According to R², there is a 66.9 percent change in consumer buying behavior accounted by emotional marketing appeals i.e. fear, inspiration and greed. The adjusted R² validates the study's theoretical fitness that is 66.5 percent, showing that the model utilized in the current study is 66.5 percent fit.

ANOVA^a

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	3688.119	3	1229.373	198.989	.001 ^b
	Residual	1828.718	296	6.178		
	Total	5516.837	299			

a. Dependent Variable: CBB

b. Predictors: (Constant), greed, fear, inspiration

Table 4.11 ANOVA: Impact of fear appeal, inspiration appeal and greed appeal on consumer buying behavior

According to ANOVA results, the value of F is greater than 4 showing overall significance of the study. The significance is the probability value that should be less than 0.05. The current study has a significance value of 0.001 that is less than 0.05. The results show that the emotional marketing appeals i.e. fear, inspiration and greed have a major impact on consumer buying behavior.

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	5.445	0.778		6.999	0.000
	inspiration	0.416	0.075	0.320	5.575	0.000
	Fear	0.579	0.061	0.460	9.540	0.000
	Greed	0.162	0.078	0.125	2.094	0.037

a. Dependent Variable: CBB

Table 4.12 Coefficient: Impact of fear appeal, inspiration appeal and greed appeal on consumer buying behavior

The tables above shows that fear appeal, inspiration appeal and greed appeal have a strong positive impact on consumer buying behavior. In the coefficient model, the significance value for inspiration appeal, fear appeal and greed appeal is 0.000, 0.000 and 0.037 respectively for brand image which is less than 0.05 indicating a positive relationship between the variables. According to the regression model, the inspiration appeal (b=0.416) is significant along with a

positive coefficient indicating that high consumer buying behavior is related to higher inspiration appeal. Similarly, fear appeal ($b= 0.579$) is also significant along with positive coefficient which indicates that high consumer buying behavior is related to higher fear appeal. Greed appeal ($b= 0.162$) which is slightly less but still significantly indicates that consumer buying behavior is related to higher greed appeal.

4.1.4.4 The mediating role of Brand image between emotional marketing and consumer buying behavior

Andrew. F Hayes’ study is utilized to perform regression analysis in understanding the mediating role of brand image between emotional marketing and consumer buying behavior.

Model : 4

Y : CBB

X : em

M : bimage

(Here CBB stands for consumer buying behavior, em stands for emotional marketing and bimage stands for brand image)

Sample

Size: 300

- **OUTCOME VARIABLE:**

Brand Image

Model Summary

R	R-sq	MSE	F	df1	df2	p
.8241	.6791	24.1982	630.6440	1.0000	298.0000	.0000

Model

	coeff	se	t	p	LLCI	ULCI
constant	19.9739	1.5391	12.9779	.0000	16.9450	23.0027
em	.7918	.0315	25.1126	.0000	.7298	.8539

According to Andrew F. Hayes for mediation analysis, path is significant as p is $0.000 < 0.001$. R-square value 0.6791 shows that there is a 67.91 percent change in brand image as a result of emotional marketing. Thus, it proves that emotional marketing has a significant impact on brand image.

- **OUTCOME VARIABLE:**
Consumer Buying Behavior CBB

Model Summary

R	R-sq	MSE	F	df1	df2	p
.8147	.6638	6.2457	293.1489	2.0000	297.0000	.0000

Model

	coeff	se	t	p	LLCI	ULCI
constant	3.6067	.9782	3.6870	.0000	1.6816	5.5319
em	.3138	.0283	11.0982	.0000	.2582	.3695
bimage	.0896	.0294	3.0451	.0000	.0317	.1475

According to Andrew F. Hayes regression analysis, direct effect is examined between emotional marketing and consumer buying behavior. Emotional marketing has a significant impact on consumer buying behavior where $p < 0.000$. The R square value of 0.6638 shows that there is a 66.38% change in consumer buying behavior accounted by emotional marketing and brand image.

- **TOTAL EFFECT MODEL**

OUTCOME VARIABLE:

ConsumerBuyingBehavior

Model Summary

R	R-sq	MSE	F	df1	df2	p
.8082	.6533	6.4191	561.4401	1.0000	298.0000	.0000

Model

	coeff	se	t	p	LLCI	ULCI
constant	5.3967	.7927	6.8081	.0000	3.8367	6.9567
em	.3848	.0162	23.6947	.0000	.3528	.4168

Here the total effect is the sum of both indirect and direct effect. According to data, value of direct effect is 0.3138. Indirect effect is calculated by multiplying a and b i.e. 0.7918 and 0.896 respectively. So, indirect effect value is 0.0709 upon multiplication. Hence, total effect is equal to the sum of 0.0709 and 0.3138 that is 0.3848.

- **TOTAL, DIRECT, AND INDIRECT EFFECTS OF X ON Y**

Total effect of X on Y

Effect	se	t	p	LLCI	ULCI	c'_cs
.3848	.0162	23.6947	.0000	.3528	.4168	.8082

Direct effect of X on Y

Effect	se	t	p	LLCI	ULCI	c'_cs
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.3138	.0283	11.0982	.0000	.2582	.3695	.6592
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Indirect effect(s) of X on Y:

	Effect	BootSE	BootLLCI	BootULCI
brandimage	.1490	.0513	.0489	.2493

According to Andrew F. Hayes mediating regression analysis, there is a significant mediation between independent (emotional marketing appeals) and dependent variable (consumer buying behavior) because there is no negative value between bootstrap lower level and upper level confidence interval (there is no zero).

Mediation Analysis:

Relationship	Total Effect	Direct Effect	Indirect Effect	Confidence Interval		Conclusion
				Lower bound	Upper bound	
Emotional marketing → Brand image → Consumer Buying Behavior	0.3848	0.3138	0.1490	0.0489	0.2493	Partial Mediation

Table 4.13 Andrew F. Hayes: Mediation Analysis

According to Andrew F. Hayes, a mediation analysis is done by gathering data from the tables provided above. There is partial mediation present between the variables which mean that some of the impact of emotional marketing appeals on consumer buying behavior passes through brand image (indirectly) and some are happening directly. Partial mediation is a combination of indirect and direct influence between independent and dependent variables. Finally, Hayes

mediation analysis shows that there is 95% confidence level between all confidence intervals in output.

4.2 Data Findings

Data Findings

Hypotheses	Statement	Accepted/ Rejected
H1	Fear appeal in marketing is positively associated with the customer buying behavior for beauty and personal care products in Islamabad, Pakistan.	Accepted
H2	Inspiration appeal in marketing is positively associated with the customer buying behavior for beauty and personal care products in Islamabad, Pakistan.	Accepted
H3	Greed appeal in marketing is positively associated with the customer buying behavior for beauty and personal care products in Islamabad, Pakistan.	Accepted
H4	Inspiration appeal in marketing is positively associated with brand image for beauty and personal care products in Islamabad, Pakistan.	Accepted
H5	Fear appeal in marketing is positively associated with brand image for beauty and personal care products in Islamabad, Pakistan.	Accepted

H6	Greed appeal in marketing is positively associated with brand image for beauty and personal care products in Islamabad, Pakistan.	Accepted
H7	Brand image is positively associated with the consumer buying behavior for beauty and personal care products in Islamabad, Pakistan	Accepted
H8	Brand image mediates the relationship between emotional marketing and consumer buying behavior for beauty and personal care products in Islamabad, Pakistan	Accepted

4.3 Discussion

The current study has been aimed at investigating the relationship between emotional marketing, consumer buying behavior and brand image for beauty and personal care products in Islamabad, Pakistan. In current study, emotional marketing appeals i.e. fear appeal, inspiration appeal and greed appeal are considered as the independent variables. Brand image is the mediating variable and consumer buying behavior is the dependent variable. Brand image sub-dimensions are added to better understand the impact of brand image on other variables. Furthermore, beauty and personal care industry for Islamabad is chosen to investigate the relationship between the different variables mentioned above. A well-structured questionnaire is used to gather data from respondents (consumers associated with beauty and personal care industry).

Upon hypothesis testing through regression and Andrew Hayes mediating analysis, the results confirm that emotional appeals (fear, greed and inspiration) in marketing, strongly influence customer buying behavior so H1, H2, H3 are accepted. Khana (2020) found in his study that inspirational appeal used in marketing especially through commercials focuses on offering customers the ideal lifestyle and promises to deliver products that will fulfill their emotional needs. He further claims that inspirational appeals in advertisements have been revealed to be

more memorable in people as compared to other appeals. Hashem et.al (2021) revealed that fear appeals in beauty conscious consumers converts a want into a need, thus enticing the consumer into purchasing the product as a way to fit into society and feel accepted. Furthermore, Gobe (2011) and Dao (2020) proved in their research that sales promotions both monetary and non-monetary helped increase customer engagement, resulting in positive consumer buying behavior.

Moreover, the results proved the link between emotional marketing appeals and brand image, so hypothesis H4, H5, H6 are accepted. Kenneth (2017) and Alwashali (2015) have found that using targeted emotional appeals in marketing for young audience has showed a major increase in the brand image of a company. Kamran et.al (2019) revealed that advertisements concentrated on amplifying desire within consumers have been observed to enhance the relationship between consumers and a brand, which helps them remember the brand and form a connection with it. Yu, Lui and Soutar (2018), have examined the controversial impact of fear appeal on brand image and observed that first world countries show uncertainty towards negative appeals in advertising while third world countries are more open to accepting imposed insecurities and have favorable perception towards such brands. Kim (2020) proved a positive impact of fear appeal in creating a positive brand image by pushing the consumer towards purchase intention and then making them stick to it. The fear of looming danger that is followed by an uncontrollable need to escape the threat is what turns the consumers' desire into need. Once need is fulfilled, a sense of accomplishment is achieved, creating a positive image of brand in consumers mind. Paplzon & Delgado (2009) noted that non-monetary promotions create a sense of differentiation in the consumers mind and helps brand achieve good brand awareness and brand association.

In addition to this, the results indicated that the relationship between brand image and consumer buying behavior is strong so hypothesis H7 is accepted. Shehzad, Iqbal, Nawaz & Usman (2014) examined the impact of brand image on consumer choice and reported a significant effect of the former on the latter. Moreover, brand image has been observed as a dynamic tool for marketers that can positively change consumer buying behavior (Hillenbrand, 2013). Holt (2018) concluded that consumers having a positive brand association are more likely to trust and purchase from a brand despite its flaws. Tjahjono et.al (2020) concluded that a strong brand image stands out as the main factor in determining the consumers' intention to product

purchasing in beauty and cosmetic industry. Hashem et,al (2020) observed that consumers bought products from well-known brands more as compared to unfamiliar brands.

Lastly, the results indicated that brand image mediates between emotional appeals and consumer buying behavior for beauty and personl care products so H8 is also accepted. Malik et al. (2013) and Melina (2018) argued that it is easier for consumers to form an emotional bond with brands having stronger brand image and perception which ultimately results in purchase intention. A research on footwear apparel in Pakistan showed that emotional advertisements create a positive brand image and intensify the preference of a brand over other brands, eventually persuading consumer towards purchase decision (Ashraf el at. 2017). Moreover, products with strong brand image and higher price discounts are observed to still have a positive impact on the consumers purchase intention (Chang et al., 2019). According to Purba (2021), marketers have been focused on amplifying the consumers purchase intention through emotional marketing, backed by strong brand image. Highly perceived brands serve more effectively in leading towards purchase intention (Affandi, 2020; Prahiawan, 2021).

Chapter 5

CONCLUSION AND RECOMMENDATIONS

5.1 Conclusion

The objective of this research study is to investigate the impact of emotional marketing on consumer buying behavior through brand image for beauty and personal care products in Islamabad, Pakistan. Emotional marketing appeals i.e. fear appeal, greed appeal and inspiration appeal are incorporated in the research study to observe their impact on brand image and consumer buying behavior. To examine the relationship between these variables, a well-structured questionnaire is circulated amongst 400 respondents (consumers of beauty and personal care products in Islamabad), for data gathering and analysis for the current study. 300 complete questionnaires are selected out of 400 with 100 responses considered unreliable and non-usable due to monotonous reasons. The questionnaire is divided into two parts i.e. demographic and variables analysis. The demographic section of the questionnaire consists of questions regarding age, gender, monthly income and education to gain better understanding of the respondents. Furthermore, upon data collection, reliability analysis is performed on all variables. Consumer buying behavior has reliability of 0.72. Fear appeal has reliability of 0.754. Inspiration appeal has reliability of 0.806. Greed appeal has reliability of 0.755 and Brand image has reliability of 0.786 All the alpha values are closer to 0.8 that is a good indicator of high reliability of questionnaire.

To testify the relationship of fear appeal, inspiration appeal and greed appeal with brand image, empirical testing is performed and a positive correlation is found between them. Correlation analysis shows that fear appeal, inspiration appeal and greed appeal are significantly correlated with brand image with magnitude of 0.775, 0.693 and 0.762 respectively. Correlation analysis also shows that brand image is positively related with consumer buying behavior with a scale value of 0.724. Similarly, in regards to consumer buying behavior and inspiration appeal, consumer buying behavior and fear appeal, consumer buying behavior and greed appeal, there is a strong significant association with a magnitude of 0.726, 0.760 and 0.699 respectively (in the positive direction). Furthermore, regression analysis has proved our hypotheses when it comes to relationship between brand image and consumer buying behavior, fear appeal and brand image,

inspiration appeal and brand image, greed appeal and brand image, fear appeal and consumer buying behavior, inspiration appeal and consumer buying behavior, greed appeal and consumer buying behavior.

Andrew. F Hayes mediating analysis is performed to analyze the effect of mediating variable (brand image) between emotional marketing appeals (i.e. fear, inspiration greed) and consumer buying behavior. Based on the findings of the current study, it is proved that emotional marketing appeals (fear, greed and inspiration) has a positive impact on consumer buying behavior and brand image for beauty and personal care products in Islamabad, Pakistan. Findings also revealed that brand image has a direct impact on consumer buying behavior for beauty and personal care products in Islamabad, Pakistan. Lastly, the mediating role of brand image between emotional marketing and brand image also proved to be effective for beauty and personal care products in Islamabad, Pakistan.

5.2 Research Implications

5.2.1 Theoretical Implications

Current study will be highly informative and effective for research individuals focusing on increasing their knowledge regarding the impact of emotional marketing (emotional appeals i.e. fear, greed and inspiration) on consumer buying behavior with the mediating role of brand image. Similarly, marketing individuals will be provided with the necessary assistance required in understanding the relationship between emotional marketing, consumer buying behavior and brand image. Current research will prove to be beneficial in contributing towards the marketing field in terms of both operations and theory.

5.2.2 Practical Implications

Current study is significant in regards to the beauty and personal care industry in Pakistan. This research paper will help marketers of the beauty care industry in understanding the consumers buying behavior and will prove to be effective in providing competent means to attract consumers. This study is critical for marketers who are keenly focused on using effective means to promote their beauty and personal care brands. Results and analysis of this study will clarify the relationship between emotional marketing, brand image and consumer buying behavior.

Logical evidence is provided in proving or disproving the hypotheses for the beauty and personal care industry. Finally, beauty and personal care brands in Pakistan will be benefited from this research as their understanding of emotional appeals will ultimately impact their marketing perspective and change the way brands approach their target audience.

5.3 Research Limitations

In the current study, the researcher faced some restrictions in regarding to investigating the correlation between emotional marketing, consumer buying behavior and brand image. This includes limited sample size, limited time period etc. Limited time period resulted in some restrictions when it comes to extensive and more thorough research. If additional period is available a much more extensive study might be conducted. Respondents from different backgrounds and areas can be grouped together to gather more precise data. However, more time should be given to researcher to gather data from different backgrounds. The researcher will benefit more by collecting data from respondents of different background and areas of Islamabad that will only be possible if provided with a longer time period. Moreover, a sample size of 300 is used for gathering data from consumers related to beauty and personal care products. This sample size is insufficient in gathering data from the capital of Pakistan, Islamabad. If the sample size is increased to 500 respondents or more, a better representation of the consumers situated in Islamabad can be displayed. Another limitation of the current study is that sub-dimensions of brand image and consumer buying behavior are not fully incorporated or analyzed individually in understanding the relationship with emotional marketing (independent variable). Lastly, research is done in terms of cross-sectional study and neglected to perform longitudinal research on the current study.

5.4 Recommendations & Future Research

This study has talked about most of the aspects related to the variables mentioned, yet some developments might be done for increasing the reliability and effectiveness of the research. Minor developments in regards to sample size and time period can be made. An extended time period might prove valuable in providing more extensive data and analysis. Data collection from individuals of different backgrounds and lifestyles may propose better reliability and validity

results considering a suitable time period being provided to the researcher. Current research is focused on just the beauty and personal care industry, although similar analysis might be done on other industries of Pakistan to better understand the change in relationship between emotional marketing (independent variable), consumer buying behavior (dependent variable) and brand image (mediating variable). Furthermore, sample size can be stretched given a longer time period for data gathering and analysis. For future research, sub-dimensions of brand image and consumer buying behavior might be explored additionally to gather more in-depth analysis. Sub-dimensions of brand image might also be explored individually between emotional appeals and consumer buying behavior. Moreover, other emotional appeals like happiness, love, joy etc. might be explored to extend the research scope. Finally, longitudinal research might be utilized to analyze the correlation between the dependent, independent and mediating variable of the current study.

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