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# Moderating Effect of Emotional Appeal in Advertising of Food Products: An Empirical Study on Millennials in India

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*India is one of the fastest growing economy which has large youth population. The consumerism is increasing with purchasing power parity and therefore marketers want to take its advantage. In recent times, lot of International Brands are fighting and lobbying to get into the Indian market. As the number of brands is being added every day, the consumers get confused what to buy? Consumer loyalty is decreasing; so it becomes imperative for a brand to stand apart in the crowd every time to attract customer in this competitive market. The onus comes to advertising, as they very well know that they can't fight much on product and prices but on emotions of the consumers. Also, time and again many researches have proven that emotion is the crucial mediator in deciding upon the attitude and purchase decision of the product. In this study we have studied the impact of emotional advertising on the purchase of packaged food by young population of India. Young population is called as Millennials (people born between 1982-2000) and have different emotional personality traits than their older generation, so it is important to study impact of emotional advertising on them in the era of Smart marketing using smart devices. Moreover, in this era people have also become equipped and smart with smart devices, they are always bombarded with lots of information and content, but marketers being smarter have been using that space also to influence emotions of consumers through emotional advertising. In this study data is collected through structured questionnaire, on the basis of self-reporting through recall and tell (video ads), from millennials of India who belongs to different social class & income group, different educational background. Data is analysed by using T-test, Mann Whitney and ANOVA using SPSS.*

**Keywords :** Emotional Advertising, FMCG, Packaged food, Millennials, India.

## INTRODUCTION

Consumer behaviour models are largely dependent on external and internal factors along with processing, where advertisement has very strong role to play to influence consumer's purchasing behaviour. The advertising industry has a long history of measurement solutions based on recall, recognition, intent, consideration, etc. because those metrics are relatively easy to capture and interpret. Advertisement industry has been using different advertising appeals to trigger emotions in conscious and sub conscious mind of consumers which result in influencing purchasing behaviour. But in academia of management studies, this area research has not been done widely. Packaged food is the product category which has low-involvement processing before purchase and as number of working women is increasing, that will impact in increase sales of packaged food in order to save time. According to a research done by Credit Suisse, (the investment bank based out of Switzerland) found that Indian packaged food industry is growing tremendously and will be \$200 Billions in a decade. Hence, it is attracting all the companies to advertise effectively and more in order to increase their potential share in the consumer market of these products. Also lots of researches have been conducted at global level for understanding relationship between advertising appeals and

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consumer behaviour, still there is gap in research for specific industries. As advertisement has become more complex and challenging in today's dynamic environment and in this dynamism our Young Millenials population has major impact. So it is imperative to study the behaviour of these Millennials separately. Amid such dynamism it would be fascinating to know how advertising appeal affect the consumer behaviour of young consumers in food products category. This study, is for studying the moderating effect of emotional appeal in advertising on impact on attitude, perception and purchase intention of young consumers. The attitude to advertisement construct was originally presented by Lutz, MacKenzie, and Belch (1983). They had presented four possible response sequences which may follow exposure to a persuasive communication – the advertisement and brand cognition, attitude towards the advertisement, the brand consideration and the intention to purchase. This finding of the construct has since then been used in a considerable large amount of empirical studies which have contributed significantly to the development of the construct (Batra& Ray, 1986; Cacioppo& Petty, 1989; MacKenzie& Lutz, 1989; MacKenzie, Lutz, & Belch, 1986). The attitude towards advertisements is considered an important mediator of advertising response (MacKenzie& Lutz, 1989). It is described as a predisposition to respond in a favourable or unfavourable manner to a particular advertising stimulus during a particular exposure occasion (Lutz, 1985).

Self-reports in verbal form are the most common way to measure emotional responses to advertisement (Wiles & Cornwell, 1991). The method involves asking participants to report their feelings towards an advertisement using a checklist, set of rating scales or a verbal protocol that is easy for participants to understand. This suggests why the self-report method is still the most common method in advertising research. It is user friendly and quick. However, self-reports suffer from cognitive bias

because individuals can make a conscious effort to report wrongly or may not be fully aware or competent enough to fully express how they feel when exposed to an advertisement. In such cases, autonomic measurements are more reliable because they can measure emotional reactions in real time without bias and the reactions are beyond the participants' control. Micu and Plummer (2010) note that emotional responses are complex and should be measured against various measures. Therefore, it has been decided to measure perception, attitude and purchase intention to measure response and impact towards emotional advertising.

## LITERATURE REVIEW

In 1982, Aaker and Norris indicated that in advertisement, rational appeal creates more positive attitude of consumer than emotional appeal. Because, rational appeal tends to provide factual details about the product which consumer gives more attention to. On contrary, Batra and Ray (1983) stated in their research that during cognitive process emotional appeal creates the identification which comes way before rational identification thus emotional appeal helps in attracting attention of consumers.

In 1983, a study was done by Belch, Lutz and Mac Kenzie to establish attitude as construct to the advertisement. In their study they concluded the possibility of four response sequence, first is exposure to the advertisement, brand recognition, the attitude of consumer towards the brand and finally to take decision on purchase. After that many researchers have significantly contributed to the construct development. Later in 1989, Mac Kenzie & Lutz establish the relationship of attitude towards advertising response as mediator. They further added that the perception of consumer's towards the credibility of the advertisements and the creativity of presenting the advertisements enhance the consumer's action to respond to the advertisement that is attitude towards the advertisement.

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Batra and Ray (1986) established the relationship of emotional feelings for the advertisement and attitude towards brand and intention to purchase.

In 1987, study done on advertising appeal by Gilson and Berkman defined appeal of advertisement as “an attempt at creativity that inspires consumers’ motives for purchase and affects consumers’ attitude towards a specific product or service”.

In 1989, Lutz and MacKenzie mentioned about the attitude of consumers towards advertisement is featured by other factors such as perception towards advertisement and credibility of the information. It means by what extent consumer perceive that the claim made in advertisement are truthful. The feelings towards the advertisement decided the attitude of consumers for further decision making.

In 1991, Rameshwar and Chaiken observed in their studies that little ambiguity can leave consumer derive different interpretation and hence it can attract consumer’s attention and engagement. If the ad message has no ambiguity, it is more likely to be dismissed and less engagement of consumer. Therefore, they have interpreted that ambiguity can help in eliciting arousal of emotions and induces response.

Kotler in 1997 found in his research that theme of advertisement is it appeal. Advertiser has to put some strong driving power to make the audience receive the message. That driving power is appeal of the advertisement which brings attention and attraction which further make the consumer desire aroused.

In 1998, Belch & Belch found that appeals of advertisement are applied to get attention of consumers. Advertisement’s appeal directed to influence emotion and hence attitude of consumer towards the product.

Franke, Huhmann, and Phelps (1999), found that emotional advertising appeal arouse positive or negative emotion in the consumer which lead to buying motivation.

In 2001, Tsai added to the researches in advertising appeal by combining it with celebrity endorsement, she shown the impact of advertising spokesperson and advertising appeal when mixed together can give best attitude towards advertising and hence purchase intention.

Kotler, in 2003 gave the division of advertising appeal as rational and emotional as a broad categories. Many studies have been done by him for finding the impact of advertising appeal on attitude and intention to purchase. In few studies only, they have given the comparison between the two appeals and have determined which is more effective.

In 2007, Schiffman and Kanuk found in their research that if broadcast messages are used to trigger inner momentum of consumer psychologically, it is more likely that consumer may echo and recognise the message of advertisement and hence further change in the attitude by advertising appeal.

Ealier in 2003, Percy in his research concluded that emotions are mediator how we process information in brain, therefore it is important to identify the role of emotions in marketing communication.

Desmet (2005) in his finding stated that there are instruments which can measure the component either the physiological or self-expressed. Different technology which involves camera and computer can be used for measuring emotions directly.

Poels and Dewitte (2006) identified various measure to measure emotions in advertising. The have majorly recommended two ways of studying emotional responses namely, Self- Report and Autonomic. Self-report method, allow customer to tell voluntarily about his feeling towards advertisement which give options and pre-determined scales. Whereas autonomic system uses equipment such as camera, or ECG machines, to identity the emotional and expressions of consumer towards advertisement and then study. This is technologically driven method, which can measure facial expressions and physiological reactions that are beyond the control of consumer.

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In 2008, Baines, Page and Fill shown in their research that emotional appeal advertisements are more customer oriented as they are based on consumer's emotions and feelings, consumers can easily relate to emotions first than factual details. Also Bovee & Arens (2000) and Mishra 2009 concluded the same thing in different set of population that emotional appeal advertisements are mainly based on psychological aspects of consumer's need rather than on actual need. It aims to create feeling towards the product and hence purchase decision.

Khan et.al. in 2010 found that anger is the emotions which makes consumer satisfied with their decision and they are very less likely to change their choice and their action is more goal oriented.

Further, Percy & Rosenbaum in 2012 found that emotions mediate how the consumer process advertisement. Kotler & Armstrong (2013) concluded that emotional advertising appeal aims to target consumer's social, psychological and symbolic needs, which aim to arouse feelings and the affection mechanism get activated which can motivate consumer towards purchase.

Adding to this in 2016, Mogaji also found that advertisers use emotional appeal in creatives to arouse emotions by using music, text, stories and images.

## RESEARCH METHODOLOGY

### Objectives

Main Objectives of this study are as follows:

- To study the impact of advertising appeal (emotional) on the perception of Young Indian consumers towards the packaged food product.
- To study the impact of emotional advertising appeal on the attitude of youngsters towards the packaged food product.
- To study the impact of emotional advertising appeal on the purchase decision of youngsters towards the packaged food product.

- To study the difference in the impact of advertising appeal (emotional) among different socio-economic groups.
- To study the difference in impact of advertising appeal between different genders.

### Research Methodology

**Data collection Method:** In this research, Secondary data has been collected through journals, magazine and internet sources. Primary data is collected through a structured questionnaire, after testing its reliability and Validity in Pilot-study. Questionnaire was divided into two segments, one part had information about the consumer like demographics and socio-economic background, another part of questionnaire had questions about the responses towards emotional advertising.

**Sample Size:** Universe for the study is the Indian population who are born in between 1982-2000,

Total young population of 15-34 Years age group according to census 2011 was around 4,21,959,000, the universe size is very large and are scattered in different states of India, indulge in different occupation and belong to different socio-economic group. Because of limited time and other limitation, sample size was calculated with z square value ( Confidence level 95 %) of 1.96 and Margin of error of 10%, the sample size came out as 97.

**Sampling Unit:** An individual aged between 15-34 years.

**Sampling:** By using non probability convenience sampling, consumers were approached for the survey through internet, in survey total 115 consumers (millennials) participated out of which 111 questionnaires were completely filled and used for the research study. The participants belong to different socio-economic background.

**Data Analysis Tool :** Data was analysed by using T-test, Mann whitney and ANOVA tests in SPSS.



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### *Data Analysis and Interpretation*

#### **Variables**

Independent Variable: Advertising

Moderating Variable: Emotional appeal in advertising

Dependent Variable: Impact (Latent)

Impact is a latent variable which cannot be measured directly through scale, so it is measured, by studying the other variables such as attitude, perception and purchase intention.

Reliability of questionnaire has Cronbach alpha value as 0.785 which is acceptable.

Following hypotheses have been framed and proved in the study:

**H0<sub>A</sub>:** There is no impact of emotional advertising on perception of millennials consumers with respect to purchase of packaged food items.

**Interpretation :** As significance value (2-tailed) is 0.00 it means that null hypothesis can be rejected at 95% confidence interval. We can't say that there is no impact of emotional advertising on perception of

millennials consumers towards purchase of packaged food items.

**H0<sub>B</sub>:** There is no impact of emotional advertising on Attitude of millennials consumers towards purchase of packaged food items.

#### **Food item**

**Interpretation:** As significance value (2-tailed) is 0.00 therefore, null hypothesis can be rejected at 95% confidence interval. We can't say that there is no impact of emotional advertising on attitude of millennials consumers towards purchase of packaged food items.

**H0<sub>C</sub>:** There is no impact of emotional advertising on purchase decision of millennials consumers towards purchase of packaged food items.

**Interpretation:** As significance value (2-tailed) is 0.00, therefore null hypothesis can be rejected at 95% confidence interval. We can't say that there is no impact of emotional advertising on purchase decision of young millennials with respect to purchase of packaged food item.

**H0<sub>C</sub>:** There is No significant difference among the various socio economic groups and consumer response towards the emotional advertising appeal

One-sample T-test

**Table 1 : T-test for measuring perception of millennials consumers towards purchase of packaged foods.**

Test Value = 0						
					95% confidence Interval of the difference	
Difference	t	df	Sig.(2-tailed)	Mean difference	upper	Lower
Perception	57.224	110	0.000	14.24324	13.7500	14.7365

One-Sample Test

**Table 2: T-test for impact of attitude of millennials towards purchase of packaged food item.**

					95% confidence Interval of the difference	
Difference	t	df	Sig.(2-tailed)	Mean difference	upper	Lower
Attitude	33.948	110	0.000	3.29730	3.1048	3.4898

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**Table 3: T-test for impact of emotional advertising on purchase decision of millennials consumers towards purchase of packaged food items.**

					95% confidence Interval of the difference	
Difference	t	df	Sig.(2-tailed)	Mean difference	Upper	Lower
Purchase	54.551	110	0.000	16.45946	15.8615	17.0574

### ANOVA

Dependent Variable	Independent Variable	Significance Value
Response to emotional appeal	Socio-economic groups	0.035

Table 4: ANOVA analysis for analysing significant difference among the various socio economic groups and consumer response towards the emotional advertising appeal

As Value of  $p < \alpha$ . ( $p = 0.035$ ), Null Hypothesis  $H_0c$  is rejected. There could be significant difference among different socio-economic groups and their response towards emotional advertisements.

#### Mann Whitney Test

**$H_{0p}$ :** There is no significant difference between consumer responses of different genders towards emotional advertisement

**Table 5: Mann Whitney for Gender groups difference in response to emotional advertisement**

<b>Purchase</b>	
Mann-whitney U	1380.500
Wilcoxon W	3033.500
z	-.941
Asymp. Sig. (2-tailed)	.347

a Grouping Variable: GENDER

Significance value  $p$  (0.347) is more than 0.05. Therefore, null hypothesis  $H_{0E}$  is accepted. So, it can be interpreted that there is no significance difference among the genders and their response towards emotional advertising.

## FINDINGS & DISCUSSION

The findings of the study are somehow in line with literature reviewed. Emotional appeals do have impact on Millennials' response (attitude and perception) towards the advertisement. But impact is moderate, which implies there may be some other factors which govern their response towards advertisement. It has also been found that various socio-economic groups may have different response towards emotional advertising. As socio-economic groups have different educational background, occupation and income which may create different perception and attitude towards emotional advertisement. But, it is found that different genders have no significant difference in their response towards the emotional advertisement contrary to that has been found in earlier researches.

## MANAGERIAL IMPLICATIONS

The findings of the study can be used by marketers to understand the consumer behaviour of youngsters towards the emotional advertising, this give the insights about the attitude, perception and purchase intention of youngster when they receive the stimulus of emotional advertisement. The marketers can use emotional stimulus in the advertising in a better way, to attract more young consumers for the brand.

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### BRIEF PROFILE OF THE AUTHORS

**Rahela Farooqi**, PhD., is a Professor with Centre for Management Studies, Jamia Millia Islamia (Central University), New Delhi. She has an experience of around 20 years out of which 17 years are in Jamia Millia Islamia. She is a Phd in Management and an MBA from Faculty of Management Studies & Research, Aligarh Muslim University, Aligarh. She is a recipient of Junior Research Fellowship from UGC. She has published various papers in refereed international and national journals like Sage, Springer etc, and presented papers in International & National Conferences in India and abroad. She has guided research to 18 doctoral students out of which 12 has

been awarded Phd .She has completed a Major Research project sponsored by UGC. She has edited three books in Management and has organized many conferences and workshops in the department. Her areas of interest include Services Marketing, Retail Management & E-marketing.

**Priyanka Garg** is a Research Scholar with Centre of Management Studies, Jamia Milia Islamia (Central University), New Delhi. She has experience of around 8 years in teaching Marketing subjects. She has published various papers in refereed international and national journals. Her area of interest includes Advertising and brand management, services marketing and online marketing.

### Annexure-1 :

#### Questionnaire

##### Personal Information

Name :

Email Id :

Phone Number :

Gender : Female/ Male

Age ( Choose one option)

- ☐ 15-20 Years
- ☐ 21-25 Years
- ☐ 26-30 Years
- ☐ 31-34 Years

How often you do food shopping?

- ☐ Daily
- ☐ Weekly
- ☐ Monthly

1. How often you buy following category of packaged food you buy? 5 for very frequently and 1 for Never

- a) Biscuits & Cookies 1 2 3 4 5
- b) Namkeen & Indian snacks 1 2 3 4 5
- c) Waffers & Chips 1 2 3 4 5

- d) Ready to Eat food 1 2 3 4 5
- e) Instant Food (Like Noodles pasta) 1 2 3 4 5
- f) Pickles, chutney & Papad 1 2 3 4 5
- g) Spreads, sauces & Ketchups 1 2 3 4 5
- h) Breakfast Cereals 1 2 3 4 5
- i) Indian Mithai 1 2 3 4 5



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2. Do you prefer following category as Branded or Unbranded? For Branded only mark 1, for unbranded 2 and if it doesn't matter to you : 3
  - a. Biscuits & Cookies 1 2 3
  - b. Namkeen & Indian snacks 1 2 3
  - c. Waffers & Chips 1 2 3
  - d. Ready to Eat food 1 2 3
  - e. Instant Food ( Like Noodles pasta) 1 2 3
  - f. Pickles, chutney & Papad 1 2 3
  - g. Spreads, sauces & Ketchups 1 2 3
  - h. Breakfast Cereals 1 2 3
  - i. Indian Mithai 1 2 3
3. Which mode you prefer mostly for routine food shopping? ( select one)
  - A) Online only
  - B) Food retail outlet
  - C) Sometimes online, sometimes outlet ( Mixed)
4. When you watch TV, in ad breaks what you do most of the time?
  - a) Flip the channel
  - b) Stay and watch the ads
  - c) Get up and do some other work meanwhile.
5. On youtube channel, when you watch the video and ad comes in between, what you do most of the time?
  - A) Skip the ad as soon as possible
  - B) Watch the ads completely
  - C) Watch the ad if it interests you.
6. When you do shopping for food items, are you able to recall the advertisement of the product you might have seen before?
 

Always

Never

Sometimes only
7. When buying the food product, Do you trust only those items which you have seen in advertisement before?
 

YES

NO
8. Do emotional advertisements with stories, music, and other emotional appeals create desire to buy the product?
 

Always

Often

Rarely

Never
9. When you buy new packaged food items, how much these things important for you  
if most important mark 5, if least important mark 1.
  - j) Packaging - 1 2 3 4 5
  - k) Location on Shelf - 1 2 3 4 5
  - l) Awareness about the product through advertisement - 1 2 3 4 5
  - m) Nutritional Value mentioned on the product - 1 2 3 4 5
  - n) Recommended by somebody known - 1 2 3 4 5
  - o) Price - 1 2 3 4 5
10. What would be your opinion/perception about the food product video advertisement?
 

might be important to me	yes no
might be meaningful to me	yes no
might be "for me"	yes no
might be worth remembering	yes no
might be of value to me	yes no
might be relevant to my needs	yes no
might be useful to me	yes no
might be worth paying attention to	yes no
might be interesting to me	yes no
might inspire me	yes no

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**11. When you go for purchasing food items, How certainly you remember the claims in the product ad you saw?**

- 1- Very certain that the claim was NOT made in the ad
- 2- Certain that the claim was NOT made in the ad
- 3- Uncertain
- 4- Certain that the claim WAS made in the ad
- 5- Very certain that the claim WAS made in the ad

**12. In the following category of the food items, after watching advertisement about new product, what has been your reaction towards purchase (Most of the times)?**

- a. Biscuits & Cookies - Inquired/ Purchase/ Indifferent
- b. Namkeen & Indian snacks - Inquired/ Purchase/ Indifferent
- b. Waffers & Chips - Inquired/ Purchase/ Indifferent
- c. Ready to Eat food - Inquired/ Purchase/ Indifferent
- d. Instant Food ( Like Noodles pasta) - Inquired/ Purchase/ Indifferent
- e. Pickles, chutney & Papad - Inquired/ Purchase/ Indifferent
- f. Spreads, sauces & Ketchups - Inquired/ Purchase/ Indifferent
- g. Breakfast Cereals - Inquired/ Purchase/ Indifferent
- h. Indian Mithai - Inquired/ Purchase/ Indifferent

**13. How these emotional appeal food advertisements are liked by you?**

- 1 Not at all
- 2 Like some what
- 3 Like most of the time
- 4 for very strong liking

Love-1 2 3 4 5

Joy & Happiness-1 2 3 4 5

Humor-1 2 3 4 5

Passion-1 2 3 4 5

Compassion- 1 2 3 4 5

Nostalgia-1 2 3 4 5

Relationship-1 2 3 4 5

Childhood memories-1 2 3 4 5

Guilt feeling-1 2 3 4 5

Indian culture- 1 2 3 4 5