

# EMOTIONAL APPEAL THROUGH ADVERTISING AND ITS IMPACT REPURCHASING INTENSION OF SHOES: EMPIRICAL EVIDENCE

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## Abstract:-

In Present Scenario emotional appeals are popular features in advertising. The lots of brand of fashion they try to make the consumer for life time they employ using emotional appeals. When political ads displays that voting for someone will lead to financial ruin or wars, they employ emotional appeals. This study is an empirical in nature used primary as well as secondary data and the primary data will collect through survey questionnaire. Used various statistical methods for analysis of the data.

Key Words :- Emotional Appeal, Advertising, Consumer and Brands.

## INTRODUCTION

Appeals aim to influence the way consumers view themselves and how buying certain products can prove to be beneficial for them. The societal development message conveyed through advertising these appeals influence the repurchasing decisions of consumers. These advertising appeals are designed in a way so as to create a positive image of the individual who use certain products.

The willingness of a customer to **buy first time or repurchase** a certain product or a certain service is known as **purchase intention**. **Purchase intention** is a dependent variable that depends on several external and internal factors. Advertising is a key factor for the success of any business. It is a medium through which consumers are made aware of new food products or enhancements made to the existing food products. Some argue that it makes people buy things which they don't need and few refute it stating it does help them in improving their lives. These would be further discussed in the following points. A food advertisement can be defined as a part of overall marketing activity

which is dominated by television advertising but also includes internet advertising and “advergaming”, programme and event sponsorship, mobile phone advertising, viral advertising, and printed advertisements.

### Review of Literature

*Weitz & Hanssens (1980)*, both researchers have investigated the effect of print advertising characteristics. According to them advertising is becoming an increasingly important part of industrial marketing programs. With the cost of a sales call rising dramatically, industrial marketing managers are investigating the use of more economical communication vehicles to perform tasks now assigned to salespeople. According to Woodside A. G. (1990), the advertising conversion research is the most widely used method to measure the impact of advertising in the travel and tourism industry. According to Yi Youjae (1990), study has investigated the effects of ads that varied in 1 the way an intended message is conveyed with verbal claims (directly or indirectly) whether or not an intended message is suggested by visual stimuli.

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Rosen D.L. & Singh S. N. (1992), both researchers finding indicated no statistically significant effects for embeds at any level of advertising effectiveness that we measured. Naturally, there are limitations to our study, such as the single exposure involved, the lack of a realistic advertising presentation environment, and the limited product categories covered. Dunnett J. & Hoek J. (1996), the main purpose of this research was to explore the effectiveness of cinema advertising in a more robust manner. Overall, it seems reasonable to conclude that, while cinema may fulfill a useful role as a support medium, media schedules in which it is the dominant medium may be unable to generate high frequency. Spotts H. E. et. al (1997), According to this research every year more than 150 billions of dollars are spend on advertising in national media on an annual basis, with between 10 % and 30 % of that amount going for the placement of ads that are intended to be humorous to sell products in research area. Shachar. & Anand. (1998), both researcher can conclude that the television networks spend about 16% of their revenue on tune-ins, which are previews or advertisements for their own shows. Homer P. H. (1990), According to researcher advertising and marketing researchers have directed considerable attention to attitude toward the ad as an affective construct and mediating influence on brand attitudes and purchase intention. Petty Richard E. et. al (1983), Researchers are convinced that the persuasiveness of a communication can be increased much more easily and dramatically by paying carefully attention to its content than by manipulation of credibility, attractiveness of the other myriad factors that have caught the fancy of investigator in the area communication and persuasion. Turley L.W. & Shannon J. R. (2000), Explores the effects of advertising in a sports arena on message recall, purchase intentions, and actual purchase behavior. The findings from this study suggest that consumers can recall at least some of the ads they are exposed to in these captive situations but most do not produce any

lasting memory trace. Ifezue A. N. (2010), Perceptual differences were observed on how men and women process information. Women tend to process more extensively more different pieces of information while men tend to rely on mental shortcuts.

### Research Methodology

#### Final Research Gap

1. **There is no study available of emotional appeals affects repurchase intention of towards shoes industry in Kishangarh (Rajasthan).**

#### Objectives of the Study

- a. To develop standardized measure for Emotional appeals on repurchase intention towards shoes industry in Gwalior
- b. To establish relationship between different Emotional appeals on repurchase intention towards shoes.
- c. To open the new vistas for further research

#### Hypothesis of the Study

**H<sub>0</sub>1:** there is no impact of emotional appeals through advertising on repurchase intention

#### Data Collection

The data were collected from primary sources as well as secondary sources these are:

#### Primary Data

The study was exploratory and descriptive in nature. The primary data was collected through survey method and relationships between demographic variables were evaluated by using statistical tools, and secondary with various sources.

#### a. Population

The population for the study included Kishangarh city of the Rajasthan.

#### b. Sampling Frame

All individuals are consumers of shoes from Kishangarh city of the Rajasthan were sampling frame.

#### c. Sampling Technique

Non Probability, purposive and convenient sampling technique was used to identify the respondents of the study.

#### d. Sampling Elements

Individual respondent was sampling element of the study.

#### e. Sample Size

Sample size was 125 questionnaires were distributed and get back 124 with proper response from respondents of Kishangarhg (Rajasthan).

#### i. Tools to be Used for Data Collection

Self design questionnaire used to measures all the variables. The data will be collected on the scale of 1-5 Likert's scale.

#### Secondary Data

Researcher has been collected secondary data from various literatures to various sources such as Research articles and research paper in Journals, Books, Magazines, Reports (Government/Corporate, News Paper, Television in form of print and online through Internet.

#### Data Analysis & Results

##### Consistency Measures of all data

Consistency of all the factors in the questionnaires were checked through item to total correlation. Under this correlation of every item with total was measured and the computed value was compared with standard value. The factors having item to total correlation lower than the critical value, were declared as inconsistent and dropped from the questionnaire. Cronbach Alpha had been obtained .954 after reliability test through SPSS which is more than the cut off value (.7). In above table of consistency measures mainly two things are considered,

1. Corrected Item to Total Correlation values which is acceptable if greater than
2. Secondly Cronbach's Alpha if Item Deleted value for each item is evaluated and

If found value greater than the calculated reliability value (.954) than that item should be dropped from the questionnaire and not considered for further study.

#### Reliability Measures

Cronbach's Alpha had been applied to calculate reliability of all items of emotional appeal through advertising and repurchase intension of the questionnaire.

S.	Reliability Method	Calculated Value for Emotional Appeal through Advertising	Calculated Value for Purchase Intension
1	Cronbach's Alpha	.878	.789

The obtain value of Cronbach's alpha i.e. 0.878 for emotional appeal through advertising and 0.789 for repurchase intension are considered that the reliability values of both variables are more than standard value of Cronbach's alpha i.e. 0.7 is acceptable Hence, all the items in the questionnaire are highly reliable.

#### Regression Analysis of Emotional Appeal through Advertising and Repurchase Intension

The regression is calculated by taking the total of emotional appeal through advertising and repurchases intension using SPSS software. In this examination emotional appeal through advertising is independent variable and repurchases intension is dependent variable.

**H<sub>0</sub>1.** There is no significant impact of emotional appeal through advertising and repurchases intension (Null)

**H<sub>1</sub>1.** There is significant impact of emotional appeal through advertising and repurchases intension (Alternative)

##### Table Model Summary<sup>b</sup> of Emotional Appeal through Advertising and Repurchase Intension

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.786 <sup>a</sup>	.652	.598	7.36482	1.395

a. Predictors: (Constant), Emotional Appeal through Advertising

b. Dependent Variable: Repurchases Intension

The obtain R square value is 0.652 with beta value 0.786, indicating that 65.20% of variance explained by emotional appeal through advertising towards repurchase intension. Means there is 65.20% emotional appeal through advertising have impact on Repurchase intension.

##### Table ANOVA<sup>b</sup> of Emotional Appeal through Advertising and Repurchase Intension

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3680.633	1	3680.633	982.725	.000 <sup>a</sup>
	Residual	24571.255	123	49.340		
	Total	28251.888	123			

a. Predictors: (Constant), Emotional Appeal through Advertising

b. Dependent Variable: Repurchases Intension

The obtain value of F is 982.725 which are significant at 0.0% level of significance, indicating that the model which is used by us is good fit.

**Table Coefficients<sup>a</sup> of Emotional Appeal and Repurchase Intension**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	19.955	1.524		94.002	.000
Emotional Appeal through Advertising	.228	.026	.786	65.734	.000

a. Dependent Variable: Repurchases Intension

$$Y = a + bX + \text{error}$$

$$\text{Repurchases Intension} = 19.955 + .228 (\text{Emotional Appeal through Advertising}) + \text{error}$$

$$X = \text{Emotional Appeal through}$$

Advertising (independent variable)

Y = Repurchases Intension (dependent variable)

The value of t is 65.734 which are also significant at 0.0% level. It shows strong positive relationship between Emotional Appeal through Advertising as independent variable and Repurchases Intension as dependent variable is significant. Hence the null hypothesis was rejected and alternative was accepted.

### Conclusion

Emotional appeal is powerful tools for promoting any kind of products like shoes through advertisement proved by this research indicating by R square value is 0.652. Television and other mass communication medium play a great role to circulate a message among the target audience at one time through advertising but emotional appeals that is health, price, social welfare, economy etc. make particular advertisement powerful.

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