

AN ANALYTICAL STUDY ON EMOTIONAL V/S FUNCTIONAL APPEAL FOR PERSONAL CARE PRODUCTS

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ABSTRACT

In a globally competitive environment over flooded with nearly similar categories of product with negligible differentiation amongst the brand categories especially in homogeneous products like coffee, soaps & shampoos, perfumes etc. routine advertisements go unnoticed. Hence it becomes highly significant to include intangible aspects of product from multisensory touch-points: music, smell, colour, logo, etc. Emotional marketing creates positive brand image, retention and purchase intention. Emotions are physiological arousals that mediate and moderate cognitive processes implicating goal directed behaviour and decision making that marketers could ponder upon. The study is done with an objective to identify influence of emotional advertising on purchasing intention and buying preferences of consumers for personal care products. The study relies on quantitative analysis of primary (& secondary) data collected from 195 respondents through standard questionnaire on Likert scale (Google forms) using SPSS statistical software to draw reliable inferences. The findings contradicted the myth that females are likely to be more influenced by emotional advertisements as generally in contrast to males.

Keywords: Emotional marketing, Brand image, Retention

INTRODUCTION

In context to saturated markets flooded with homogeneous products in a highly competitive space and hyper segmentation in which all brands seem to be identical with minor changes rational or informative advertising seems to be ineffective. A Paradigm shift in the vision of marketers towards emotional marketing alluring customers towards perennial relations seems to be the new challenge. Emotional marketing appeared to be an appropriate response to this issue because of its ability to influence decision making process by emotionally engaging consumers (Consoli 2010).

Traditionally rational marketers made an effort to affirm product quality and its utility to consumers. They relied upon advertising that was inclusive of product benefits, product quality, demonstrations or experience citing facts and statistics to make

the consumer feel reassured of associating with the brand. However, as markets are getting more and more cluttered with trivial product differentiation emotional appeal sets the stage. Emotions have a strong influence on purchasing behaviour of individuals and groups as they remember more emotional events and its context with more retention rate. (Buchanan & Adolphs, 2002; Hamann, 2001) (Kesinger & Schacter, 2008). Many researches have previously revealed the impact of emotions like happiness or sadness on purchase intentions consumption or how consumers feel about the product. (Rick & Loewenstein, 2008).

REVIEW OF LITERATURE

Emotional appeals evoke feelings in consumers (Johar and Sirgy, 1991) such as Ariel -Share the Load, Mountain Dew - Darrkeagey jeet hai, Cadbury's - Celebration used to break the chains of conservative patterned thinking and induce ad-based persuasion (Shehryar and Hunt, 2005). Wherein first-timers use

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informational appeals making comparative evaluations in the same category informing key benefits or features, generating higher purchase intention. (Aaker et al, 1986; Geuens and De Pelsmacker, 1998) .While studies evidently proved negative ads which provoke fear, disgust and so have most of the times negative attitudinal effects. (DePelsmacker and Van den Bergh, 1996; Dens et al, 2008) .

Sigmund Freud's interpretation of "Unconscious Mind" familiarized Emotions in branding. Advertising triggers the encrypted messages behind the symbols, colours, music etc to illicit emotional response without literally asserting the product (Westen, 1999). Emotional marketing is a paradigm shift towards a new marketing approach which leads to creation, reliability and evaluation (management collaboration) between customer and brand. R.W. Palmatier et al. (2009); R. Korsakienė (2009) R. Žvirelienė and I. Bučiūnienė (2008) E. Gummesson (1994, 1998, 2004) S. Rao and Ch. Perry (2002), J. G. Barnes and D. M. Howllet (1994, 1998); V. Liljander and I. Roos (2002).

Jaiswal S. (n.d) in her study "From Conventional Marketing to Emotional Marketing: Towards a Paradigm Shift in Marketing" states that the mundane advertisements have its own limitations in homogeneous product market refurbishing significance of intangible aspects from multisensory emotional touch-points which arose feelings positive or negative. This leads to creation of brand image (positive attitude towards brand), retention and purchase intention. The exploratory study on 50 respondents was conducted citing selective emotional ads which were cross tabulated and applied chi-square test to study buying behaviour on consumer in Indian companies. The findings revealed female considered as more influenced by emotional aspects in comparison to males.

Supriya (2002) global brands focused on emotional ads primarily due to two reasons: firstly challenge faced to differentiate brand based on qualitative and

functional attributes in a competing ecosystem and secondly universality of emotions breaking the chains of socio-cultural environment around the world based on 8 basic emotions such as happiness, anger, fear, love and so forth that have a great potential to capitalize on grounds of social similarity like Coke-Opens Happiness, Nokia-Connecting People, etc. Thus emotions attributed to conditioned consumption, lifestyle and social behaviour. Symbols form the key exchange promotion and serve the emotional needs of the consumer for some categories like baby products, personal hygiene etc (Firat 1991; Firat et al.1995; Pranulis 2000).

Jorge M.(2018) Exploring the influence of emotional marketing on consumer purchase decision and brand image: the case of laundry detergent wherein the researcher tries to enumerate the relationship between emotions and purchase intent. The complexity encircling the buying behaviour due to pertaining plethora of intervening implicit factors at different stages of purchase. The research tries to associate emotion with willingness to buy with his perception of brand image and outcome of advertising. (Achar et al. 2016, 166, Giboreau and Body 2012, 5 and Graillot 1998, 5-6) in personal care industry i.e. laundry detergent segment in offline physical retail stores which comprised 72.1% sales of laundry merchandise in France for generation y or millennial. An inductive and exploratory approach of research methodology will be followed for using qualitative research tool based on semi-structured interviews collecting data based on triangulation method. The researcher investigates the impact of emotional marketing in laundry detergent segment as a competent strategy in highly price-sensitive and promotional war segment to reinforce the differentiation in minds of consumers. The study is conducted from perspective of a consumer in a low involvement category like laundry detergents market space in France to explore its impact on consumer's brand image, purchase decisions, and elements

that influence the former. The researcher finds that sensory feeds (feelings) take one fifth time to assimilate same information relative to absorbing rational messages. Advertising has a notable influence on consumers who create mental associations (brand image/personality) and perceptions that influence the purchase decision. (Plummer (2000), (Toldos-Romero & Orozco-Gómez (2015) (Freling et al. 2011) , Michel (2017). Brand, However, advertising (packaging and smell) positively evolved brand image nurturing willingness to buy the product. Individual's naturally assign meanings to product image or symbols Nooteboom (1992) stimulating affective attitude and perceived differentiation. This led marketers to reposition brands for increasing market capitalization. Thereby providing useful market implications for managers to create a better understanding and integration of emotions.

Moore. D (1996) emphasized its inherent characteristic to negative messages against smoking, alcohol, drug abuse or child abuse disseminating fear and abhorrence to purchase. Nafeesa. S (2016), performed a study on Impact of Emotional Marketing on Purchase Decision with reference to Insurance products in Kanchipuram district with the primary objective of identifying various factors of emotional marketing and its impact on consumer buying in insurance sector with a sample of 102 respondents. It pondered policyholders to interpret factors influencing purchase decision and impact of emotional appeal. The results were analyzed in SPSS Statistical software. It focuses on selective factors like content, self identity, emotional appeal, satisfaction derived from service establishing correlation with purchase intention.

Research Objective

The research is an effort to know:

1. Is there any difference between Male and Female preference to buy a product based on its advertising appeal for personal care products.
2. Is there any difference between values attached to personal care products with

reference to age, gender or annual income.

RESEARCH METHODOLOGY

Data is collected from 195 respondents of various age groups using personal care products (shampoo, moisturizer, face wash etc.) by snowball method. The Questionnaire was created on Google form and circulated digitally to collect data on their preferences and buying behaviour. Further few respondents were interviewed to know their general perception on advertising appeals running selected ads (four) noting verbal /nonverbal communications. The researcher applied T-Test and ANOVA to know their buying preference based on values and advertising appeal of a product/service.

RESULT AND DISCUSSION

The researcher uses questionnaire method to collect responses from respondents on their choice of personal care brand (like shampoos, face wash, suns cream, etc of four established brands like Dove, L'Oreal, Garnier and Fair & Lovely) from diverse set of demographics (various ages, gender, educational background, profession and income). The researcher found both male and female are nearly equally conscious and attentive to brand's Logo, scent, package, colour. However female are more likely to look for ingredients while males are more sensitive towards reviews, user experience and price.

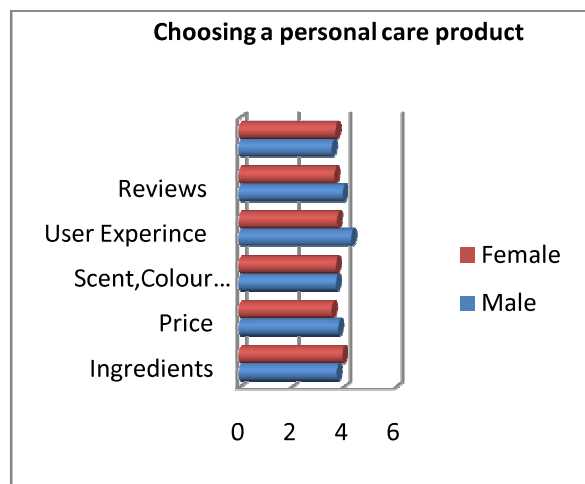


Fig-1: Choosing a Personal Care Product

Both males and females are equally sensitive to ingredients, price, multi-functionality etc of the product. While female have higher inclination for emotional and social values being concerned about brand's establishment, repete and trust for the brands. They seek more variety along with personalization with more likelihood to purchase the extensions of the same product brand. Females are subjective to social acceptance being more conscious of physical appearance, brands, price sentiments and so on. Males are more conditional buyers with respect to occasions, events like festivals, marriage, holidays etc for their purchases thereby low purchase frequency compared to females. Thus brands have power to leverage earnings from females increased purchase frequency and product extensions.

Table-1: Male Vs. Female Value Attachment

Values attached to personal care products	Male	Female
Functional Value - (Features, price, quality, ingredients)	4.345	4.325
Emotional Value-(What the brand stands for - company's history, parentage, establishment, authenticity, policies, experience with product)	3.556	3.663
Social Value -(Family /friends use and recommend)	3.617	3.658
Epistemic values-(Variety seeking or a consumer's propensity to try new products, innovativeness)	3.58	3.625
Conditional value-(Situation or event when u buy and your attitude like seasonal-Diwali, lifetime events -marriage, holidays, etc)	3.802	3.725

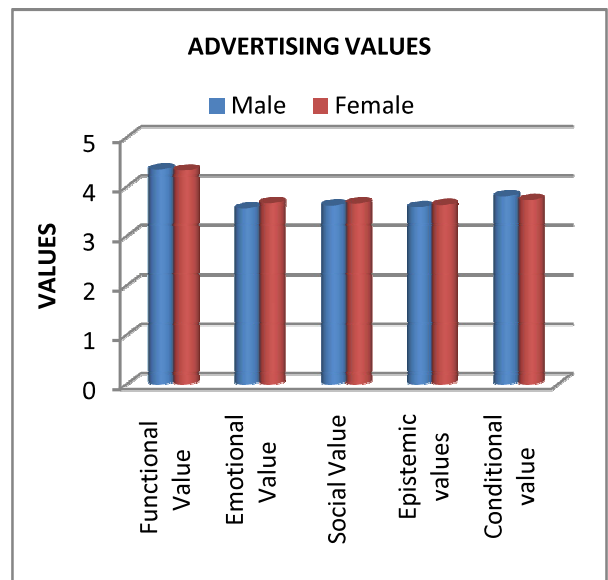


Fig-2: Male Vs. Female Inclination for Advertising Values

Males are less influenced by advertising appeal than females by about 6% as former rely more on reviews and user experience. While female get more convinced with emotional link ups, celebrity endorsements, sharp usage of colour contrast, packaging, and so forth. They are less price sensitive and so it also establishes the assumption that they are more likely to repurchases the brand, setting the tone for repeat purchases cycle.

The researcher further uses statistical tools like Independent T- test and ANOVA to explore the significance of values attached and likelihood for purchases based on their gender, educational qualification and annual family income.

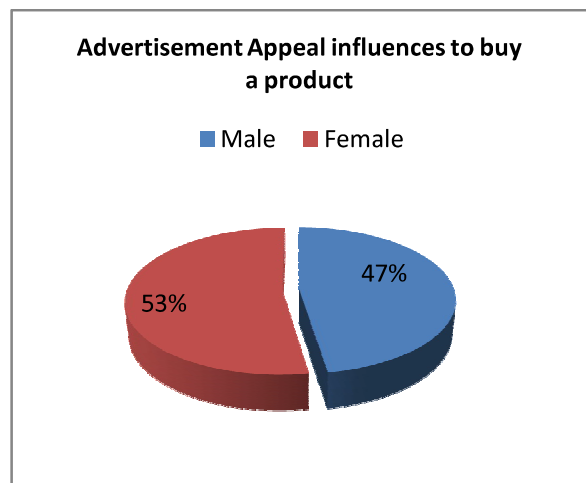


Fig-3: Advertising Appeal Influence on Male vs. Female

Null Hypothesis H01: There is no significant difference between influence of emotional value on purchasing intent of Male and Female buyers.

Alternate Hypothesis H11: There is a significant difference between influence of emotional value on purchasing intent of Male and Female buyers.

	Your Gender	N	Mean	Std. Deviation	Std. Error Mean
Emotional Value	Male	100	1.5700	.49757	.04976
	Female	89	1.5281	.50204	.05322

Interpretation: As the p value =.576 , where p value > 0.05 therefore null hypothesis cannot be rejected i.e. there is no significant difference between influence of emotional value on purchasing intent of Male and Female buyers of personal care products.

Null Hypothesis H02: There is no significant difference between influence of functional value on purchasing intent of Male and Female buyers.

Alternate Hypothesis H12: There is a significant difference between influence of functional value on purchasing intent of Male and Female buyers.

	Your Gender	N	Mean	Std. Deviation	Std. Error Mean
Functional Values	Male	100	1.8900	.31447	.03145
	Female	89	1.7753	.41976	.04449

Interpretation: As the p value =.034 , where p value < 0.05 therefore null hypothesis cannot be accepted i.e. there is a significant difference between influence of functional value on purchasing intent of Male and Female buyers of personal care products.

Table-3: Independent Samples Test

		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
Emotional value	Equal variances assumed	1.082	.300	.576	187	.566	.04191	.07282	-.10174	.18556	
	Equal variances not assumed			.575	184.071	.566	.04191	.07285	-.10183	.18565	

Table-5: Independent Samples Test

		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
Functional values	Equal variances assumed	19.253	.000	2.140	187	.034	.11472	.05360	.00899	.22045	
	Equal variances not assumed			2.105	161.950	.037	.11472	.05449	.00713	.22231	

Null Hypothesis H03: There is no significant difference between influence of advertising appeals on purchasing intent of Male and Female buyers.

Alternate Hypothesis H13: There is a significant difference between influence of advertising appeals on purchasing intent of Male and Female buyers.

Table-6: Group Statistics

	Your Gender	N	Mean	Std. Deviation	Std. Error Mean
ADV APPEAL Influence Tobuy	Male	100	1.5000	.50252	.05025
	Female	89	1.4494	.50026	.05303

Secondly, growing importance of personal hygiene / care amongst the consumers have included them as essential commodity like grocery items it has taken a share of consumer's pocket regardless of annual income or age (>15 yrs).

Table-8: ANOVA Results: Functional values with annual family income

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.193	3	.064	.462	.709
Within Groups	25.723	185	.139		
Total	25.915	188			

Table-7: Independent Samples Test

		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
ADV APPEAL BUY	Equal variances assumed	1.022	.313	.692	187	.490	.05056	.07307	-.09360	.19472
	Equal variances not assumed			.692	184.654	.490	.05056	.07306	-.09357	.19469

Interpretation: As the p value =.490 , where p value > 0.05 therefore null hypothesis cannot be rejected i.e. there is no significant difference between influence of advertising appeals on purchase intent of Male and Female buyers of personal care products.

A test was further conducted to know the relation of functional/ emotional values of buyers purchasing intent with their annual family income and age groups. However the test results prove that is no significance (p value > 0.05) between consumer's emotional or functional value that influence his purchase intention for personal care product brands which may be due to small pocket size or price value of the item .As they are affordable and multiple product brands with little differentiation offers a convenient choice to consumers.

Table-9: ANOVA Results: Emotional values with annual family income

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.065	3	.022	.085	.968
Within Groups	46.708	185	.252		
Total	46.772	188			

Table-10: ANOVA Results :Emotional value with age group

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.277	3	.092	.368	.776
Within Groups	46.495	185	.251		
Total	46.772	188			

Table-11: ANOVA Results: Functional value with age group

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.399	3	.133	.964	.411
Within Groups	25.517	185	.138		
Total	25.915	188			

Respondents buying behaviour is influenced by advertisements. However, age and emotional appeal isn't divided among gender. Both genders stand on a common platform. Appeals are more relatable to product category (Utilitarian – Laptop / Chocolates- hedonic) Johar and Sirgy (1991) Adaval (2001) They further elaborated that few products like laptops are searched whereas chocolates are impulse/ experiential. Advertisers strategically assimilate knowledge for reaching out to consumers. Pope et al, (2004) Shehryar and Hunt(2005) negative appeals generate brand recall but may damage the brand wherein new product should be informative.

CONCLUSION

Emotional marketing is a unique aspect of consumer buying behaviour to his psyche with the application of vision, images and sensations in strategic design for conveying new dimension which uses psycho symbolic attributes for exchange (D. Banerjee, 2011). It adds competitive advantage for accelerating market share. Effective deployment of emotional marketing can shift market challenger or market follower to the position of market leader (P.U.Majumdar, 2012) with caution as for customers, they don't give second chance. Emotional influencers vary with different product categories, customer involvement and stimulation across segments .Established brands facing gradual decline and cost escalation have effectively re-positioned themselves for enlarged pocket share of customers rather than streamlining business units. Shifting customer from dissatisfied to satisfied is more time consuming instead focus should be on moving from highly satisfied

consumers to loyals for generating three times more returns (value) Scott et al.(2015).

SUGGESTION

Digital disruption and ICT have accentuated prolific market expansion in global dynamics with consumers taking on to social media, blogs, reviews and so on influencing buyers liking for a product. Emotional counter with brand advocates high purchase frequency and low price sensitivity. Thereby necessitating presence of brand on Omni-channels upon various touch-points like "My Maggi" campaign touched upon experience of various consumers and how they prefer to relish the same item drawing a personal connect. Thus marketers can make a blueprint based on valuable insights to maximize their emotional connect with customers for earning higher return on investments (ROI) from consumers spending more per capita income than others leveraging the same across all touch-points systematically in measurable terms instead of adding more customers who frequently switch brands. The strategy doesn't overlook the functional aspects instead scale it to take competitive advantage and brand augmentation/ expansion.

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