

A Study on Effect of Emotional Appeals Used in Television Commercials of FMCG Sector on Brand Registration

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Abstract: This study investigates the effect of emotional advertising appeals on Brand Registration towards selected Fast moving consumer goods (Food and Beverages, Household Care Products and Personal Care/Hygiene products). This study confirms that the emotional appeal creates significant effect on brand registration by the consumers at the point of purchase. It further reveals that the influence of emotional TV Commercials on brand registration with respect to demographic factors of the respondents.

Keywords:-Advertising Appeals, Brand Registration, Emotional Appeals, TV Commercials And FMCG Sector.

I. INTRODUCTION

Advertising is a critical component of the marketing mix for any brand. Thus, an understanding of effective advertising appeals for particular product or service types is important to national and international brand promotion. In advertising, brand recall always matters. It is the brand recall at the point of purchase that guides the success or failure of a brand. In various previous advertising theories, it has been proved that brand recall and brand registration by the consumers is because of the emotional bond, that is being created by the advertising and it helps in creating a factorable association between brand and the the customers.

Callahan (1974) researched on major influences of advertising on the customers' attitude and he found and highlighted the facts that various critical issues related to emotional responses that customers give after viewing the advertisements. He came with the conclusion that consumers developed positive attitude towards brand leading to higher purchase intention, when they are seeing the emotional advertisements of the products. In various models of advertising effectiveness testing, brand knowledge comes first and this leads to development of attitude and brand evaluation. George and Berry (1981) proposed a model in which 'primary affective reactions' or 'ad evoked feelings play an important role. This plays the role of a gatekeeper on brand information processing. Other authors have tested the role of evoked emotions and have found that ad-evoked feelings have a direct influence on attitude towards the advertised brand and purchase intention. They have also observed that they have indirect influence thus having a mediating effect on consumer attitude towards the

advertisements. Wang et al. (2009) and Bulbul et al. (2010) showed that different types emotions are used to various advertisements copies like humour, eroticism, fear and love leads to different feelings and help the customers in making the relationship between advertising and brand recognition and emotional advertisements also help in building positive attitude towards brand and purchase.

II. LITERATURE REVIEW

Aanchal Ashra (2017) described that Emotional advertising refers to practice of building brands with the help of advertising appeal which mould the consumers' emotions and which inspire them to buy the advertised products. An emotional ad is designed to incite anger, sadness or joy all are targeted towards the brands end goal. Further she discussed that the right emotional appeal can touch people's cores, making it easier for consumers to recall the advertiser's sales message later.

Wan Yu Chang & Ying Chang (2014) conducted the study and found out that humorous ads indeed have significant influences on brand awareness and brand memories of cognition-oriented and society-oriented humorous ads are both stronger than those of emotion-oriented humorous ads, among which brand memories reached a significant level. However, overemphasizing humorous stimuli resulting from the interplay of emotional tension and release may weaken the appeal of products—when reacting to the emotions stirred by humorous ads, consumers' attention may be diverted from the products.

III. OBJECTIVES OF THE STUDY

The major objective of the study is to identify the effect of emotional appeals used in TV Commercials of FMCG Sector on Brand Registration the consumer at the point of Purchase.

IV. RESEARCH METHODOLOGY

Descriptive research design method has been selected for this research. In this research Sample Survey was conducted for collecting the information from the population.

In this research Two Stage Sampling method was used to collect the data. In the first stage of sampling, three region of Delhi NCR was selected on the basis of Convenient

Sampling. The regions which were selected for my study were West Delhi, Ghaziabad and Gurugram. In the second stage 100 individual respondents were taken as sample from each selected region of Delhi NCR on the basis of Stratified Sampling. The sample was stratified on the basis Age of the respondents.

Primary data have been collected with the help of Structured Questionnaire and Questionnaire consists 5 point of Likert scale statements, which facilitate the consumers in giving the responses. Secondary data have been collected from

various sources like Books, Newspapers, Magazines, Journals and relevant Websites.

V. DATA ANALYSIS

A. Effect on Emotional TV Ads on Brand Registration By Consumer at the Point of Purchase

Literature Review proved that TV ads play a pivotal role in registering the brand name of the product during the time of purchase. So, I have inculcated the same in the study. This study revealed the effect of emotional TV Ads used in FMCG products on brand registration by the consumers at the point of purchase.

Response	Frequency	Percent	Valid Percent	Cumulative Percent
Never	6	2.0	2.0	2.0
Rarely	29	9.7	9.7	11.7
Sometimes	106	35.3	35.3	47.0
Mostly	125	41.7	41.7	88.7
Always	34	11.3	11.3	100.0
Total	300	100.0	100.0	

Table 1: Effect of Emotional TV Ads on Brand Registration.

Above table 1 shows that 88.5% respondents noticed & remember the brand name of the advertised product. In this 41.7% respondents were able to register the brand name of the products seen in the TV ads mostly, whereas 35.3 % of respondents agreed that they sometimes register the brand of the product at the time of purchase, 11.3 % respondents registered the brand name, always. Only 11.7% respondents

register the brands of the product because of emotional TV Ads, rarely or never.

This study is further extended with respect to age and gender so that it can be clear that whether the responses differ significantly or not with respect to age group and gender of the respondents.

B. Effect of Emotional TV Advertisement on Brand Registration with Respect to Age

The responses of different age groups towards the effect of emotional TV advertisements on Brand registration at the point of purchase is stated in below table 2 .

Age of the Respondents		Responses					Total
		Never	Rarely	Sometimes	Mostly	Always	
18-24	Count	2	3	17	29	9	60
	%within Group	3.3%	5.0%	28.3%	48.3%	15.0%	100.0%
25-34	Count	1	3	20	29	7	60
	%within Group	1.7%	5.0%	33.3%	48.3%	11.7%	100.0%
35-44	Count	1	7	25	22	5	60
	%within Group	1.7%	11.7%	41.7%	36.7%	8.3%	100.0%
45-60	Count	0	7	17	28	8	60
	%within Group	0.0%	11.7%	28.3%	46.7%	13.3%	100.0%
Above 60	Count	2	9	27	17	5	60
	%within Group	3.3%	15.0%	45.0%	28.3%	8.3%	100.0%
Total	Count	6	29	106	125	34	300
	%within Group	2.0%	9.7%	35.3%	41.7%	11.3%	100.0%

Table 2: Effect of Emotional TV Ads on Brand Registration W.R.T Age.

It is clear from the table 2 that the respondents of all the age groups except Above 60 years are mostly influenced by the TV ads which help them in brand registration at the point of purchase. Further 45% respondents who are above 60 years are sometimes registering the brand but that of other age group 18- 24years (48.3%), 25-34years (56.7%), 35-44 years (48.3 %) and 45-60 years (46.7%) are mostly registering the brands because of the emotional TV Commercials.

To check whether there is a significant difference in the brand registration with respect to the age of the respondents or not, a Null hypothesis was formulated & tested by applying one way ANOVA.

H₀₁: There is no significant difference in the brand registration of emotional TV Commercials with respect to their age of respondents.

Age Group	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
18-24	60	3.67	.914	.118	3.43	3.90	1	5
25-34	60	3.63	.823	.106	3.42	3.85	1	5
35-44	60	3.38	.865	.112	3.16	3.61	1	5
45-60	60	3.62	.865	.112	3.39	3.84	2	5
Above 60	60	3.23	.927	.120	2.99	3.47	1	5
Total	300	3.51	.890	.051	3.41	3.61	1	5

Table 3: Mean Scores of Effect of Emotional TV Ads on Brand Registration W.R.T Age.

As it can be seen from the table 3 the mean scores of brand registration (dependent variable) towards emotional TV ads

in all age groups varies between 3.23 and 3.67. Further, to check whether the difference is significant or not one way ANOVA test is applied.

Responses	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	8.620	4	2.155	2.784	.027
Within Groups	228.367	295	.774		
Total	236.987	299			

Table 4: ANOVA Test on Effect of Emotional TV Ads on Brand Registration W.R.T Age.

From table 4 it can be clearly observed that the significant value (p value) of ANOVA test is 0.027 which is less than 0.05(α value) at 5 % level of significance. Therefore, the null hypothesis is **rejected**.

Moreover the calculated value of F test is 2.784 which is greater than critical value of F 2.37 at 5 % level of significance for V1 = 4 and V2= 295 degree of freedom hence the difference is significant.

I can substantiate from Table 4.3 that youngster (18- 24 & 25-34 age groups) have better brand registration of products

advertised on the TV as compared to age groups as there mean scores are maximum (3.67 & 3.63 respectively).

C. Effect of Emotional TV Advertisement on Brand Registration with Respect to Gender

The second demographic factor considered for the study is Gender of the Respondents. A study proves that male and female respondents react differently towards the emotional TV advertisement, (Mishra, 2009). So to see the gender is reacting differently in case of brand registration or not, I have analysed the responses of 300 respondents out of which 51% are males and 49% are females. The analysis is recorded below table 5.

Gender		Responses					Total
		Never	Rarely	Sometimes	Mostly	Always	
Male	Count	5	16	54	57	21	153
	% within Group	3.3%	10.5%	35.3%	37.3%	13.7%	100.0%
Female	Count	1	13	52	68	13	147
	% within Group	0.7%	8.8%	35.4%	46.3%	8.8%	100.0%
Total	Count	6	29	106	125	34	300
	% within Group	2.0%	9.7%	35.3%	41.7%	11.3%	100.0%

Table 5: Effect of Emotional TV Ads on Brand Registration W.R.T Gender.

Above table 5 depicts that 37.3% males and 46.3 % females mostly remember and register the name of the advertised brands. On the other hand 35.3% males and 35.4 % females sometimes register the brands of advertised product. At the same time 13.7 % males and 8.8 % females always registered the advertised brand. Only 3% to 10% of males

and females rarely or never registered the brand name of the advertised products.

The analysis says that majority of males (51%) and females (55.1%) agreed that emotional TV advertisements help them in the brand registration. It was also noticed that there are few

differences in the responses of the male and female, so to validate the differences, A Null Hypothesis was formulated & tested by applying Independent Sample ‘t’-test.

H_{02} : There is no significant difference in the brand registration of emotional television commercials with respect to their gender of the respondents.

Gender	N	Mean	Std. Deviation	Std. Error Mean
Male	153	3.48	.967	.078
Female	147	3.54	.805	.066

Table 6: Mean Scores of Consumers’ attitude towards Brand Registration W.R.T. Gender.

From the table 6 it has observed that the mean scores of Brand registration (dependent variable) towards TV advertisement for both the genders of consumers is marginally vary between 3.48 and 3.54 which shows that

attitude of both the gender of consumers towards registering the name of the advertised brand is almost similar. This responses by both genders are same or not it was checked by the result of ‘t’ test which is stated below in table 4.7.

	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
Equal variances assumed	4.837	.029	.586	298	.559	-.060	.103	-.263	.142
Equal variances not assumed			.588	292.08	.557	-.060	.103	-.262	.142

Table 7: One sample T-Test on Brand Registration Towards Advertised Brand W.R.T. Gender.

The table 7 above shows that the calculated value of t is 0.559 which is less than tabulated value of 1.96 at 5 % level of significance with 298 degree of freedom. Thus the null hypothesis is accepted.

Therefore the inference is drawn that there no significant difference in the effect of emotional television commercials on brand registration at the point of purchase with respect to gender of the respondents. The mean scores of both the genders lie between 3.48 and 3.54 which depict the favourable effect of emotional TV Ads on the brand registration.

VI. FINDINGS & DISCUSSIONS

I have studied the effect of Emotional TV advertisement on Brand registration by the respondents at the time of purchase. The findings of the study are:

- 53% of respondents agree that they always register the brand at the time of purchase because they have seen its emotional TV Commercials. This clears that majority of respondents are influenced by the emotional TV advertisements which help them in remembering the brand at time of purchase.
- The study was further elaborated with respect to age of the respondents. It has been found that majority (60% - 68.4%) of respondents who were of 18 years to 60 years agree that they always register the brand name at the time of purchase because they have seen its advertisement on television. Whereas 45% of respondents who are above 60 years they only sometimes register the brand at the point of purchase and only 18.3%- 8.3% of respondents are rarely remembering the brand of the product even though they have seen its TV advertisements.

- The results of hypothesis testing (H_1) for ANOVA test show that there is significant effect of emotional appeal used in TV Commercials on the brand register with respect to age of the respondents at 5% level of significance. The Mean Score towards brand registration in the all the age groups lay between 3.23 to 3.67, which depicts that respondents were positively affected by the emotional TV ads.
- The study was further extended with respect to gender. The findings of the analysis said that 60 % of male and 55 % of female agree that emotional TV advertisements help them to register the brand at the point of purchase.
- The result of hypothesis (H_2) for Independent t-test show that concern for brand register with respect to male and female is almost same as the mean scores of both male & female is 3.48 & 3.54 respectively. This shows that responses of male and female towards brand register does not differ significantly at 5% level of significance.
- The above findings state that 53 % of respondents always register the brand at the because of emotional appeal used in the TV commercials. This finding relates with study of Aanchal Ashra (2017).She has also concluded in her study that the right emotional appeal can touch people's cores, making it easier for consumers to recall the sales message later.

VII. CONCLUSION

The study concluded that emotional appeals that are used in TV Commercials of FMCG sectors are effective in brand recognition at the point of purchase. It has reported that only old age consumers are having less impact of emotional appeals on brand registry as compare to other age groups.

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