

**THE CONSUMER RESPONSE TOWARDS
EMOTIONAL AND RATIONAL ADS**

Master of Arts Thesis

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Eskişehir, 2019

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May, 2019

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ÖZET

TÜKETİCİLERİN DUYGUSAL VE RASYONEL REKLAMLARA KARŞI TEPKİSİ

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SANATLAR TEZİ YÜKSEK LİSANS

Halkla İlişkiler ve Reklamcılık Bölümü

Anadolu Üniversitesi, Mayıs 2019

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Herhangi bir şirketin, büyüklüğü, ölçeği ve piyasadaki pozisyonu ne olursa olsun, başarısına katkı sağlayan en önemli unsurlardan birisinin reklam olduğu bilinen bir gerçektir. Reklam, şirketin mesajlarını potansiyel müşterilerine ulaştırabilmeleri için önemli bir iletişim aracıdır. Reklam mesajlarının müşterilere başarılı bir şekilde ulaşp ulaşamayacağı, mesajı iletme için seçtikleri reklam çekiciliğine bağlıdır, bu da müşterileri teşvik etme ve ürün/marka'nın zihinlerinde yer etme gücüne sahiptir. Bu çalışma, seçilmiş iki reklama yönelik duygusal reklamların rasyonel reklamlara göre müşteri tepkilerini nasıl etkilediğinin karşılaştırmasını incelemeyi amaçlamaktadır. Ek olarak, işbu tez özellikle duygusal reklamlara tepkilerde cinsiyet farklılığının etkilerini araştırmayı denemektedir. Veriler Türkiye'deki Eskişehir şehrinde bir dil kursundaki 123 denekten, önceki çalışmalara dayanan araçlar aracılığıyla toplanmıştır. Çalışmada, veriyi analiz etmek için eşleştirilmiş gruplar t testi ve bağımsız gruplar t testi kullanılmıştır.

Anahtar kelimeler: duygusal çekicilik, rasyonel çekicilik, cinsiyet farklılıkları, müşteri tepkisi, rasyonel reklamlar, duygusal reklamlar

ABSTRACT

THE CONSUMER RESPONSE TOWARDS EMOTIONAL AND RATIONAL ADS

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It is known that advertising is one of the most crucial elements contributing to any company's success regardless of its size, scale and position in the market. Advertising is an important means of communication for the company to send their message to their potential consumers. Whether or not their advertising message is successfully sent to the consumers, it depends on their chosen advertising appeals to convey the advertising message, which in turn has the power to entice the consumers and position the product/brand into their minds. This study aims to look at how emotional advertisements influence consumer response in comparison with rational advertisements towards two selected advertisements. Also, the thesis attempts to study the effect of gender differences in responses to emotional advertisements in particular. The data was collected from 123 respondents from a language center in Eskisehir city, Turkey with an instrument based on previous studies. In the study, to analyze the data, the paired-sample t-test and independent sample t-test were implemented.

Key words: emotional appeals, rational appeals, gender differences, consumer response, rational advertisements, emotional advertisements

14.05/2019

STATEMENT OF COMPLIANCE WITH ETHICAL PRINCIPLES AND RULES

I hereby truthfully declare that this thesis is an original work prepared by me; that I have behaved in accordance with the scientific ethical principles and rules throughout the stages of preparation, data collection, analysis and presentation of my work; that I have cited the sources of all the data and information that could be obtained within the scope of this study, and included these sources in the references section; and that this study has been scanned for plagiarism with “scientific plagiarism detection program” used by Anadolu University, and that “it does not have any plagiarism” whatsoever. I also declare that, if a case contrary to my declaration is detected in my work at any time, I hereby express my consent to all the ethical and legal consequences that are involved.

Thi Xuan Ha NGUYEN

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1. INTRODUCTION

Of all the marketing weapons, advertising is the one that places significant impact on consumers' minds. The ultimate idea of advertising is to create a non-personal way to lead to purchase intention. It is defined as "the sharing of information about products in a non-personal way usually paid by a sponsor through different media" by Srinivasa (2008). Likewise, Ayanwale et al., (2005) defined advertisement as "a non-personal paid form of communication, where ideas, concepts, products or services, and information are promoted through media (visual, verbal, and text) by an identified sponsor to persuade or influence behavior".

Advertisement's existence dated back to the ancient times when different societies used different kinds of symbols to promote the products and services and in turn to attract consumers' attention. However, these symbols and pictures' usage was limited in promotion only, such as handmade symbols and signs hung outside shops or restaurants to catch people's attention. Today, besides the purpose of promoting products and services, advertisements have been used as an important tool for communication objective too. A company cannot become a leader in the market if they do not invest a huge amount in their promotional purposes (Hussainy et al., 2008). The main purpose of advertising is to place an impact on consumers' buying behavior, and the main purpose of consumer behavior analysis is to identify the factors that consumers tend to behave in particular situations (Ayanwale et al., 2005). So, what makes people buy?

Would you buy a product based on your instinct and emotions or based on your rationality?. The answer could be the former, the latter, or both. However, in this study, the importance of emotions in advertising will be enlightened. Especially in the 21st century, when technologies, the Internet and social media are placing a large impact on people's daily life; when people have to watch and see countless number of ads every moment and everywhere they go. Yet, they could not care less about those ads. If the advertisers could see the importance of emotional appeals in advertising, they can make their ads stand out from the rest and drive sales for their business.

1.1. Aim of the Study

Even though in this study the connection between emotional advertisements and consumers' purchase decision are mentioned at times, purchasing decision is a more complicated and much larger picture to investigate and it is definitely not what the thesis is about. Put differently, studying the possible influence of emotional advertisements on consumer response might contribute a great extent to motivate consumers' purchasing decision as expected by the advertisers/ marketers. Therefore, the purpose of this research is to study the impact of emotional advertisements on target audiences by *comparing* how consumers respond to two advertisements: rational (informational) and emotional, respectively with the same product (optical products) offered.

In addition, it is known that the database for the topic of gender differences in responses to advertisements is not large; therefore, in the hope of widening more reliable results and findings concerning this topic, the study aims to discover whether gender differences have any influence on how prospective consumers respond to advertisements, particularly emotional messages in advertisements. Obviously, there are many variables that affect consumer response towards advertisements such as age, genders, psychological, social or behavioral characteristics; but the two most dominants are age and gender. However, in this study, the data for age is not large enough to be utilized since there are only two age groups 18-25 and 26-35, not to mention that most of the respondents are young university students (71%); hence the age variable is not suited for this study for the time being.

In short, based on the findings, along with the evaluation, it is believed that advertising/marketing professionals might benefit from emotional advertising more effectively and maximize its effectiveness for their future advertisements in particular and advertising industry in general.

1.2. Research Questions

The main research questions of the thesis are as below:

RQ1: How is consumer attitude towards emotional advertisements in comparison with rational advertisements?

RQ2: How are consumers' feelings towards emotional advertisements in comparison with rational advertisements?

RQ3: Do male and females respond differently towards emotional and rational advertisements?

2. REVIEW OF LITERATURE

To eliminate possible confusion, the terms “emotional appeals”, “rational appeals”, “emotional advertisement/advertising”, “rational advertisement/advertising” are used altogether through the entire of the thesis regardless of its title.

In fact, there are many articles and studies as referrals of this study that have similar patterns, meaning that the titles are about “emotional/rational advertisement/advertising”; however, in the body of their contents, “emotional/rational appeals” are mentioned or utilized. For instance, in “Brand loyalty through Emotional Advertising” by Saad (2011); “The brand attitude formation process of emotional and informational ads” by Yoo and MacInnis (2005); “The impact of emotional advertising on consumer buying behavior for home appliance products in Pakistan” by Kamran (2019), or “A study on advertising and its effects on consumers: emotional vs. rational advertisement” by Ahuja (2012), just to name a few.

According to Monash University, the definitions of emotional appeals and rational appeals are as the followings:

Rational Appeals in Advertising: “advertising messages, usually product-feature based, in which advertisers attempt to achieve their objectives by appeals to logic and reason rather than to the emotions”.

Emotional Appeals in Advertising: “advertising messages, usually based on imagery rather than information, which attempt to achieve the advertiser's objectives by evoking strong emotional feelings (fear, anger, passion, etc) rather than by a rational appeal”.

A rational advertisement is an advertisement containing rational appeal that motivates consumers to act on their cognitive than emotional minds. Those factors can be figures, information, specifications, quality, price, etc. (Finch, 2017).

An emotional advertisement is the one that has the power to manipulate consumers’ feelings and emotions and encourage them to make decisions. An emotional ad is designed to evoke joy, sadness, anger, etc. to reach the brand’s goal (Miller, 2016).

2.1. Emotional versus Rational Advertising

According to Kotler (2003), advertising appeals are categorized into rational and emotional appeals. Singh and Cole (1993) stated that emotional and rational appeals provoke different responses among consumers whether positive or negative. To influence the target consumers and meet their demands, both rational and emotional appeals are commonly used by advertisers in their ad campaigns. Particularly, rational advertising will emphasize and highlight the products' functions and qualities to the consumers, whereas emotional advertising emphasizes matching the social, psychological and symbolic conditions which will make people buy (Kotler and Keller, 2011). Usually, when a consumer decides to buy a product, there are two reasons: one is she will look at the need of buying that product; the other is she will consider the purpose of luxury. In other words, the product's price also has an impact on the consumers' buying behavior; meaning that if the product is sold at a high price, chances are the consumer will become less emotional and more rational instead. By contrast, if the product is at a low or medium price, consumers will become less rational and more emotional. Besides, there are many other factors influencing the consumers' buying behavior too (Ahuja and Islamia, 2012).

2.1.1. Rational Advertising

Historically, rational advertising originated from the traditional models of information processing regarding decision making in which consumers are believed to make rational and logical decisions; the approaches are designed in a way to change the beliefs of the message receivers about the advertised products/brands; they rely on their persuasive power of reasons or arguments about brand characteristics (Albers-Miller and Royne, 1999). Such appeals are concerned with consumers' self-interest by displaying product values (Kotler and Armstrong, 1994). As per Kotler and Armstrong (1994, p.468), "Examples are messages showing a product's quality, economy, value or performance".

Rational advertising took the initial dominance in the industry which implements the “reason why” strategy and drives customers purchase products by using their own rationale (Manchon et al., 2014). Pickett, Grove and Laband (2001) claimed that rational advertising contains factual information and verifiable which are relevant and important to potential consumers. It is argued that rational advertising can lead to a more absolute purchase behavior compared to the one relying on psychological conditions (emotions). In other words, customers do not buy products when they do not need them (Manchon et al., 2014). For many situations, consumers are more self-aware and educated about the product; while purchasing a product, they believe in more rationality as they would scrutinize product features, design, quality, price and so on (Ahuja and Islamia, 2012). etc.

Ray and Batra (1983) suggested that in the scope of attracting customers’ attention, rational appeals in advertising work better than emotional appeals. Aaker and Norris (1982) pointed out that rational appeals can create better advertising attitude in comparison with that of emotional appeals. Similarly, according to Rizwan et al. (2013) rational appeals are believed to have more positive influence on the consumers’ attitude towards advertisements compared to emotional appeals. Other researchers also suggested that rational appeals are able to give factual content about the services and products which in turn leads to positive beliefs (Holbrook, 1978) and higher rate of purchase intentions (Coulson, 1989). Thus, rational appeals seem to explicitly and directly provide information related to products and attracts the attention of customers more easily; “The rational side of people is far more powerful in many areas of life than the purely emotional side.” (Penn, 2008).

2.1.2. Emotional Advertising

Globalization has created higher competition among giant corporations such as large multinational companies and domestic ones. Also, there was a decline pertaining to the ability of television advertising to convince people for purchasing products. Therefore, to make advertising appeals more compelling, advertising professionals constantly use impressive emotional ad-messages to ‘shock the emotions and make the

brain itch' (Chaudhari, 2002). It means that to satisfy customers' interests, needs and wants, they have to use a number of different sales promotion tools at all times, and in the 21st century, it is believed that emotional marketing/advertising is taking its turn. Higher competition means an organization needs to be different from their competitors in terms of how much and how good they can establish the emotional connection between their consumers and their products. Hence, in recent years, regardless of where we see the ads, on TV, or on prints, most of the advertisements are aiming at the consumers' emotions (Ahuja and Islamia , 2012).

When consumers are attached with the products, their feelings could either be positive or negative depending on their personal experience. And no doubt customers would like to purchase a product that can give them good experience. There are companies that combine both rational and emotional factors in their ads to target both groups of customers. However, according to Neilsen (2016), "Decisions are rarely "rational", they are always influenced by emotions" and "Often, emotions (instinct) lead directly to purchase".

Thorson and Heide (1990) found that emotional advertisements could be more memorable and effective as opposed to rational advertisements. Also, in the study of Ahuja and Islamia (2012), they concluded that emotional advertisements have a larger impact on consumers in comparison with the rational advertisements. In addition, Goldberg and Gorn (1987); Choi and Thorson (1983) argued that appeals creating an emotional response will generate more positive reactions and greater levels of recall. It is indicated that emotional advertising is able to influence customers' reactions to advertisements and in turn heighten their attention and influence their brand attitudes too. There is so little for commodity products to speak up themselves, especially in a highly competitive market; therefore, rationality is not effective because if we only mention the product's price, features, functions, and the like, it is very hard to separate a product from the others.

In other words, it is the authentic bondage and emotional association with that commodity that make it exclusive and distinctive from the rest of the other commodities, which possess similar features and functions. Emotional appeals can help in elevating the commodity from the "sameness level" and position to a different spot in customers' mind. More often than not, consumers have difficulty understanding

technically complex products with their practical features and functions; therefore, researchers are in favor of the view that emotional approaches could deliver an inspiration for purchase without getting the consumers into a complex information processing and rational/reasoning arguments. For instance, many advertisements of high technology products such as Apple and Intel have used emotional appeal with a unique set of music and color tunes, even tonalities to establish a strong connection with consumers by moving the focus of consumers from product-feature-version to relationship dimensions. Or when it comes to services, although there is little research made on the role of emotions in service advertising, it is possible to attract consumers to emotions more quickly than to educate him or her on products and consumption rationality (Panda et al., 2013). Therefore, emotional appeals can help with making the product stand out from the rest and gain its position in customers' mind because advertisements which are based on positive emotions can cause good feelings and positive associations for the consumers towards the brand advertised (Panda et al., 2013).

If the consumer, after watching an emotional advertisement, decides to buy the product, it does not only mean he needs the product but also does he feel associated with the product through his feelings aroused during watching that advertisement. The desire driven by emotions is a matter of unique personality that makes up the action of compelling one person to come to his purchase decision. This is what all brands are competing for, successful brands are those that can make the customers happy or emotion-connected, and at the same time earn profit for the company (Kotler and Keller, 2011).

In reality, there have been many brands that succeed in connecting their products with the consumers such as Dove with the campaign called “Real Beauty” in 2004; their mission is to “make women feel more beautiful everyday by challenging today’s stereotypical view of beauty and inspiring women to take great care of themselves”. It means that ‘real’ beauty does not matter ages, races, shapes and sizes. This actually goes against the standards of beauty made by our society where in most of the advertisements slim, young, beautiful actors and actresses are in favor, and this makes people look at themselves and subconsciously think they are not as beautiful as those actors and actresses. As a result, they become self-conscious and have low self-esteem.

According to Dove's research, there are only 4% of women thinking they are beautiful themselves, which means the rest does not. Specifically, for this campaign, Dove's ads featured different images of a number of women with their distinct traits whether they are black, white, Asian, young, old, overweighted, skinny, etc. The campaign focuses on the consumers, not the product itself, and in turn changes the way their consumers think about their own confidence and beauty. That is the reason why their consumers feel so connected with this brand because the brand helps boost their levels of confidence and embrace their own uniqueness. Dove makes consumers believe in what they believe. After a few months running the campaign, Dove had got a significant increase in sales by almost 600% and global sales reached more than \$1 billion (Thomson, 2012).

Apart from Dove, Titan also achieved great success with emotional advertising by adding emotional appeal in their advertisements in which their watches match the distinct personalities of their consumers. General Motors Chevrolet Optra did well with a punch line "For a special journey called life" (Ahuja and Islamia, 2012). Scott Talgo – a brand strategist who once said: "A brand that captures your mind, gains behavior. A brand that captures your heart gains commitment."

Besides above mentioned industries, emotional advertisements are also used in automobile advertising. For example, Volkswagen positioned their brand Beetle with a retro ad of 1960s with mesmerizing colors and at the same time the company created an online radio station to establish and boost the connection of the music with their brand. Or, the short films produced by Ford Fiesta and BMW are other examples of how consumers brought about emotional contents without specifically focusing on the product/brand features in order to build the brand as the ultimate purpose. One more example is Nike, the brand does not "speak" anything about the product or the brand itself but showing a simple slogan "Just do it"; this is a very successful "attitude campaign". It quickly and emotionally communicates its message of courage and achievement without focusing on the brand essence (Panda et al., 2013).

2.2. Emotions

2.2.1. Emotions Defined

Psychologically, emotionalism has been studied in many different fields of knowledge since Aristotle. According to Descartes (1989), emotions are different from cognitive processes as they were a series of human behaviors and automatisms. After Descartes, emotions have been studied by other well-known scholars such as Daarwin, Damasio, Ekman and Goleman. Charles Darwin was the first person who provided a strong basis for emotions in which their significance, utility, communication and adaptive value are indicated; he claimed that many of the facial expressions of emotions carry an adaptive significance and serve as a communication tool. A person does not need to say anything but still tells to others what he feels at that certain moment: happy, sad, frightened, etc. In addition, an emotion contains a set of stages: stimulus, appraisal and action readiness. Stimuli have three basic types: events, agents, and objects pertaining to the three classes of emotions: satisfied/unsatisfied, approve/disapprove, appreciate/depreciate (Osgood, 1975).

The main negative emotions are fear, guilt and shame (Keshari and Jain, 2014) and Kim and Franklin (2015) added emotions such as frustration, anger, hopelessness, and sadness; also, positive emotions are suggested as joy, prestige, pride and love; Panda et al. (2013) added later emotions as nostalgia, affection, and patriotism. Positive emotions are seen as the desired result in many scientific researches, meaning that those emotions are related to positive expectations like courage, trust, hope and faith (Kim and Franklin, 2015). Similarly, according to Nicks and Carriou (2016), emotion, evaluation and appraisal are defined as the followings:

Emotion: “The discrete, unevaluated response to an external or internal event that entails a range of synchronized features, including subjective experience, expression, bodily response, and action tendencies. They are generally non-conscious responses.”

Evaluation: The main function of emotion is to feature the importance and significance of events. It is not necessary that the evaluation requires conscious

processing; these feelings can be easily known and defined like anger, tenderness, or surprise in response to stimuli.

Appraisal: The cognitive interpretation and awareness of the meaning of an event can initiate and/or change an emotional response. The appraisal of an event is the emotion's subjective experience and it elicits and moderates all the features of emotion, in which our past experiences and memories may intervene with our emotional response and the final attitudes or behaviors.

Robert Plutchik (1997) with his recent definition, there are eight items of basic emotions; they are grouped into four: anger and fear, surprise and the waiting, sadness and joy, and disgust and acceptance. Yet, Zamuner (1998) put emotions into the followings: peace, compassion, anxiety, boredom, joy, love, sadness, surprise, fear and anger. Again, Bindu et al. (2007), based on the facial expressions, have considered these 22 emotions: "Happy, Pride, Enthusiasm, Joy, Love, Tenderness, Ecstasy, Lust, Surprise, Conformity, Boredom, Indifference, Disgust, Fear, Revenge, Rage, Sadness, Hate, Grief, Shame, Sorrow, Anger". From these primary emotions, it is possible to arise other complex emotions: "cheer, shame, anxiety, resignation, jealousy, hope, forgiveness, offense, nostalgia, remorse and disappointment". However, Paul Ekman (2007), a psychologist only claimed six basic emotions: anger, fear, sadness, surprise, disgust and happiness because he believes these emotions are universally expressed regardless of their cultures, nationalities and backgrounds.

2.2.2. Customer Emotions

In such a saturated market nowadays, the needs become less important compared to the desires, thus sympathies and emotions become dominant. The consumers do not only want quality and suitable price but they need trust, love and dreams, also known as intangible factors. With the rise of the principle of the consumer pleasure, emotions become more important; emotions are a peculiar element that needs to be added to boost the basic supply of product/service.

For consumers, a product/service is supposed to meet both their needs and rationale, but they at the same time, also look for an object with carries symbolic meanings, feelings, relationships, psychological and cultural factors and emotions.

There are two kinds of needs that drive customers' purchase decisions: functional needs which can be satisfied by product features and functions, and emotional needs which are associated with the product ownership's psychological aspects. In short, the product/service must provide both emotions and good functionality (Consoli, 2010).

Currently, there is seen an equality in products made by different companies, so it is necessary to differentiate them with other factors (Jordan, 2001); for instance, coffee, people no longer buy coffee product only for the sake of drinking coffee, but they also consider how and which context they drink that cup of coffee (with music, aroma, etc.). Or, a company will not sell a basic perfume without any special "feature" that includes the experience awakening all senses of the consumers when using that perfume (Lii and Sy, 2009). Indeed, we definitely remember almost every emotion, smell and fragrance which is associated with the product/service we experienced or used; therefore, in advertising, it is essential to hands on the intangible aspects of the product such as music, materials, symbols, colors, tastes, fragrances, meanings, etc. (Consoli, 2010).

2.2.3. The Role of Emotions in Marketing/Advertising

Emotions serve as another mode of language which can be universally spoken and understood. "And emotion is a mental and physiological state associated with a wide variety of feelings, thoughts, and internal (physical) or external (social) behaviors." (Consoli, 2010).

With cognitive aspects, an emotion is a psychological arousal which depends on particular contexts; some researchers stated that the emotions are cognitive processes. Since emotion is a process, it allows a cognitive assessment which in turn helps people label and identifies their emotional state; however, to trigger emotions, there needs to be

a set of stimuli in perception, and the emotional stimuli could be a scene, a facial expression, a poster, an event, an advertising campaign. As a first reaction, these events, through a psychological process, make changes to heart rate, rise of muscle tensions, and speed of respiratory rhythm (Consoli, 2010). Emotions are able to give an immediate response which, most of the time, does not use conscious elaboration and cognitive processes (Jarrold, 2004). Human emotions and the cognition are strongly joined with each other; therefore, it is very important to know emotions are crucial in social behaviors, and for strategies making, it can be exerted to stimulate essential cognitive processes (Consoli, 2010).

Apparently, nowadays, the amount of information is incredibly huge and we are unable to process them all, and emotions have the ability to capture attention. When it comes to attention, we can call it a group of processes that heightens our perceptions and sorts out some information over others. Attention, like a spotlight, helps us concentrate on some stimuli instead of the others (Jackson et al., 2016). It helps us filter information by “top-down” based on things that motivate us or capture our interest; or by “bottom-up” which depends on the perceptual assets of the information itself like surprise, color, movement or novelty; for example, we can recognize a happy or angry face more quickly compared to a neutral one. Therefore, good emotional content can first create attention engagement in accordance with an individual’s personal motivations and goals. In short, between emotion and attention, there is a dynamic interaction which develops over time and depends on both the nature and relevance of the stimuli; for instance, when we watch a movie trailer, the trailer itself can capture our attention by showing us exciting footages and featuring one of our favorite stars; however, that does not mean we will definitely watch the movie because the storyline is not what we want to watch, perhaps. As a result, for advertising or brand communications, we need both the immediate stimuli (attention salience) and how the stimuli can interact with the consumers’ need and motivations (memory salience). Nonetheless, the latter (interaction with consumers’ needs and motivations) is often missed out in a rush made by advertisers because they want to capture the immediate attention from consumers (Nicks and Carriou, 2016).

As said earlier, for each category of a product, there is a wide range of choices, so it is not about the product to be sold anymore; what is more important is there should

be a strong relationship between the brand and the consumer through the emotions that a particular product carries. Emotional marketing gives answers to questions such as “Emotions before, during and after the purchase could be measured or not?”, “What are the behaviors, emotions, attitudes and preferences of those who purchase products?”, “When it is stimulated by promotion, or advertising, how does the consumers’ mind react?”, or “What is the difference of customers’ reaction when they shop in a market or benefit from an e-commerce site?”. Consumers can receive the signal of stimuli from texts, pictures, graphs, video or audio, and these are the tools enterprises use to stimulate emotions in consumers (Consoli, 2010).

Furthermore, emotion can influence how stimuli are processed in memory. Emotional arousal (response) certainly attracts resources to create some type of encoding in memory, and emotional stimuli escalate the possibility of selecting components of an event being reminisced. These components consists of details that seize attention, aspects of the event that are somehow essential to the emotional concentration or things about the stimuli that are pertinent to the goals or motivations of that particular individual. Regardless of the accuracy of an event’s details, those details can come to people's mind vividly and easily, and make the people have a confident feeling that their memory is accurate. Put differently, it is how the people feel about a certain event, rather than the actual details related to that event (Phelps and Sharot, 2008).

For instance, many stores have started using some specific odor or music to stimulate consumers’ purchasing decisions. In fact, smells are a very powerful tool because they are able to imprint in a person’s memory for a long time. For real estate agents, it is important for them to purposely arouse the customers with coffee aromas or cake being baked in the oven when showing and selling apartments because these smells call up positive emotions which are related to perceptions such as “motherhood”, “childhood”, “adulthood”, and the like. Another case is that in order to slow down the customers’ purchases, perfumes are sprayed in department stores; or simple enough, music used in commercials or TVC is well-known since it is strongly associated with the emotions of the audiences (Consoli, 2010).

To improve the relationship between the product and services with consumers, companies should clearly know and understand their target and obtain relevant skills to

many other disciplines, not only pure economic strategies, but also psychology and sociology. Companies need to have a close communication with the consumers, know what specific experiences the people would like to live; the type of experience is one of the first targets to be identified in emotional marketing as the experience will emphasize the creation of the empathy between organization and consumers such as developing and boosting the perceived differentiation and the consumers' involvement (Mailund and Halskov, 2008).

2.3. Consumer Response

2.3.1. Consumer Response Defined

Consumer response has been discussed extensively; it is apparent that the research related to this topic is relatively diverse because each literature would approach with a different aspect regarding consumer response with different methods, outputs and interests (Hauser and Wisniewski, 1982). Consumer response is constituted by how individuals react to a cue and how they behave towards it; a cue in marketplace could be price, advertising content, styling, packaging, etc. A consumer response is not a rigid reaction; a whole variety of responses may be evoked by a need motive, or goal. Consumers make responses heavily based on their previous learning and experiences (Loudon and Bitta, 1988).

2.3.2. Consumer Response in Advertising

As per Gallucci (2013), depending on different advertising effects or strategies, consumer responses are also different. Basically, their responses are reflected through six categories as listed below:

Table 2.1. *Six facets of advertising effects and consumer response*

Communication Objectives	Consumer response
Perception	Exposure, selection, attention, interest, relevance, awareness, recognition
Emotional/Affective	(Wants) Liking, emotions, resonance
Cognition	(Needs) Information, cognitive learning, differentiation, recall
Association	Symbolism, conditional learning, brand image and personality
Persuasion	Attitudes, argument, involvement, motivation, influence, conviction, loyalty
Behavior	Try, buy, repeat, visit, call, click, refer, etc.

The model above is used to explain how and why consumers respond to advertising.

- Perception: consumers receive information through their five senses, especially, “see” and “hear”.
- Cognition: how consumers respond to information, try to learn and understand something. Consumers are expected to understand and learn about the facts, truth, ideas, stories featured in the ads.
- Emotional/Affective responses: individuals mirror a person’s feelings about something featured in the advertisements. Emotional contents are used to create strong connection between products and consumers’ mind.
- Association: consumers make symbolic connections between characteristics representing a brand’s image and personality and that brand. Conditioned learning may take place here, this only happens when a group of feelings and thoughts become associated with the brand through repetitive messages such as slogan, motto, facts, stories, etc.
- Persuasion: the conscious intention to influence the message receiver to believe or do something. Consumers are not convinced to purchase a product if they don’t believe in the message of the content; therefore, by using spokespersons, citations, testimonials would do.

- Behavior: the response of action, the measurement of effectiveness regarding its ability to make people do something. By allowing consumers an easy access to act their minds out, they are more likely to follow through such as a call to action.

2.3.3. Relationship between Consumer Response and Emotional Advertisements

There is a significant and positive relationship between consumer buying practices and emotional advertisements. It enhances consumers' message comprehension and establishes a strong relationship with consumers, boost credibility of brand choices, and provoke the intention of purchase among consumers in spite of the need of buying the product (Samovar and McDaniel, 2012). Batra and Ray (1986) studied the role of emotions concerning generating purchase decision and suggested a logical connection between consumer acceptance rate and emotional advertisements; he found that responses triggered by emotional advertisement have the influence to affect purchase decision. Also, Alvarez and Cavanagh (2004) stated that emotional advertisement place consumers in good mood and consumers instantly have a nice feeling about the advertisement.

As stated by Rossiter and Bellman (2012), different types of emotions can influence consumers differently, say, humor, excitement, happiness, etc. all of these emotions have the potential to appeal consumer attention and associate them with the products/brands. It is perceived that emotional advertisement is able to stimulate consumers' emotions or even make them sad or happy.

Poels and Dewitt (2006) defined emotional advertisement as a promotional technique to evoke emotional response from consumers; using emotions in advertisements effectively plays an integral role in customer buying behavior and from there, achieving communication goals. It is believed that emotions which are stimulated through emotional advertisements have the power to influence consumer response towards the advertisement (Yoo and MacInnis, 2005). Likewise, in the research of Kamran (2019), his results indicated that emotional advertisement has positive impact on consumer buying behavior, especially love appeal which can strongly increase brand

awareness and influence consumer purchase intention. Marketers can sell everything by using the magic of emotions.

2.3.4. Consumers' Feelings and Attitude towards Emotional Advertisements

According to Nielsen (2014), an average consumer may be exposed to thousands of commercial messages daily; however, not many of them succeed in having distinct impact on that consumer's attitude or behavior. So, what differentiates effective advertising from those which fail to bring back a return on investment? Clearly, in the past, people thought advertising perfectly worked by delivering relevant facts about the product's benefits and attributes. Now, a large number of studies of advertising effectiveness have offered a strong body of evidence which suggests that consumers do not necessarily evaluate a product's features and are driven by their needs or desires to purchase a product or service, and this is no longer the case.

Emotions are particular examples of "feelings" which are sentimental in nature (Cohen and Areni, 1991); a wide range of emotions and a number of affective responses have been identified by many researchers such as Gresham and Shimp (1985), Batra and Ray (1986), Edell and Burke (1987), but most of these studies only examine a limited array, emotions. However, the studies implemented by Holbrook and Batra (1987a and 1987b) have been the most all-embracing in terms of defining a broad scale of *emotions generated by advertisements*; Holbrook and Batra developed a standardized emotional profile using types of emotions through a comprehensive review and synthesis of research literature on emotions.

In accordance with Cohen and Areni (1987), many of researches on emotions indicate that emotions can be used as a communication tool of the benefits of a product through advertisement images pertaining to the consumption experience. The feelings incited by the advertisement influence consumer opinion and attitude towards that advertisement and brand and act as a facilitator between their final brand choices and consumers (Page and Heide, 1990). Simply put, by creating feelings that increase a person's receptivity, emotions can enhance communication of messages (Zeitlin and Westwood, 1986). It is also said that advertisements with emotional appeals have been found to be liked better by consumers and at the same time brand name and message

recall could be reinforced at a higher level (Friedstad and Thorson, 1986; Stout and Leckenby, 1986). In addition, emotional appeals in advertisements can be utilized to inspire consumer decision-making by increasing the efficiency of rational appeals that are basically based on product features (Shimp, 1981).

Moreover, studies looking at emotional response to advertisements have constantly found an association between emotional response items and advertisement attitude (Edell and Burke, 1987; Holbrook and Batra, 1987a; Madden, Allen and Twible, 1988). The effect of various advertising elements like emotional cues has been explored by many researchers (Holbrook and Batra, 1987; Singh and Cole, 1993), humor (Sternthal and Craig, 1973), music (MacInnis and Park, 1991; Park and Young, 1986), or types of arguments (Etgar and Goodwin, 1982) on consumer response.

A study on power of emotional appeals in advertising was conducted by Bulbul and Menon (2010) stated that emotions can have an influence on decisions for both short term and long term; nevertheless, this depends on the associations aroused in consumers by emotional advertising appeals, but still, emotions provoked by advertising catch the audience's attention to the advertisement; and then affect the achievement of advertising (Keller, 2008).

Besides, there have been many researches showing that advertising is able to elicit emotional responses from consumers (Shimp and Stuart, 2004; Berthon et al., 2005; Faseur and Geuens, 2006; Micu and Chowdhury, 2010). Afterwards, emotion regulation tendency of individuals could be triggered by intentionally incorporating language in marketing communications which focus on the emotions of consumers. Furthermore, an individual's emotional reaction prompted from an ad is capable of influencing attitude towards the advertisement. "Attitude towards the ad", which is the most significant theory in marketing and advertising research, in turn, can influence behavioral intentions (Ajzen, 1991).

The attitude formed towards the ad helps in inspiring consumers' attitudes concerning the brand until their purchase intention made (Goldsmith and Lafferty, 2002). According to Adelaar et al., 2003, consumer buying behavior is made based on the idea or concept that he or she simply makes a decision of purchasing a product or service right at the spot since the major goal of advertising is to generate positive

attitude towards the ad and the brand until the consumers make their purchase, and through this positive attitude, emotional response in the consumer's mind is created (Goldsmith and Lafferty, 2002). That is to say, the ultimate aim of advertising is to inspire people to buy things and form awareness (Bijmolt et al., 1998). On the word of the traditional attitude theory, consumer purchase is foreseen by consumer attitude when they buy a product from a certain brand, which they like the best; an attitude can be explained as "acquire behavioral disposition" (Smith and Swinyard, 1983).

Similarly, Adelaar et al., (2003) stated that behavior is formed by emotional response, which is constructed by the three following factors:

- Pleasure: the state in which the person feels joyful, happy, or good about some specific situation.
- Arousal: the state in which the feeling will be different from person to person regarding specific situations; for instance, the feeling of boredom, sleepiness, excitement, etc.
- Dominance: the state in which the person is in control of some particular situation; they are free to act as per their individual feelings.

When people watch an advertisement about some product/service, they will start developing their preference for the brand and eventually decide to purchase it (Goldsmith and Lafferty, 2002). The aim of consumer buying behavior is to establish the factor that influences consumers to act in a certain way but in different cases (Ayanwale et al, 2005). Another element of effective advertisement that generates emotional response is the ability of consumers to recall the brand (Goldsmith and Lafferty, 2002); therefore, brand recall will be based on the extent to which consumers make product/service-related decisions, and this then leads to brand awareness (Keller, 2006). This brand awareness ensures the ad recalling, which definitely produce competitive advantage for a brand over the other ones that are not easy to be recalled. As our emotional responses are anchored in the experiences we have got from the past, events that are common and unthreatening create little attention, and events that are familiar and pleasurable produce more attention and attract people, whereas events which are seen painful or threatening do not attract us. When people are exposed to something brand new, their brains' first response is to familiarize it with something they have already experienced in the past (Hollis, 2010). Consequently, positive attitude can

help recall the ads better than those with negative attitude (Goldsmith and Lafferty, 2002).

Indeed, more recent researches indicate that effective advertising is successful with prompting an emotional response from consumers; for instance, in a study published in the *Journal of Advertising Research* (2009), Binet and Field (2009) analyzed more than 800 ad campaigns in the U.K, the result was that if the emotions were on the focus of the campaign, the business impact would bounce back bigger, and that the most affirmative outcomes for those advertising campaigns were often the ones with little or no rational content at all. It is also said that advertisements emotional content, on average, is nine times as effective as driving sales compared to non-emotional advertising (Nielsen, 2014).

Even though message-based advertising is essential, and communicating product features is still an important part, consumers' decisions are usually based on less-than-rational deliberations (Brandt, 2016), and "Every ad generates an emotional response, because everything we encounter in life generates an instinctive emotional response. Everything." (Hollis, 2010).

2.4. Gender Differences in Responses to Emotional Advertisements

In social psychology literature, the concept of women being more emotional than men has been argued drastically (Moore, 2007). Likewise, Fisher and Dubé (2005) stated that conventionally, females are seen to respond more extremely towards advertising with emotional content. However, as said by Kring and Gordon (1998), in nearly half of the studies they investigated, males and females are reported to have the same intensity of emotions such as guilt, fear, happiness, depression and anger. Even as gender differences in responses to emotional appeals are found, they are frequently smaller than we expect (Feldman Barrett et al., 2000).

Studies in the past have indicated that consumer response towards advertising stimuli is also affected by demographic factors such as age, educational level, gender, etc. (Hang, 2008; Ansu-Mensah and Asuamah, 2013). As per Arking (2006), ageing is a vital biological process which we can manipulate, measure, describe and define; due to

ageing, there are a few biological changes that occur in the human organism which in turn cause human organism to process less accurately with advanced age (Salthouse, 1985; Rabbitt, 1990). Together with age, another variable which might significantly affect consumer response to advertisements is gender. Meyers-Levy (1989) stated that female and male brains do not work similarly; thus, their styles of processing information are also different. For males, they tend to select and examine some part of the information, whereas females tend to comprehend and pay attention to all the information (Darley and Smith, 1995). Solomon (1999) also argued that females are more likely to experience more detailed processing of message content; hence when they form judgment, they have a tendency of becoming more sensitive to information processing, meanwhile males are more affected by overall themes. This leads to the difference regarding their responses to emotional and rational advertisements.

In fact, a lot of research work on how male and female process the given information in advertisements, very few studies have tried to find out the differences in regard to consumer response towards advertising appeals (rational and emotional) in particular (Keshari and Jain, 2016). This topic is not that common in marketing field even though it is known that a comprehension of gender differences in responses to appeals in advertising may have intense implications to come up with effective marketing strategies (Moore, 2007).

In a study conducted by Keshari and Jain (2016) in regards to see how differently men and women respond to advertisements that contain rational and emotional appeals, they found that there is difference in consumer responses to emotional and rational advertising appeals. Yet, consumers were found to elicit more favorable responses towards rational appeals compared to emotional ones. Also, there was no major effect of age and gender on consumer responses to emotional and rational advertising appeals.

In two other studies by Fisher and Dube' (2005), it was found that under private responses of consumers towards emotional content in advertising, they are not significantly different, and responses of females were the same across different types of ads and social contexts. Since this current study used Google Form link to send the measurement scales to respondents, it is to say that there is high possibility each respondent might fill out the measurement scales privately; thus their responses were

not affected in any social contexts (i.e. in groups, in publics, etc.). Therefore, this study would not discuss the result of how differently consumers respond to emotional advertisements in social contexts of the two studies by Fisher and Dube' as part of their findings.

3. METHODOLOGY

3.1. Research Design

This study implemented *Quasi-experimental with One group pretest-posttest design* in order to collect data from the sample population.

Quantitative studies are mainly for “investigating how and why phenomena vary” is what stated by Tavakol and Sanders (2014). However, these how and why questions are not the same as those used in Qualitative research because in Quantitative researches, to analyze information, mathematical models and statistics are used in order to generate more objective results. In turn, the results made of qualitative research can describe the relationships, meaning that the relationships can be categorized as satisfactory, good or excellent. At the same time, the relationships are not quantified in Qualitative researches. By contrast, in Quantitative study, primarily quantitative data is collected; the hypotheses are proposed and clear quantitative analyses will provide the best answer to testify the expected relationship between variables (Moore, 2016).

The independent variable is the intervention or the treatment and it indicates a “causal event that is under investigation” (Kirk, 1995). This variable is manipulated by the researcher and signifies what is supposed to have an impact on the outcomes; there is a particular condition as a treatment of this independent variable (Rosson and Carroll, 2002).

Meanwhile, a dependent variable is also named a response variable or an outcome (Starks et al., 2009) and it implies the outcome of a treatment. The dependent variable should be determined in order for one to make a conclusion about the treatment respecting the stated goal.

Therefore, in this thesis, a causal relationship of variables would be examined. In particular, independent variables are considered as change variables, and dependent variables are known as outcome variables. Variables that may affect the cause-effect relationship that cannot be measured are extraneous variables. Finally, the variables that connect a cause and effect relationship are called intervening variables (Christensen, 1998).

From the above definitions of variables, the causal relationship of the variables in this research is illustrated as the figure below:

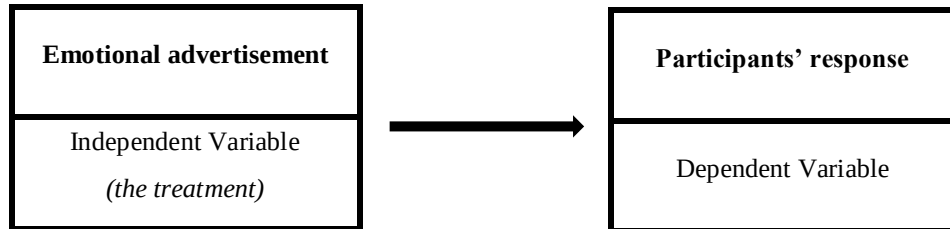


Figure 3.1. *Causal relationship between variables in research design*

Specifically, in Quantitative approach, *One group pretest-Posttest Quasi experimental design* was implemented to measure the changes of the same group of participants before and after receiving the treatment. Theoretically, a single pretest observation was taken on the group of participants (O_1), then came the treatment (X) and finally a single posttest observation on the same that group of respondents (O_2) would be carried out as the following.

$O_1 \quad X \quad O_2$

However, in this study, there was no manipulation applied to the respondents in pretest stage.

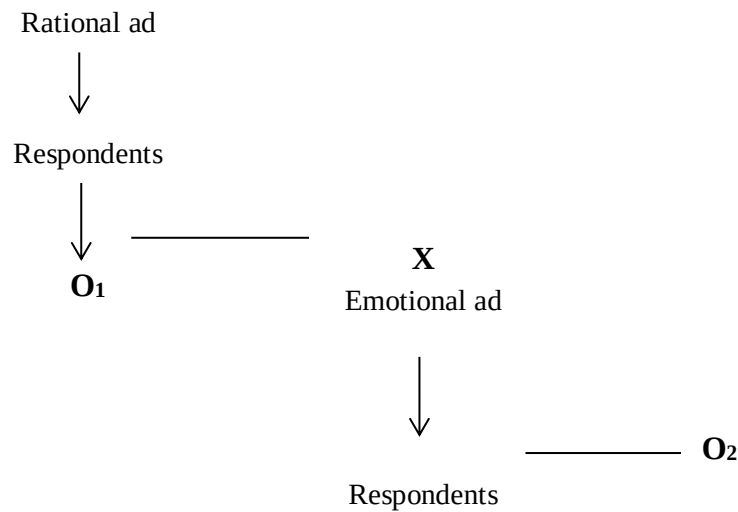


Figure 3.2. *One group pretest-Posttest Quasi experimental design*

As stated in the introduction and literature review of the thesis, *the consumer response towards emotional and rational ads* was studied. “Emotional advertisement” is the treatment (independent variable), and the sample group is still remained the same for both pretest and posttest stages in which the changes in their responses (dependent variables) were measured.

3.1.1. Research Reliability

The study was developed to collect primary data. Also, the participants were students of the researcher from a language center, meaning that before watching the two advertisements and filling out two sets of measurement scales, the researcher had a chance to thoroughly explain how the participants should proceed and get the measurement scales done once the online measurement scales were sent to them via email. Furthermore, the online measurement scales had been sent to the participants for a total of three times to make sure the sample size was big enough. In the end, as the previous parts of the thesis mentioned, there were 123 respondents completing answering the measurement scales with no questions left unanswered since Google

Forms has the function of not allowing respondents to move on to the next question without answering the previous questions.

3.1.2. Research Validity

The study was conducted by using Quantitative design and 123/190 participants completed the measurement scales and the response rate was 65 %, which is a good percentage. Paired Sample T-test and Independent T-test were utilized to analyze the collected data.

As for internal validity, the results of data measured between dependent variables (responses) and independent variable (emotional ad) were deemed to coincide with the literature review regarding the consumer response towards emotional and rational ads. Likewise, the category that gender differences might have an impact on how differently males and females respond to advertising appeals is also related to the literature review. Thus, the internal validity is relatively strong.

In terms of external validity, 123 respondents is not a large number but it is large enough to be generalizable for the whole population of that language center, which means the validity is strong. However, most of the participants are university students; therefore, it is believed that the results cannot be generalized for the whole population externally in which larger demographic discrepancies might be found.

3.1.3. Research Limitations

In this research, the scales were sent via email to participants; it took no time for the participants to receive the mail which contains the link to access the scales online. However, for some reason, the email was sent to Spam of email box, or unreachable due to wrong email addresses given by the participants. This might reduce the number of potential respondents; hence, decrease the sample size.

Another limitation was some respondents may skip watching the two advertisements embedded in the measurement scales and right away answer the questions, which would affect the reliability of the data.

Also, the sample size was large enough to generalize for the whole population of that language center, but not for a wider spread of population due to larger differences in age and demographic backgrounds as well as customers' needs and brand awareness, etc.

3.2. Population and Sampling

3.2.1. Define Population

Before collecting any data, it is essential for researchers to define clearly the population with a description of the members included. A population is a cumulative group of people, plants, animals or any items that the researchers would like to collect the data from. To have the problem examined, a suitable experiment should be designed in a way that suits the population (SAS, 2005). In this research, the sample population was students studying at 'English Time' – a language center in Eskisehir city, Turkey; their data and responses were first collected and then examined in accordance with the data collection method carried out.

3.2.2. Sampling Technique

Often times, it is not necessary or possible to study the whole population, so a sample is implemented. Sampling methods are categorized into probability and non-probability techniques; for the first technique, the number of population is chosen by random and that number has a specified or fixed probabilistic chance of being opted, and the latter is done by following personal judgment of the researcher regarding selecting the units of population sample. The results can give good estimates of the whole population but are not able to statistically generalize the whole population. The sample size is a difficult task to be determined (Malhotra and Birks, 2000).

In this research, *non-probable* sampling technique was implemented in which the samples are chosen in a course that does not give equal chances of being included to all of the units or participants in the population. Usually, a researcher may consider using nonprobability sampling over probability since it is cheaper and could be carried out more quickly (Battaglia, 2008). On top of that, since the research utilized One group pretest-posttest experimental design, there was only one group of experimental participants for both pretest and posttest phases.

Particularly, for nonprobability sampling, there are two sub sampling techniques: convenience sampling and purposive sampling. However, with the population defined above, the thesis opted for convenience sampling (also known as Accidental sampling). Convenience sampling, again, is a type of non-random sampling in which the selected population meet the researcher's practical criteria such as availability at an appointed time, proximity of geography, easy accessibility, or participation willingness (Dörnyei, 2007). In this case, the researcher was working part-time for a language center named 'English Time' in Eskisehir city, Turkey; therefore, the target population, who were students of that center, was available and very easy to approach. Put simply, convenience sampling was chosen as the sampling method for this research.

Since convenience sampling is non-random, the research embraced Quasi-experimental research design, which "almost resembles" a true experimental research, is perfectly useful for this research. In other words, the participants are not randomly assigned to conditions even though the independent variable is manipulated (Cook and Campbell, 1979). In particular, Pretest-Posttest design was utilized in which the dependent variable (consumer response) was measured once after they watched the rational advertisement and once after they watched the emotional advertisement (receiving the treatment-emotional appeal). However, this Pretest-Posttest Quasi experimental research does not have any control group because there was only one group of participants used for the course of the research. In a nutshell, the thesis yielded *the one-group Pretest-Posttest Quasi-experiment*.

3.3. The Study Design

For this thesis, primary data is mainly collected because the research was directly performed on the assigned participants to get the most precise responses from them. As the above said, since One group pretest-posttest design was implemented, at the pretest stage, a group of 123 participants watched a short clip of advertisement without the treatment (rational ad). After they watched the first ad clip, they filled out a short measurement scale regarding that ad; they then continued watching the second ad clip with the treatment (emotional ad) and filled out another measurement scale. Apparently, *the products to be advertised in both advertisements are the same*, which are about optical products.

The total questions for the two advertisements are 13 questions for both stages pre and post (attached in the Index). The measurement scales are designed for gathering participants' intention based on a five-point Likert measurement scale.

3.3.1. Criteria of choosing the two selected Ads

The two emotional and rational advertisements are chosen for this study based on the following criteria:

- The two advertisements must offer the same products; in this case, both of the emotional and rational ads offer optical products.
- The language used in the two ads is English so that they can reach wider audiences.
- One advertisement must be rational and the other is emotional (Manipulation check was performed to make sure respondents were also aware of the content of the two advertisements, whether they are informative or emotional).
- The two advertisements should not be too long in order to not make respondents feel discouraged from completely watching the advertisements. Parrelli ad is 32 seconds, and Pearle Vision ad is 77 seconds in length, respectively.

- Respondents should not hear or know about the two brands featured in those advertisements, meaning that the two brands should not be well-known or popular in Turkey, where the study was carried out, among respondents.
- Based on the six facets of advertising effects with each specific response listed in Table 2.1., in this study, the researcher carefully opted for two advertisements that accommodated at least two of consumer response drives mentioned in the table. In details, for Parelli Optical advertisement, the advertisement focuses mainly on product features in which their communication objectives are perception, cognition, and persuasion. Meanwhile, for Pearle Vision advertisement, it satisfied perception, emotional/affective response, cognition (trying to understand the storyline) and persuasion.

3.3.2. Measurement Instrument

The five-point Likert Scale was used as a data gathering instrument in this study. The method was developed by Rensis Likert-an American psychologist; it is used to help find the changes in responses of participants from negative to positive or vice versa as illustrated as below (Rob, 2010).

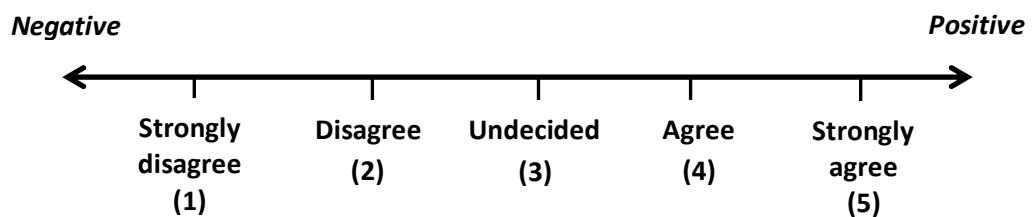


Illustration 3.1. *Five-point Likert scale (Adapted from Johns,2010)*

Most commonly, a 5-point scale Likert is used by researchers ranging from “Strongly Disagree” from one end to “Strongly agree” on the other end; and in the middle there is “Neither Agree or disagree”. The usual scales are from 5 to 9-point. However, sometimes, 4-point or even other numbered scales are implemented to

produce a “forced-choice” measure in which no indifferent option is applicable (Bertram, 2016).

In fact, there are many researchers that have used Likert scale to measure the attitude and feeling changes of their respondents in the theme of emotional advertising. For instance, Atanasova (2014), in her Master’s thesis ‘*Emotional Advertising – The connecting element for a global, culture-free advertising*’, designed her questionnaire on a Likert 5-point scale to measure, compare and evaluate the effectiveness of four types of advertising messages in accordance with the responses from 400 participants with different cultural backgrounds. The four types are standardized rational, standardized emotional, adapted rational and adapted emotional; her experiment was conducted online, so Likert scale helped her design a concise and clear questionnaire. Her test results marginally supported that emotional advertisements have the possibility to stimulate stronger feelings in comparison with adapted emotional ads. Also, standardized emotional advertising could result in a more positive attitude towards advertisements compared to other types listed in the research. All in all, emotional messages seemed to be more effective in terms of involving audience compared to rational messages.

Likewise, in another study of Kemp, Bui and Chapa (2012), 554 members of an internet research in the United States were used for the study. Respondents were asked on a 7-point Likert scale to see whether they felt the advertisement was ‘important’, ‘good’, ‘strong’, and ‘interesting’. Besides emotional response, and attitude towards the ads, their temptation, behavioral intentions were also measured on 7-point scales. The study’s results indicated that positive emotional responses from the advertisement vastly evoked more favorable attitudes towards the ad, and those favorable attitudes would lead to increasing behavioral intentions.

In another study, ‘An investigation of Advertising appeal on Consumer response in Service Advertising’ by Khan and Sindhu (2014) from India, a 7 point Likert scale was also employed to measure the attitude towards advertisement, brand and purchase intention in their quantitative research design. A questionnaire for Attitude towards Advertisement was given to the respondents. The results showed that advertising appeals play a significant role in service advertising. Advertising appeals have an impact on the consumers’ attitude towards brand and purchase intention.

In this research, the data gathering instrument was designed into two sections. The first section is to collect the demographic information of the respondents such as gender, age, occupation, nationality and whether or not they ever heard about the two brands in the advertisements. The second section includes four questions for each set of measurement scales of the research, rational and emotional scale, respectively.

The following items were measured in this study: the attitude of consumers towards the two selected advertisements, the consumer's feelings towards the advertisements after watching, and the opinion of consumers about the advertising content (whether they are informative or emotional); this measured item would be used as the manipulation check for the study's results.

In details, the attitude and feelings of consumers towards the advertisements was measured on a 5 point Likert scale ranging from 'Strongly disagree' to 'Strongly agree' (scaled developed by Yasin, Anwar and Sajid, 2013).

For "Attitude" scale, there were 8 items: boring/interesting, bad/good, appealing, meaningful, feature-centered, and entertaining. For "Feelings" scale, there were 5 items: annoyed, wasting time, entertained, emotional, and relatable.

The "Advertising content" was again measured on a 5 point Likert scale ranging from 'Strongly disagree' to 'Strongly agree' (scale developed by Pintado, Sacher, Carcelén, and Alameda, 2017). There were 2 items for this scale: informative and emotional.

There were two set of questions for the two advertisements. The participants could freely respond to the two sets of questions the way they felt most related and comfortable with the format designed specifically for measurement scales. Before the participants could answer questions of measurement scales, they were invited to watch 2 clips of advertisements. The product opted in this research is optical products from two brands in America, one is Pearle Vision and the other is Parelli Optical, and the two brands offered two advertisements of the same products, but clearly, the ad from Parelli Optical was with only practical attributes of the products and the ad from Pearle Vision came up with a touchy story which apparently did not mention anything about the products except for their brand at the end of the ad.

The purpose of choosing these two American optical brands is to remove the possible brand awareness of the participants because the research would not involve the brand awareness from the participants.

3.3.3. Participants

The sample size was 123 participants from different backgrounds, age, sex, and occupations, etc. In fact, the participants were studying English language at English Time center in Eskisehir city, Turkey for the semester of April-May-June/2018, the total number of students was 251, but adult learners were 190 students, the rest were junior (children) learners; therefore, they were not included in the research. As the researcher used Google Forms to carry out the research, the link of Google Forms to access the questions of measurement scales was sent to the students.

3.4. Data Analysis

3.4.1. Measurement Scales, Distribution and Duration

The measurement scales were published on April 1st, 2018 by using Google Forms in which a link was created to allow respondents to access the measurement scales through that link (attached in the Appendix). The data collection was completed on June 30th, 2018. In fact, the Google Forms link was sent to the whole population of 190 participants for **3 times** in the course of April-June. At the end of data collection, there were 123 responses in total; the response rate was about 65%.

3.4.2. Data Cleaning

As mentioned above, the measurement scales were sent online by using Google Forms in which the function of making participants mandatorily answer one question before being able to move on to the next question was available. This function makes

sure all of the respondents completely answer all the questions listed on the scales before submitting to the sender. Therefore, all of the responses were legitimate and data values are acceptable.

3.4.3. Respondents' Profile

Table 3.1. *Demographics*

		Age		Total
		18-25	26-35	
Gender	Female	46	23	69
	Male	34	20	54
	Total	80	43	123

The number of respondents that took part in the study was 123. There were both female (n=69) and male (n=54); 46 and 23 female respondents belonged to 18-25 and 26-35 age groups accordingly. Meanwhile, 34 and 20 male participants came from 18-25 and 26-35 age groups, respectively.

Most of the participants are predominantly Turkish (n=120), one of them is Iranian and two others are Kurdish. All of these participants come from different backgrounds and professions; however, 71% (n=87) of them are university students.

Table 3.2. *Awareness of the two American brands: Parelli Optical and Pearle Vision*

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	3	2.4	2.4	2.4
	No	120	97.6	97.6	100.0
	Total	123	100.0	100.0	

With the help of SPSS program, among 123 respondents, 120 of them, accounting for 97.6% had not heard or known about these listed brands, whereas only 3 subjects (2.4%) indicated they had heard or known about these product brands.

4. FINDINGS

This section presents the results of this research. First of all, the manipulation check was implemented to see if consumers are aware of the content of the two advertisements. Then, the results of attitude of consumers towards the rational and emotional advertisements would be given with the help of Paired Sample T-test. Likewise, the outcomes of consumers' feelings towards the two advertisements mentioned above would be described with the same test carried out. Finally, the test of Independent sample T-test to look at the differences in responding to emotional appeals in advertising between males and females was applied, and the results would be displayed at the end of this section.

4.1. Manipulation Check

Table 4.1. *Manipulation check (Advertisements' content: Informative)*

	Paired Differences					t	df	Sig. (2-tailed)
	Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
				Lower	Upper			
Parelli_Content_Informative Pearle_Content_Informative	.32520	1.23139	.11103	.10541	.54500	2.929	122	.004

Table 4.2. *Manipulation check (Advertisements' content: Emotional)*

	Paired Differences					t	df	Sig. (2-tailed)
	Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
				Lower	Upper			
Parelli_Content_Emotional Pearle_Content_Emotional	- 1.85366	1.39486	.12577	- 2.10263	- 1.60468	-14.738	122	.000

The manipulation check Test measured the awareness of consumers towards the two advertisements: Parelli (rational advertisement) and Pearle (emotional advertisement) to see the content of the two ads are informative or emotional for the consumers.

In Table 4.1, regarding the scores of which advertisement has more informative content, respondents showed a higher score for Parelli advertisement with $p < 0.05$, which is significantly large. Conversely, in Table 4.2 for Emotional content, the results indicate that Pearle advertisement caused a significantly much higher score with $p = 0.000 < 0.05$.

4.2. Research Results

Question 1: How is consumer attitude towards emotional and rational advertisements?

Table 4.3. Consumer attitude towards the two selected ads

	Paired Differences					t	df	Sig. (2-tailed)
	Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
				Lower	Upper			
Consumer attitude - Parelli Consumer attitude - Pearle	- .77236	1.00460	.09058	-.95167	-.59304	- 8.527	122	.000

In Table 4.3, as indicated, with a large mean difference of -.77236, and $p < 0.05$, the scores of attitude from consumers towards Pearle (emotional) advertisement is a lot higher compared to that of Parelli ad (rational).

Question 2: How are consumers' feelings towards emotional and rational advertisements?

Table 4.4. *Consumer feelings towards the two selected ads*

	Paired Differences					t	df	Sig. (2-tailed)
	Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
				Lower	Upper			
Consumer feelings Parelli Consumer feelings Pearle	- .97398	.82500	.07439	-1.12124	-.82673	- 13.093	122	.000

According to the results displayed in Table 4.4, the scores for Pearle ad is again higher than that of Parelli ad. $P < 0.05$ showed that the difference regarding feelings of respondents for emotional ad is more intense.

Question 3: Do male and females respond differently towards emotional and rational advertisements?

Q3a. Female respondents' attitude in responses to emotional and rational ads

Table 4.5. *Female attitude towards the two selected ads*

	Paired Differences					t	df	Sig. (2-tailed)
	Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
				Lower	Upper			
Female attitude -Parelli Female attitude-Pearle	- .85870	.91603	.11028	-1.07875	-.63864	- 7.787	68	.000

In Table 4.5, the results showcased that female respondents' attitude for emotional ad scored higher than that of rational ad with $p < 0.05$.

Q3b. Male respondents' attitude in responses to emotional and rational ads

Table 4.6. *Male attitude towards the two selected ads*

	Paired Differences					t	d f	Sig. (2- tailed)
	Me an	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
				Lower	Upper			
Male attitude Parelli Male attitude Pearle	- .66 20 4	1.10654	.15058	-.96406	-.36001	- 4.39 7	5 3	.000

The outcome in Table 4.6 stated that the scores of male attitude for emotional ad is a lot higher than that of rational ad with $p < 0.05$, which was statistically significant.

Q3c. Female respondents' feelings towards emotional and rational ads

Table 4.7. *Female feelings towards the two selected ads*

	Paired Differences					t	d f	Sig. (2- tailed)
	Me an	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
				Lower	Upper			
Female feelings- Parelli Female feelings- Pearle	- 1.0 86 96	.81852	.09854	-1.28359	-.89033	- 11.03 1	6 8	.000

In Table 4.7, female respondents showed higher scores of feelings to emotional ad (Pearle) in comparison with that of rational advertisement (Parelli), $p < 0.05$.

Q3d. Male respondents' feelings towards emotional and rational ads

Table 4.8. *Male respondents' feelings towards to the two selected ads*

	Paired Differences					t	df	Sig. (2-tailed)
	Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
				Lower	Upper			
Male feelings-Parelli Male feelings-Pearle	- .82963	.81810	.11133	-1.05293	-.60633	- 7.452	53	.000

Similarly, in Table 4.8, male respondents also have stronger feelings for emotional advertisement with $p < 0.05$.

Q3e. Male and female respondents' attitude towards EACH of the advertisements

Table 4.9. *Male and female attitude towards Parelli Ad*

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Male & Female attitude- Parelli	Equal variances assumed	.000	.984	-.168	121	.867	-.02697	.16066	-.34505	.29110
	Equal variances not assumed			-.167	111.805	.868	-.02697	.16144	-.34686	.29291

Table 4.10. *Male and female attitude toward Pearle Ad*

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Male & Female attitude- Pearle	Equal variances assumed	5.935	.016	1.342	121	.182	.16969	.12645	-.08065	.42002
	Equal variances not assumed			1.301	97.528	.196	.16969	.13043	-.08916	.42854

As the results in Table 4.9 indicated, $p = >0.05$, there was no significant difference between male and female respondents in terms of their attitude towards the rational advertisement. However, in Table 4.10, the results showed the otherwise, $p < 0.05$, which means there was a significant difference in attitude towards the emotional advertisement in which female had a higher scores for this ad.

Q3f. Male and female respondents' feelings towards EACH of the advertisements

Table 4.11. *Male and female respondents' feelings toward Parelli Ad*

	Levene's Test for Equality of Variances	t-test for Equality of Means							
		F	Sig.	t	df	Sig. (2- tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference
									Lower Upper
Male & Female feelings- Parelli	Equal variances assumed	1.611	.207	-.717	121	.475	-.07585	.10577	-.28524 .13355
	Equal variances not assumed			-.732	120.321	.465	-.07585	.10358	-.28091 .12922

Table 4.12. *Male and female feelings toward Pearle Ad*

	Levene's Test for Equality of Variances	t-test for Equality of Means							
		F	Sig.	t	df	Sig. (2- tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference
									Lower Upper
Male & Female feelings- Pearle	Equal variances assumed	1.024	.314	1.432	121	.155	.18148	.12671	-.06937 .43233
	Equal variances not assumed			1.416	108.579	.160	.18148	.12815	-.07252 .43548

In Table 4.11, as for Parelli ad, both males and females indicated no significant different results regarding how they felt towards the ad; $p = >0.05$. Likewise, in Table 4.12, the results for feelings towards Pearl advertisement from both genders showed no substantial difference as well, $p = >0.05$.

5. DISCUSSIONS, CONCLUSIONS, AND RECOMMENDATIONS

5.1. Discussions

The present study tried to explore the influence of emotional advertisements on consumer response by comparing their responses regarding feelings and attitude for emotional and rational ads used in the research. Also, the research looked at the gender differences in responses to both of the advertisements to see whether men and women responded more strongly towards the emotional advertisement.

Clearly, the data analysis showed that consumers elicited different responses towards rational and emotional appeals in advertisements. This result is coherent with the findings by Singh and Cole (1993) in which they stated that emotional and rational appeals elicit dissimilar responses among consumers.

In details, based on the analysis of consumer attitude towards both rational and emotional advertisements, it was indicated that the emotional advertisement has a stronger influence on consumers in terms of their attitude towards the advertising appeals. As it is said, advertisements with emotional appeals have been found to be favored better by consumers (Friedstad and Thorson, 1986; Stout and Leckenby, 1986). In the same token, Choi and Thorson (1983) claimed that emotional ads were favored better compared to rational ads by most measures of recall. Also, in the study of Ahuja and Islamia (2012), they concluded that emotional advertisements have a larger impact on consumers as opposed to the rational advertisements.

As per Alvarez and Cavanagh (2004), emotional advertisement place consumers in good mood and consumers instantly have a nice feeling about the advertisement. Ajzen (1991) also concluded that emotional reaction elicited by an advertisement may influence an individual's attitude towards the ad; the feelings incited by the advertisement in turn influence consumer opinion and attitude towards that advertisement and brand and act as a facilitator between their final brand choices and consumers (Page and Heide, 1990). Hence, emotions provoked by advertising might catch the audience's attention to the advertisement; and then affect the achievement of advertising (Keller, 2008). In fact, previous studies have showed that constantly there is

an association between emotional response items and advertisement attitude (Edell and Burke, 1987; Holbrook and Batra, 1987a; Madden, Allen and Twible, 1988). Through positive attitude, emotional response is created in consumer's mind (Goldsmith and Lafferty, 2002). Similarly, in this study the findings revealed that consumers responded with stronger feelings towards emotional advertising appeals compared to rational appeals with a significant difference. It is believed that consumers felt more attached to the emotional advertisement. Like Cohen and Areni (1991) argued, emotions are specific examples of "feelings" which are sentimental in nature, and emotions can enhance the communication of messages (Zeitlin and Westwood, 1986), so that is to say, the emotional ad in this study did the job.

As Kotler and Keller (2011) stated if the consumers decides to buy some certain product after watching the advertisement, it does not only mean he needs the product, but he feel *associated* with the product through the arousal of his feeling during watch that ad. Depending on personal experience, consumers' feelings could either be positive or negative as consumers are attached with the product; still, "Decisions are rarely "rational", they are always influenced by emotions (Neilsen, 2016) because advertisements with positive emotions can cause good feelings and positive associations among consumers towards the brand (Panda et al.,2013). In this research, it is obvious that consumers had a positive feelings towards the emotional advertisement compared to rational one.

By looking at the data analysis for how differently each gender responded to both rational and emotional messages in the selected advertisements, it was found that female consumer attitude and feelings towards the emotional advertisement was more intense compared to their attitude and feelings to rational appeals. Likewise, male consumer attitude and feelings towards the emotional advertisement was more powerful than that to rational one.

However, surprisingly, the results for both genders' attitude towards the emotional advertisement alone indicated that women responded more strongly to the emotional message compared to men in terms of attitude, meanwhile the feelings of both genders for the emotional advertisement showed no significant difference.

In short, both men and women's attitude towards the emotional ad are stronger than that for the rational one; however, women responded a lot more strongly for the emotional ad compared to men in terms of attitude. This finding suggested that females are assumed to respond more extremely towards advertising with emotional content as previous studies, especially in social psychology, stereotyped (Moore, 2007; Fisher and Dubé, 2005) since male and female brains do not process information in the same way, that causes differences in their responses towards advertising appeals (Meyers-Levy, 1989; Solomon, 1999).

Nevertheless, in regards to both men and women's feelings towards rational and emotional advertisements, there was no significant difference between how the two genders responded at all. As continuing to explore the results of how both genders responded to the rational advertisement *alone*, it was demonstrated that both male and female consumer attitude and feelings had no substantial difference towards the rational ad at all. In other words, the rational ad relatively has the same effects on both men and women's attitude and feelings. Furthermore, as mentioned in the finding above, both genders did not showcase any difference regarding their feelings for the emotional advertisement either.

This is correspondent with what Feldman Barrett et al. (2000) stated, that even as gender differences in responses to emotional appeals are found, the differences are frequently smaller than we think. Likewise, in two other studies by Fisher and Dubé (2005), it was found that under private responses of consumers towards emotional content in advertising, they are not significantly different, and responses of females were the same across different types of ads and social contexts.

Since the result showed that consumers overall have stronger and more positive attitude and feelings towards the emotional advertisement, in which a young boy was featured as the main character of the story, that evoked another school of thought which is the influence of children presence in advertisements. As said by North and Millard (2003), children are remarkably effective as a means to build emotional appeals in commercials because they are more reliable thanks to their innocence and ability of transmitting positive societal values. In addition, children can help create good feelings towards brands, establish connection between brands and consumers which in turn positively affect their brand preference, brand association, brand attitude and purchase

intention (Malik and Guptha, 2013). By presenting children in advertisements, they have the power to provide an emotional platform (Nabi and Raut, 2012).

This brought up a proposed question that if in this study, the child was removed and replaced by a grown-up character, would the intensity of respondents' attitude and feelings towards that emotional advertisement still remain the same? This would be a necessary and important topic that needs further research to clarify the association between children presence in emotional advertisements and how emotional advertisements with or without children presence would affect the levels of intensity of consumer attitude and feelings towards the ad content, as opposed to rational advertisements'.

5.2. Conclusions

The main purpose of this study is to see how emotional advertisements influence consumer response in comparison with rational advertisements. The results obviously showed that consumers have different responses towards emotional and rational advertisements. Specifically, consumers have stronger attitude and feelings towards the emotional advertisement compared to the rational advertising one. It could be concluded that emotional ads elicit more favorable responses from consumers in association with their attitudes and feelings.

Likewise, when breaking down into the category of gender differences in responses to emotional and rational advertising appeals, the findings indicated that both males and females generally had more intense attitude and feelings towards the emotional advertisement than the rational advertisement. However, as looking at the attitude of males and females for the emotional advertisement only, females surprisingly showed stronger attitude than males; this means the emotional ad has a heavier influence on female attitude. Meanwhile, male and female feelings towards the emotional advertisement did not result in significant difference.

Also, the results for male and female attitude and feelings to the rational advertisement only did not indicate any substantial dissimilarity. It could be said that rational ads did not cause any different responses in terms of gender differences.

5.3. Recommendations

The findings of this current study might be used by advertisers, advertising companies, or professional practitioners as they give helpful information regarding which advertisements are more effectively stimulate more favorable responses from consumers. Still, it also depends on which market, which type of products the companies are looking forward to, to opt for appropriate advertising appeals.

In addition, as the conclusion part introduced that females tend to show stronger attitude towards the emotional ad compared to men, this is a very useful finding that helps advertisers successfully target female consumers more effectively for some certain products with suitable and creative marketing strategies.

However, as stated in the literature review, the studies about gender differences towards advertising appeals in general and emotional appeals in particular are only a few, so it would be more constructive if more and more researchers are interested in this topic to widen the database and findings related to gender differences responding to advertising appeals in many more themes and backgrounds. Moreover, the topic of whether children presence in advertisements has any impact on consumer response towards emotional advertisements comparing with rational advertisements should be looked further into in future researches.

The present study was only carried out in a small language center in Eskisehir city where most of the respondents were university students; therefore, it could be carried out in other cities, or other schools, language centers too, to generate a larger sample size for more accurate results. Apart from emotional and rational appeals used in rational and emotional advertisements in general, the study could expand the appeals into separate items such as sex, humor, fear, anger, etc. with different contexts and platforms, for instance, TVC, online advertisements, radio advertisements, or AR and VR advertisements.

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APPENDIX

Appendix 1 – Measurement Scales generated by Google Forms (next page)

Appendix 2- Google Forms link

https://docs.google.com/forms/d/e/1FAIpQLSfv93m1iErEz4aV2Rn50nlx4zinSeZkg1XeDtVBm6qsBn9vBA/viewform?usp=sf_link

Appendix 3 - The two selected Youtube advertisements:

Parelli Optical <https://www.youtube.com/watch?v=VQgBGfBEgSA>



Pearle Vision : Ben's glasses <https://www.youtube.com/watch?v=R1uwy-mWpcU>

