

EFFECT OF EMOTIONAL ADVERTISING ON CONSUMER BUYING BEHAVIOR

By

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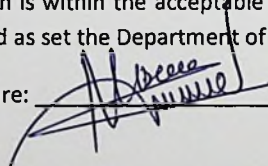
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TABLE OF CONTENTS

| | |
|---|----|
| 1. INTRODUCTION..... | 1 |
| 1.1 Research Question..... | 2 |
| 1.2 Research Objectives..... | 2 |
| 1.3 Significance of the Research..... | 3 |
| 1.4 Delimitations of the Study..... | 3 |
| 2. LITERATURE REVIEW..... | 4 |
| 2.1 Introduction..... | 4 |
| 2.1.1 Advertising..... | 4 |
| 2.1.2 Emotional Advertising..... | 5 |
| 2.1.3 Decision-Making Process..... | 7 |
| 2.1.4 Influence of Emotions on Decision-Making..... | 8 |
| 2.1.5 Advertising and Consumer Behavior..... | 10 |
| 2.1.6 Buying Behavior..... | 11 |
| 2.1.7 Purchase Intention..... | 14 |
| 2.2 Research Hypotheses..... | 16 |
| 2.3 Conceptual Framework..... | 17 |
| 3. METHODOLOGY..... | 18 |
| 3.1 Research Methodology..... | 18 |
| 3.1.1 Research Design..... | 18 |
| 3.1.2 Research Population..... | 18 |
| 3.1.3 Sampling Technique & size..... | 18 |
| 3.1.4 Research Instrument..... | 19 |
| 3.1.5 Scale Development..... | 19 |
| 4. DATA ANALYSIS & INTERPRETATION..... | 20 |
| 4.1 Respondent Profile..... | 20 |
| 4.2 Reliability Analysis..... | 20 |

| | |
|--|----|
| 4.2.1 Shan Foods | 21 |
| 4.2.2 Pakistan Cables | 21 |
| 4.2.3 CanOlive | 22 |
| 4.3 Hypotheses Testing | 23 |
| 4.3.1 Hypothesis 1 | 23 |
| Regression Analysis | 23 |
| Paired Sample T-Test | 26 |
| 4.3.2 Hypothesis 2 | 29 |
| Regression Analysis | 29 |
| 4.3.3 Hypothesis 3 | 32 |
| Regression Analysis | 32 |
| 4.3 Hypotheses Assessment Summary | 35 |
| 5. DISCUSSION | 36 |
| 5.1 Discussion | 35 |
| 5.2 Findings | 37 |
| 6. CONCLUSION | 38 |
| 6.1 Limitations | 38 |
| 6.2 Future Research | 38 |
| 6.3 Recommendations | 38 |
| 6.4 Conclusion | 39 |
| BIBLIOGRAPHY | |
| APPENDIX A | A |
| Figure 1 (Decision-making Process) | A |
| Figure 2 (Nature of Emotions) | B |
| Figure 3 (Conceptual Framework) | C |
| APPENDIX B | D |
| Table 1 (Research Instrument) | D |

| | |
|---|---|
| Table 2 (Respondent Profile) | D |
| Table 3 (Thumb Rule For Cronbach's Alpha) | E |
| Table 4 (Summary of Reliability Test)..... | E |
| Table 5 (Summary of Regression ATA) | F |
| Table 6 (Paired sample test)..... | G |
| Table 7 (Paired sample test)..... | H |
| Table 8 (Summary of Regression ATB)..... | I |
| Table 9 (Summary of Regression PI)..... | I |
| Table 10 (Hypotheses Assessment Summary) | J |
| Table 11 (Findings)..... | K |
| APPENDIX C | L |
| Questionnaire..... | L |

ABSTRACT

Purpose: The purpose of the study is to evaluate the effect of emotional advertising on consumer buying behavior. It is considered that emotions in advertisements create more favorability towards the brand when compared to the rational advertisements. Emotions have their unique position when it comes to advertisements. This research aims to investigate the effect of emotional advertisement on attitude towards ad, attitude towards brand, purchase intention and overall on consumer buying behavior. For this study, only three dimensions of emotions are considered: love, fear and information (neutral).

Research Method/Sampling: This study comprises of primary data where all responses were collected by using close-ended questionnaire and the sample size is 400. The technique selected for this research is Non-Probabilistic Convenience sampling. Data was analyzed through linear regression statistical technique and paired sample t-test.

Findings: The findings of the research indicate that the emotions do effect on attitude towards advertisement, attitude towards brand and finally purchase intention. Thus emotions have a strong influence on consumer buying behavior. But in this study, attitude towards brand have a moderating effect on purchase intention.

Practical Implication: Consumer behavior researches have shown that in last few years emotions and sentiments used in advertising gained significant interest of people. Such advertisements deeply influence consumer's mind that they can either make them smile or cry.

And studies like these would help identify the gaps marketer and advertiser might have in their respective fields that let them know which emotion triggers positive response in customers and lead them towards the purchase of their product.

Key Words: Emotional advertising, consumer buying behavior, love-based ads, fear-based ads, information-based ads, attitude towards advertisements, attitude towards brand, purchase intention.