

EMOTIONAL RESPONSE OF CHILDREN OF SEMI URBAN AREA TO CONTENTS OF TELEVISION ADVERTISEMENT AND PSYCHOLOGY TOWARDS BRAND

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ABSTRACT

Television advertisement is a lucrative option used by advertising companies and brands for not only communicating with consumers but also influence their decision making process and in turn trying to increase the sustainability of business and brand. Emotional contents have long been used to create a positive aura in the minds of the consumers and decision makers especially in automobile sector where decision making is on collective basis in context of Indian family. The present study examines the factors that affects the acceptance of emotional advertisement from the consumer perspective and also identifies the specific starta of consumers who accepts such emotional advertisements. It is found that credibility of emotional contents, perception of consumer towards such contents and ability of consumers to analyze those contents positively influences their attitude regarding acceptance of that advertisement and brand whereas there is negative affect as far as consumer inertia is concerned regarding such advertisement. Such factors become important when companies takes help of such advertisement for their brands as they have to target the right consumer base who positively accepts emotional advertisements.

Keywords: Brand Sustainability, Consumer Inertia, Consumer perception, Emotional contents, Television advertisement

Introduction

There have been many studies which examined the various aspects of television advertisement including the factors associated with emotional contents of advertisement. This study is done with the aim of taking the previous research forward and makes it sector specific. In Indian context buying automobile constitutes one of the important dreams which is mostly fulfilled by the process of collective decision making of the family. We have seen and felt how television advertisement has silently intruded in to our life over the years sometimes consciously and many time unconsciously. Automobile advertisement has mostly been focused on two aspects one is where technical aspects of the product is highlighted and another one is where an deliberate effort is made on the part of advertiser to connect emotionally with the customer. The challenge is that in Indian context the emotional contents should be such that it gels well with the entire family as one unit because of collective decision making is predominant for automobile

purchase decision. The real challenge is how to measure the effectiveness of such contents and what implications it has on both long term and short term association of the consumer with the specific brand as it contributes immensely in the brand sustainability. Emotional appeal or communication may though lead to the exaggerated level of thought process about a brand in the mind of consumer when he is considering various options during purchase decision making process. Emotionally charged reactions generated by an advertisement may definitely influence the short term decision making but challenge is in making the consumer stick to the brand over a his considerable life span and when thought process of many customers are moulded in such fashion then it has positive effect in increasing the growth duration in PLC of that particular product and brand. Emotional messages woven with a theme enhances the aspect of brand sustainability in the mind of the customers. Sometimes such emotional messages do have the capability of eliminating pre existing thought and beliefs developed over a period

of time due to attitudinal values and if it is further boosted by evidence based marketing communication strategies then probability of it leading to the sustainability of brand increases. We may say that emotional contents are positively accepted by the consumer when there is a noticeable change in behavioural pattern of him with positive set of thinking and attraction towards brand. When the emotional appeal is not able to persuade the customer than chances of it contributing towards brand sustainability reduces. Sometimes acceptance and rejection patterns may not be visible as the immediate after-effects of emotional appeal but over a duration of time it becomes easy to have a conclusive evidence based and noticeable factors contributing in the changing dynamics of behaviour of customer. There is no fixed model to define how the emotional communication is going to influence the mindset of each and every individual in same way as past experiences of each person do have consequential effects in his reacting to some form of external communication he is receiving in a predefined pattern of repetition as it is in case of television advertisement. Preconceived schema of mindset patterns play an important role in making the emotional communication acceptable or non acceptable by an individual but there is no conclusive answer to the extent of its influence on the behavioural aspects involved in the buying decision. Emotional communication which is familiar and in some way or other can be related to the internal feelings of consumer will invoke different results than those which are less familiar with state of an individual hence output patterns and the acceptability of such communication will vary not only from individual to individual but also from one set of reference group to another. Emotional response in the same measure as emotional input in the form of contents of advertisement will depend upon the credibility of such marketing communication. Credible emotional

communication makes it easier to navigate the behaviour of the consumer towards brand and finally leads to buying decision of the product. Brand recall and its sustainability entirely depends on the harmony between the credibility of emotional contents and its extent of acceptability in the mind of the consumer and if the level of harmony is strong then only it may lead to consumer inertia towards the brand. The strength of episodic memory created due to emotional contents defines the basics of consumer inertia towards that advertisement and subsequently in some cases towards the brand and product. Direct correlation between emotional communication and brand sustainability through consumer inertia can be established when there is a positive retrieval cue towards brand through the encoded episodic memory.

Literature Review and Concept Development

Advertising affects the “thinking” (cognitive) dimension and the “feeling” (affective) dimension of a buyer (Vakratsas & Ambler, 1999). It has been concluded through Consumer research that emotions of consumer are predominant factor that controls the decision making (Garg et al. 2007) and advertisers have specifically targeted this area. The conclusions and judgements about advertisements are governed by feelings. (Edell & Burke 1987; Lichtlé 2007; Dickson & Holmes 2008). The basis on which present research is modulated is that consumers do response emotionally. Advertisement does motivate individuals to react in an emotionally charged behavioural pattern (Shimp & Stuart 2004). One of the factors which determine whether this behavioural pattern is positive or negative is credibility of the emotional content. Advertisement with the credible contents does influence the purchase of a brand in positive way (McInnis et al 2002).

In recent years, just a brief exposure effects has become a dominant research area in advertising, consumer research and marketing research (Baker 1999; Lee and Labroo 2004; Fang et al. 2007; Grimes & Kitchen 2007; Tom et al. 2007). The emotional placement of a communications with a specific brand image can enhance brand awareness. Emotions are something with which consumers can gel with in their day to day life. But if the emotional statements are not processed correctly and in line with the targeted market segment can become useless. It is a general view that “recall” is the precondition for any attitudinal behaviour (Law & Braun-LaTour 2004). Emotional contents do help in such scenario. It also depends on the confidence and understanding levels of the consumer which influences the perception towards brand and advertisement and helps in creating the consumer inertia towards that brand which in turn leads to the situation of liking and purchasing of the product. Making purchase decisions on the basis of liking implies that the product creates feelings of pleasure and enjoyment in the buyer (O' Shaughnessy & O' Shaughnessy, 2003).

Thus:

- H1 Credibility of emotional message leads to positivity towards brand
- H2 Consumer inertia and emotional contents are negatively co-related
- H3 Perception towards emotional contents generates positive attitude towards brand
- H4 Ability of consumer towards emotional contents generates positive attitude towards brand
- H5 Emotional contents leads to sustainable brand image

Materials and Methods

For the purpose of the present research a survey was conducted among 148 children residing in the Yavatmal and Amravati district. Questionnaire was designed to collect the data regarding the demographic profile of the respondents and the effects of emotional contents of advertisement on their behaviour towards brand. The respondents were exposed to the 4 set of advertisement from automobile sector with emotional contents and their response was recorded on the spot. All variables were measured using 7-point Likert scale.

Table 1. Descriptive Statistics of the Constructs

Constructs	Mean	SD	Cronbach Alpha	Inter Correlation				
				1	2	3	4	5
Emotional Contents	4.96	1.06	0.896	1				
Emotional Content Credibility	3.28	1.21	0.798	0.19	1			
Consumer Inertia	2.81	1.81	0.865	0.378	0.187	1		
Content Perception	4.11	1.09	0.845	0.079	0.109	0.066	1	
Ability of Consumer	3.48	1.72	0.802	0.069	0.072	0.113	0.098	1

Table 2. Regression Results

Independent variables	Standardized (β) Co-efficient	p-value
Emotional Contents	0.312	<0.0001
Emotional Content Credibility	0.041	0.059
Consumer Inertia	-0.199	0.028
Content Perception	0.089	0.032
Ability of Consumer	0.071	0.062

Result and Discussion

Regression analysis was used to analyse the role of various independent variables with respect to the emotional contents of the advertisements. Before main analysis, preliminary analysis was conducted. The reliability scores (Cronbach's alpha) were above 0.7 for all the variables. The bivariate inter-correlation between the constructs showed that they were not correlated with each other.

Through the result of regression analysis it is concluded that model was significant at 0.05 significance level ($F=4.12$, $p<0.001$). The average score represent that credibility of emotional contents is relatively low for the television advertisement ($M=3.28$). This implies that trust on emotional contents is low. As for consumer inertia ($M=2.81$), the low value shows that children are still not getting pulled towards the brand due to emotional contents of television advertisement. The result showed that credibility of emotional contents, content perception, emotional contents and ability of

children has positive impact on attitude towards brand. But consumer inertia and emotional contents are not positively correlated on every occasion. Credibility of emotional contents and consumer (children) ability are significant at 90% level (< 0.1). So Hypotheses 2, 3 and 5 are supported and hypotheses 1 and 4 are partially supported.

Conclusion

Various variables associated with the emotional contents are examined in the present study and how these variables are able to influence the consumer (children) towards the brand attitude. It is observed that emotional contents, emotional contents credibility, content perception and ability of the consumer positively relates with the brand attitude but consumer inertia is not getting resemblance with the brand attitude. Company has to see that they should develop the contents of emotional messages in such a way that it should have credibility and must resemble with the consumer perceptions.

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