

The Impact of Emotional Advertising on Consumer Buying Behavior for Apparel Products in Gujranwala

Aysha Anwer¹; Muhmmad Farooq²; Dr. Shahid Minhas³; Hamza Rehman Butt⁴

¹M. Phil Scholar, Management Sciences Department, GIFT University, Gujranwala, Punjab, India.

²PhD Scholar, Centre for Media and Communication Studies, University of Gujrat, Gujrat, Punjab, Pakistan.

²farooqmmc@gmail.com

³Assistant Professor, Department of Mass Communication & Media Studies, GIFT University, Gujranwala, Punjab, Pakistan.

³shahid.minhas@gift.edu.pk

⁴Student of BS Mass Communication & Media Studies, GIFT University, Gujranwala, Punjab, Pakistan.

⁴butthamzarehman@gmail.com

Abstract

The purpose of the study was to determine the impact of emotional advertising on customer purchasing behaviour. High-end items, particularly garment companies, are the focus of research. It also intends to investigate the most effective advertising appeal for influencing customer purchase decisions. The question mark-based survey was done with a sample size of 150 respondents, and their reactions to various attractions such as love, joy, and excitement were recorded. Hypothetical models have been validated through the use of hypothetical analysis and structural equation modelling (SEM). The findings demonstrate that pleasant emotions such as love, laughter, and happiness have a beneficial influence on customer purchasing intentions. This study supports the favourable relationship between emotional advertising and consumer purchasing behaviour when it comes to clothing companies.

Key-words: Consumer Buying Behavior, Advertising, Emotional Advertising, Apparel Products.

1. Introduction

Advertising is a process to persuade consumers. The main objective of the advertising is to inform, persuade and remind the customer about the product and plays an important job in achieving the objectives related with the various categories to advertise their products to potential customers of the product life cycle. Companies used to focus solely on the practical and aesthetic aspects of their

products. The primary goal of advertising was for companies used to focus solely on the practical and aesthetic aspects of their products. In the marketing of their goods, the instrumental side of the product plays an important role. The main purpose of advertising is to persuade consumers to pay attention to the type of product and to educate them about the features of the product and its use. His product, the customer, loses its interest and releases the content.

Companies are spending a lot of money on marketing in the present competitive business. An advertising designed to educate people about their goods and foster long-term connections with their customers. Nowadays, advertisers and public relations professionals utilise a variety of marketing techniques to capture the public's attention. Skip competitors to save money on competitive advantage (Sorensen, 2008). Consumers can employ a variety of methods in their marketing to reach product goals. Without these tactics, knowledge has long been seen as an unavoidable instrument for building and sustaining a great product balance. Varied forms of emotions have different effects on people. From the use of love in advertising to comedy, amusement, and joy, all of these emotions have the ability to capture client attention and involvement with the product. Emotional advertising is well-known for its ability to arouse people's emotions and make them happy or unhappy (Rossiter & Bellman, 2012). The appropriate use of emotions in advertising is vital in influencing client purchasing behaviour and achieving communication goals. As a result, it may be concluded that sentiments of gratitude are more essential than what most marketers notice. Poels and Dewitt (2006) define emotional advertising as an advertising method that will be utilised to elicit an emotional reaction from customers. A statement that allows for an emotional complaint, according to Yoo and MacInnis (2005), will generate a favourable emotional reaction to its client. Emotions generated by emotional advertising have the capacity to achieve precisely that.

The influence of personal response to advertising (Yoo & MacInnis, 2005) (Page no Heide, 1990). According to Lacsniak & Muehling (1993), emotionally a person's emotions were considered a negative factor that had little effect on customer purchasing decisions. However, as time goes on, Paradigm changes have been observed over time. Emotional advertising is considered an integral part of promotional activities in the marketing and environmental context of today's business. Also, customer acquisition targets are strongly influenced by Consumer sentiment (Taylor, 2005).

According to Edell and Moore (2006), emotional advertising attracts customer attention, increases marketing interest, and encourages customers to enjoy the celebrity information they have embraced. As a result, customers are beginning to integrate advertising messages with them, increasing ad popularity and persuasive power Cavanagh and Alvarez (2004). According to their research, emotional ads put customers in a better position and give them a better marketing idea from

the start. In their study, Hermeking, (2006) concludes that emotional intelligence is important. Unforgettable ads are those that build good relationships with brands and brands.

2. Increase Product Awareness

Several studies in this field have discovered a strong and optimistic association between emotional advertising and consumer purchasing habits. Emotional advertising improves message understanding and helps to build a strong connection. Increase the credibility of brand decisions through interacting with customers. It elicits the desire to buy. Regardless of the product's unique requirements (Samovar & McDaniel, 2012). The role of emotions in the production of a consumer appeal was investigated by Batra and Ray (1986), who found a logical link between emotional advertising and the level of consumer acceptance. Plus, he discovers that emotional advertising has the influence to purchasing decisions choice (Batra and Ray, 1986). Many studies have been performed in the corporate and academic worlds to explore the impact of emotional advertising on consumer purchasing behavior. This study aims to look into the effect of emotional advertising (using passion, laughter, satisfaction, and excitement as emotions) in advertisements) on consumer purchasing actions Furthermore, this study contributes to the creation of the sense of Apparel Fashion items in Pakistan, recognizing various emotional appeals and their effect on consumer purchasing habits.

3. Problem Statement

Apparel Fashion brands in Pakistan are facing fierce competition in the current market. The challenges of attracting and retaining customers. Customers today face a wide range of marketing, making the decision-making process more complex and more complex. As a result, Apparel Fashion products should take drastic measures to maintain their success in a competitive market through emotional appeal to their advertising. It can be an important factor in achieving product diversity and creating new products. By affecting a customer's purchasing decision, you will build a good customer relationship. Apparel Fashion, as expensive products, have a fair appeal to purchase, based on features and details. Many items, however, are also influenced by emotional appeal. This research would evaluate their efficacy often, figure out which emotions function best at home.

4. Gaps Analysis

Advertisers have used a variety of emotional complaints in the past to evaluate changes in customers' attitudes and persuade them to purchase more products (Edell and Burke, 2000). It was the year 1987 it is difficult to quantify the specific impact of these complaints (Soloman, 1992) However, investigators have used a variety of methods to investigate the effects of emotional ads on customer purchasing decisions. According to Ruth (2001), brands tend to associate emotional benefits in marketing, which makes them categorized accordingly. Sentiments Consumer attitude towards advertising and marketing has an impact as a result, the affected response is elevated by the product itself. Emotions, according to Aaker and Stayman (1992), will help to create purpose and purpose.

Affective reactions to a product's intangible characteristics. Lwin and Phau are a couple (2013) additionally ended by positive emotions. When it comes to service industries like Parties, Weddings, and family meetups, such emotional appeals have been found to elicit a positive response from audiences. Emotional appeals may be used by marketers for both utilitarian and experiential services. Emotional appeals, according to Ambujakshan (2012), can be effectively be used to differentiate between products or brands with little distinction Marketers and researchers to improve the efficacy of commercials, emotional appeals can be used more often. Based on his research with adolescents, Khanna, P. (2016) believes that enthusiasm and satisfaction are two important emotional indicators as it affects the viewer's mind, it can also affect us. The year is 2016 Stayman (1989) focused on sentiments, providing information on 855 ads that were distributed between 1976 and 1986. As a result of his research, one-third of the ads were considered high-pitched, while the other third was considered ignorant referred to as variously entertaining, and less than 2% were listed as extremely entertaining instructive to me purchases (Khana, P) the year is 2016. Stayman (1989) concentrated his research on feelings, detailing 855 advertisements that aired between 1976 and 1986. As a result of his research, one-third of the ads were deemed to be very insightful, while the other third were deemed to be uninformative referred to as variously entertaining, and less than 2% were listed as extremely entertaining Instructive. Many times, research has been performed with a focus on the qualitative aspects thus restricting the sample size to a single population, indicating a cultural barrier. The results suggest that emotional appeals should be examined individually to assess their effect.

On the perceptions of customers when it comes to various products previous research has been minimal to investigate the effect of emotional messaging on low-involvement goods, as affective messages have a greater influence on low-involvement products than on high-involvement

products. Different forms of emotions have various effects on individuals. The majority of research, however, has failed to identify the aspects of emotional ads. Earlier studies on the emotions used in advertisements has hardly focused on its experiences and implications, but this study intends to do so. Focusing on research studies in order to bung-up the gap in the literature by examining individually, the 4 emotions of affection, laughter, enjoyment, and pleasure are examined, as well as their effect on consumer purchasing behavior in Pakistan, Apparel Fashion brands face significant challenges in attracting and retaining customers.

Market retention is essential. Customers today are bombarded with a plethora of options. Advertisements make the decision-making process very difficult and time-consuming. As a result, Apparel Fashion brands must take drastic steps to maintain their competitiveness. By using emotional appeal in advertising, you will stand out in a crowded market. By shaping consumer purchasing decisions, it could be a key way to achieve product differentiation and build good customer relationships. Due to the high cost of Apparel Fashion Product categories have a rational appeal to purchase, with features and facts to many items, however, are also influenced by emotional appeal. This research will assess their efficacy as well as determine which emotions are more powerful in Apparel Fashion. This research demonstrates their superiority in shaping customer purchasing decisions. Specifically, among brands of Apparel Fashion with a high level of involvement consider.

5. Research Objective

- To investigate the effect of emotional ads on Consumers Buying Behavior for apparel fashion brands in Gujranwala.
- To see how good emotional advertising is at building close relationships with the client (in the context of Apparel Fashion products in Gujranwala).
- Determine the most powerful emotional appeal in an Apparel Fashion brand commercial.
- Determine the extent to which emotional advertisements influence consumer purchasing decisions and repeat purchases for Apparel Fashion brands in Gujranwala.

6. Literature Review

You must first take care of your customers if you want them to be loyal "brand ambassadors." To achieve the best outcomes, use emotion in your advertising.

It goes without saying that emotions have a significant impact on the effectiveness of advertising efforts.

While we all know that sugary foods and alcohol are terrible for our health, Pepsi and Coca-Cola advertisements make no mention of fat, calories, or diabetes. Instead, the emphasis is on youth, energy, and good times. Chocolate is connected with opulence, enjoyment, and understanding. Other good emotions are utilised to promote different products from laundry detergent to video games, and insurance.

Emotionally loaded situations, according to study, create strong memories in people's minds. These recollections, in turn, encourage us to put them into action. Advertising that generates strong emotions has the potential to encourage us to make major purchases or pay for services.

It's no surprise that marketers all around the world effort to keep customer emotions hidden in order to sell!

Many studies have looked at the impact of emotions in advertising as a sub variable in their research. This chapter examines material relevant to the current study as well as little-known data on emotional appeals and their influence on client purchase.

Audiences view advertising in two ways: rationally and emotionally. As a result, most advertising are characterised as either thinking (logical) or feeling (emotional) (emotional). Hongxia Z. (2014) defines formal a substantial body of marketing literature offers empirical evidence in favour of emotional appeals, which are responsible for effectively changing consumers' preferences and attempting to influence their purchase behaviour. For further information, see Holbrook (1987), Kotler (2008), and Mattila (1999). Emotional advertising has been shown to affect customer buying during the previous 10-15 years, according to Tate (2011). (T. Allen, 1992); (Baldinger, 2000) and can assist people in remembering (Etherson, 1990). Advertisers employ expressive advertising to elicit such emotions. Emotions are viewed as a foundation for developing emotional attitudes as well as, more importantly, as a point of advertising efficacy (T.A. Shimp, 1981).

Emotions have a significant impact on the overall success of a marketing endeavour in today's advertising. "People don't purchase brands for rational reasons; they buy products for emotional reasons," says Zig Ziglar (iconic salesperson and motivational speaker). Moore, D.J., and W.D. Harris (1996) describe emotional advertising as a key promotional method that captures the customer's attention and stimulates the customer's feelings, attitudes, and perceptions regarding a certain product or service. He also noted that emotional advertising is simple to catch people's attention, engage them in, and develop powerful memories about a firm. These memories exist in the client's mind, and when the consumer makes a purchase decision, these recollections assist the

customer in making a final purchasing decision. Even emotionally charged advertising may persuade people to buy expensive or inefficient items. Marketers are increasingly using emotions in their endeavours.

According to Shahid, M., and Bilal, A (2016), emotional advertising assists customers in associating their thoughts and sentiments with a certain product. It has the power to either make or break people. Because everything we see in our everyday lives elicits an emotional response, every ad is a declaration of love. C.P. Duncan and J.E. Nelson (1985). This underscored the need of marketers comprehending the function of emotion in advertising. Customers' emotional reactions are influenced by previous experiences. As a result, these familiarities will have an impact on how customers react to purchasing decisions. Advertisements depicting live events that engage and connect people put clients in a good mood and stick with them for a longer amount of time. When people see emotional gestures in advertisements, they try to connect them to something in their own life.

Eckler and Bolls (2011) state that emotional appeals in advertising are largely utilised to influence people's social, psychological, and bodily demands. Emotional gestures may elicit a wide range of feelings, such as love, joy, excitement, or fear. Emotional advertising helps to build strong customer ties and increase brand loyalty. Marketers want their clients to have an emotional bond with their brand. Emotional appeals have an immediate impact on the right hemisphere of the brain, which controls the left side and is related with memory and creativity. Although visual and advertising backdrops are more important in emotional appeal, integrating all of these aspects can boost communication's persuasiveness. The use of a variety of emotions in communication affects people's senses and results in satisfied customers.

P. William (2000) investigated how businesses employ a range of emotions in their advertising to increase customer satisfaction. Love, happiness, humour, excitement, sadness, fear, and fury are all powerful emotions that exist in human nature. We concentrated our investigation on the function of emotional advertising in eliciting love, satire, enjoyment, and excitement.

According to Ambler and Burne (1999) research, advertising with a happiness appeal is widely diffused and has the greatest conversion rate.

When the observed quality and value of the marketed brand is overly high, the appeal of love works effectively. In their study, Khana, P. (2016) discovered that the attraction of love is likely to affect people's decisions because it promotes strong relationships between individuals, perfection, and strengthening one's emotional connection. According to Khana, P. (2016), love appeal is more

focused with producing powerful sentiments that are encouraged and treasured, rather than only presenting couples and relationships between two individuals.

Speck (1987) performed research comparing the efficiency of amusing and unamusing advertising. The results show that it captures people's attention in the initial step, inspires them to maintain their interest, makes it simple for them to understand the message content, and finally pushes them to do the ultimate action of purchasing. In a competitive marketing climate, it assists the company in breaking through the typical promotional clutter and providing clients with a refreshing and calm experience. In his research, he discovered that funny advertisements work much better than non-humorous ads in terms of increasing awareness and preferences.

Emotions have a significant influence in shaping attitudes toward advertising, influencing brand attributes and beliefs, and deciding overall brand attitudes. Batra and Ray (1986) offered empirical evidence and hypothesised a relationship between individuals' effective emotions, their impact on attitudes toward commercials, attitudes toward brands, and, finally, people's purchase decisions in their study. In their study, they emphasised the importance of using emotions in commercials, indicating that it increases the efficiency of the advertisements. According to Niazi, G., Siddiqui, J., and Alishah (2012), there is a significant relationship between emotional advertising and people's purchase decisions. Consumers are more sensitive to emotional signals rather than intellectual appeal as a consequence of enhanced exposure. Emotional advertising increases brand remember and leads to direct purchase and repurchase. Attract clients' attention with an emotional aspect in the ad, tickle their interest, stir their desire, and urge them to make the final buy choice. William, P. (2000) discovered in their study that the sort of emotion employed in the advertisement influences customer brand preferences, brand recognition, brand recall, and brand preferences. Marketers use advertising to promote their brands and feelings, and it is feasible for marketers to generate both a favorable and bad brand image in the eyes of customers.

7. Research Question

1. What impact does emotional advertising have on consumer purchasing behavior for Apparel brands in Gujranwala?
2. What are the factors of emotional advertising to influence consumers buying behavior?
3. Why do consumers repeat purchases of apparel fashion brands?

8. Conceptual Definition

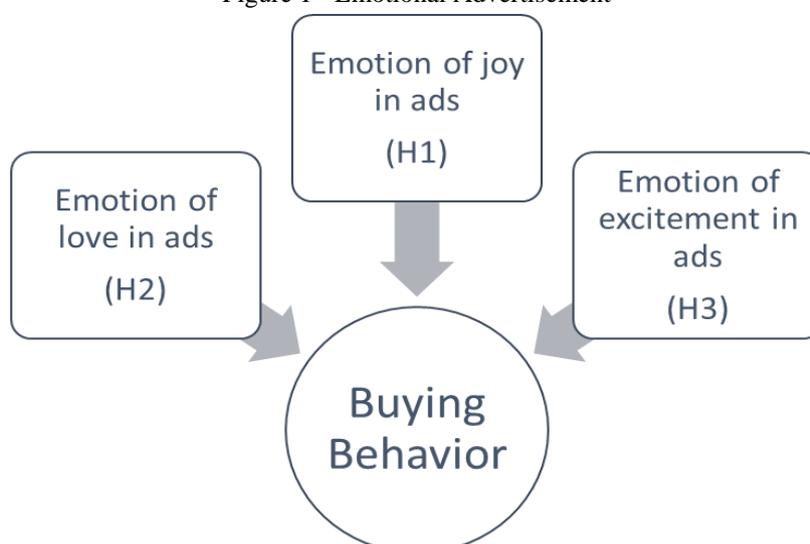
A conceptual framework has been developed that reflects the connection among the expected variable and a reaction variable. Structure Ready for the groundwork study and consists of three emotional ad sub proportions with a dependent variable that is the customer's purchasing behavior.

Emotion of Joy: Dealers need their customers to stay connected to their brands through happy moments, smiles and joy. Corporations that concentration on living happily, connected and busy individuals make trustworthy customers. By the study of Umbrella, T., and Byrne, T. (1999), advertisements with the appeal of happiness often joint and maximized conversions.

Emotion of Love: The appeal of affection is the mostly used emotional approach in advertising that corporations influence consumers to purchase their goods. Khanna, P. (2016) chose to use feelings such as imagining strong relationships like love It is possible to increase the emotional bond between people and encourage it consumers decide to buy Khanna, p. (2016) also recommended that the appeal of love is not universal. The relationship between the couple and the two people is showing, but it is related to upbringing strong emotions that hurt and compliment.

Emotion of Excitement: Excitement appeal is extremely effective in building brand identification and brand recall for a certain product or service. The thrill or attraction in advertising helps people acquire the brand in order to feel something remarkable and thrilling. Marketers' emotional appeal defines the functions of their brands and increases message comprehension (Khana, P, 2016).

Figure 1 - Emotional Advertisement



9. Research Hypotheses

Null Hypotheses

Emotional advertising, such as love, joy, and excitement, has little effect on client purchasing behaviour in Gujranwala when it comes to garment items.

$$\beta_1 = \beta_2 = \beta_3 = \beta_4 = 0$$

10. Alternative Hypotheses

Hypothesis 1: Emotion of Joy in advertisement is positively associated with customer buying for apparel products in Gujranwala ($\beta_3 \neq 0$).

Hypothesis 2: Emotion of Love in advertisement is positively associated with customer buying behavior for apparel products in Gujranwala ($\beta_1 \neq 0$).

Hypothesis 3: Emotion of Excitement in advertisement is positively associated with customer buying behavior for apparel products in Gujranwala ($\beta_4 \neq 0$).

11. Methodology

This chapter includes, research design, population and sampling of the study and variables defined for the study to investigate the issue.

In this quantitative study, primary data will be collected from the consumers belonging to Gujranwala as also known as population of the study. The range of middle-class families will be declared as families having monthly income ranging from 50,000 PKR-100,000 PKR. In this study, the age range of these target consumers was between 25 years-40 years. The reason for the selection of this age group will be that such consumers are more prone to purchase apparel products due to their purchasing and decision-making power. Moreover, researchers targeted the emotional advertising of most famous and well-established brands for data collection. In this study, a convenience sampling technique was used to collect the data. The researchers focused on such consumers who purchased products from brands, and they come to lie under the prior prescribed criteria of respondents. In order to collect the data, a brief reason for conducting this survey was defined to the respondents, and based on their volunteer participation; the close-ended questionnaire was developed and distributed among them. During the data collection, researchers follow the SOPs due to COVID and the questionnaire was distributed as Google form. Each questionnaire passed

through the screening process, and only properly filled questionnaires were finalized for further data analysis. The researcher will distribute 150 questionnaires to consumers.

12. Questionnaire Design

To determine the effects of emotional advertising on customer purchase intention, a quantitative approach is used, implying that the study is based on a questionnaire survey with a sample taken from the target population. The questionnaire had closed items, and respondents were asked to check their demographic profile using a Likert scale and record their responses to the emotional advertisement. The Likert scale has five points. Where 1 implies substantial disagreement and 5 denotes significant agreement. Because the emphasis is on research, another issue in the garment brand sector is "How frequently do they buy an apparel product?" This question is specifically designed to examine respondents' purchase habits in relation to this category.

13. Data Analysis and Discussion

Demographic Profile

Here, we discuss the demographic profile of our data in terms of age, gender, and occupation variables. Because it is hardly possible to build a complete model frame for such a large and scattered population, so we take the help of convenience sampling approach.

Table 1 - Demographic Profiling of Respondents

Variable	Category	Frequency	Percentage
Age	Male	68	54%
	Female	58	46%
Gender	21-30	115	91%
	30-40	9	7%
	40-50	1	1%
	50-Above	1	1%
Occupation	Student	84	67%
	Employee	32	25.4%
	Home Maker	9	7.1%
	Retired	1	0.5%
Material Status	Single	99	78%
	Married	23	18%
	Divorced	2	2%
	Other	2	2%
Frequency of purchase Apparel products	Yearly	85	67.5%
	After 2-3 years	11	8.7%
	5 years	4	3.2%
	I don't switch until there is any major damage	26	20.6%

We conduct the survey from 126 respondents and 54% respondent are male and 46% respondents are female. The results of survey shows that 115 people are from 21 to 30 of age. 9 people are from 30 to 40 age and 1 percent people are from 40 to 50 age. Material status of the respondents shows that 99 people from 126 are single, 23 people are married and 2 people are divorced. Occupation of respondents shows that 67% people are students, 25.4% people are employees, 9% are home maker and 1% are retired. The frequency of purchasing apparel products shows that 67.5% people used yearly, 8.7% people used 2-3 years, 3.2% people are change the decision after 5 years and 20.6% people don't switch in any damage.

14. Descriptive Statistics

Table 2 - Descriptive Statistics (Individual)

Emotions of love	Mean	Standard Error	Standard deviation	Variance
Advertisement of apparel products put me in good mood due to showing love and good relationships.	3.2142	0.055950952	0.6277697	0.3940948
Love appeal link in apparel advertisements	3.365079365	0.055699376	0.624946994	0.390558745
Ads that evoke feelings of love are the most remembered and build a nice link with Apparel fashion items.	3.396825397	0.059789272	0.670835632	0.450020445
For a long time, I should recall and preserve the facts contained in advertisements with affection.	3.333333333	0.057103714	0.64070367	0.410501193

After analysis of emotion of love, the results shows that emotional advertisement can attract the people for apparel products because all the results are positive which mean is 3 to 3.3650. The standard Error is 0.030 to 0.0324, the variance of the result in between 0.3905 to 0.41050 that mean people are attracted by the emotional advertisements of apparel products due to our opinion and the emotional advertisement of apparel become memorable for the people.

Emotion of Joy	Mean	Standard Error	Standard deviation	Variance
The Happy feelings provoked by the advertisement and act as a mediator between customer and their final brand choices	3.444444444	0.052651578	0.590750709	0.3489864
I highly advise individuals to purchase clothes trendy things that make them feel good about the company.	3.238095238	0.056031225	0.628670339	0.395226395
Apparel products can create happiness among the customers.	3.333333333	0.050402553	0.565516639	0.319809069
I can easily rate happy memories with apparel products	3.412698413	0.050648384	0.568274866	0.322936323

The results of emotions of joy shows people feel happy during buying apparel products and also shows loyalty of the customers. The mean of variable between 3.3 to 3.4 and the Standard deviation of the variable is 0.5 to 0.6 that shows people have positive feelings about apparel products. The standard Error also shows positive that is 0.5 and the variance of variable between 0.31 to 0.34 that shows people have happy memories with apparel products.

Emotion of Excitement	Mean	Standard Error	Standard deviation	Variance
Apparel fashion goods that are intended to entertain and attract attention.	3.325396825	0.052249846	0.586243271	0.343681173
Marketers employ the same emotive clothing to showcase their brand functions and improve message compensation.	3.317460317	0.053685977	0.602356657	0.362833543
Brands that use exciting or entertaining attire in their advertisements encourage customers to buy the brand in order to feel something special.	3.436507937	0.050916976	0.571288471	0.326370517
Excitement appeals are more effective in eliciting communication. Goals	3.507936508	0.046003631	0.516160743	0.266421913

The result of emotion excitement shows that emotional advertisement can attract the marketers. The mean of the excitement is between 3.3 to 3.5. The variance is between 0.2 to 0.34 that shows positive results.

The standard deviation of the excitement is 0.5 that encourage the people to buy apparel products. The standard error is between 0.4 to 0.5 that shows excitement apparels are better at achieving communication goals.

Buying behavior	Mean	Standard Error	Standard deviation	Variance
Apparel products and its advertisement many effects to the buying behavior decision	3.444444444	0.048289749	0.541810989	0.293559148
I would prefer that to buy apparel brands as compared to others using its advertisement	3.341269841	0.053321048	0.598262159	0.357917611
I would prefer that to buy apparel brands as compared to others using its advertisement	3.341269841	0.053321048	0.598262159	0.357917611
I expect that we purchase or purchase this product to the apparel brands	3.507936508	0.046003631	0.516160743	0.266421913

The results of buying behavior Analysis shows that apparel products and emotional advertisement of apparel products can affect the buying decision of people. The mean of buying behavior result is between 3.3 to 3.5. The variance of this analysis is between 0.2 to 0.3 that shows people purchased apparel products by affected the decision by emotional advertisement for apparel products. The Standard deviation Is 0.5 and the standard Error is between 0.4 to 0.5 that also shows the positive results for buying behavior of people.

Table 3 - Descriptive Statistics (Factors)

	Mean	Standard Error	Standard deviation	Variance
Love	3.327	0.0571	0.641	0.411
Joy	3.357	0.0524	0.588	0.347
Excitement	3.397	0.0507	0.569	0.325
Buying Behavior	3.409	0.0502	0.564	0.319

Table 3 displays descriptive statistics for the sample data, such as N = sample size, Range = lowest and highest data values, and Mean, Standard Deviation, and Variances for all sample values. The mean, standard deviation, and variance of the 126 responses are shown in the table above. Love appeal advertisements have a mean value of 3.327, which falls between the neutral to agree range, and the calculated values of standard deviation and variance are 0.641 and 0.411, respectively, indicating that love appeal in emotional advertisements is very effective because it indicates a smaller distance from the mean. The mean value for the feeling of pleasure in the sample data is 3.357, with a standard deviation of 0.588 and a variance of 0.347. With 3.397 mean and 0.325 variance values, the feeling of eagerness in clothing commercials once again had a positive effect on client purchase. Furthermore, with a standard deviation of 0.564, the mean of Buying Behavior, the study's dependent variable, is 3.41, showing that the majority of respondents agreed with emotional advertising's favourable influence on purchasing behaviour.

15. Reliability in Research

The Data of our research is reliable because we made the quantitative questionnaire to collect the reliable data from the people of Gujranwala. We use Likert Scale method in our research data analysis that also effect for the reliable research. We make analysis of mean, Standard deviation, standard error and variance by given data from questionnaire that we made so all the data and analysis is reliable.

16. Conclusion

Advertisements have completely changed the way marketers advertise and sell their products to customers nowadays. Customers' purchasing decisions have gotten more complex as a result of more exposure, necessitating the need for more innovative marketing appeals. The primary goal of this study was to identify the most significant characteristics of emotional advertising and to assess their influence on customer purchasing behavior for clothing goods in Gujranwala. Primary data was gathered from 150 respondents who shop for various brands of home appliances on a regular basis. The outcomes of the study clearly show the favorable benefits of emotional advertising on user purchasing behavior. It is no longer sufficient simply express a product's features and advantages in today's world. People want to link their sentiments and emotions with the company, which can only be accomplished by employing various emotional techniques in commercials. The attractiveness of love advertising, in particular, has a great impact on a customer's purchase intent and raises brand recognition. Emotions are the enchantment that allows marketers to sell anything. As a result, several clothing companies (including Alkaram Studio, Khaadi, Gul Ahmed, and Junaid Jamshed) are embracing Emotional Advertisements to show what they want to market. The primary goal of an advertising campaign is to elicit favorable sentiments and feelings for a brand. Revitalize or renew moments to foster strong bonds between garment businesses and their customers, who get an increasing number of items and endorsements.

Today, several home appliances firms (particularly Alkaram and Khaadi) employ emotional advertising to surprise and encourage their clients. It is also recognized that garment brands that use the appeals of love, comedy, and pleasure in their advertising influence consumers' purchasing behavior and enhance their product engagement and purchase. Marketers of garment businesses must now understand the significance of emotions in advertising in order to improve brand identity, recall, and brand loyalty.

17. Limitations and Suggestions for Future Study

This study was carried out to assess the effects of emotional advertising on consumer purchases of high inclusion items (apparel products) in Gujranwala. We don't have time to collect such studies on a broad scale because they are for instructional purposes. Sample size and set duration allow us to add a smaller size that can make a difference in the study's outcomes. Furthermore, only clothes goods from one High engagement product category were chosen to test the influence of emotional advertising buying behaviour, which may restrict results in terms of implications.

For future suggestions, this research should be conducted with a big sample size and in the context of different businesses such as food and home appliances. The researcher, on the other hand, may use various response factors in addition to purchasing the overall response behaviour. In a larger perspective, the outcomes At various points, all of the study criteria were effectively and successfully completed.

References

- Ambler, T., & Burne, T. (1999). The impact of effect on memory of advertising. *Journal of Advertising Research*, 39, 25–34.
- Batra, R., & Ray, M.L. (1986). Affective acceptance responses of mediating advertising. *Journal of Consumer Research*, 13(2), 234–249. <https://doi.org/10.1086/209063>
- Duncan, C.P., & Nelson, J.E. (1985). Effects of humor in a radio advertising experiment. *Journal of Advertising*, 14(2), 33–64. <https://doi.org/10.1080/00913367.1985.10672944>
- Eckler, P., & Bolls, P. (2011). Spreading the virus: Emotional tone of viral advertising and its effect on forwarding intentions and attitudes. *Journal of Interactive Advertising*, 11(2), 1–11. <https://doi.org/10.1080/15252019.2011.10722180>
- Holbrook, M.B., & Batra, R. (1987). Assessing the role of emotions as mediators of consumer response to advertising. *Journal of Consumer Research*, 14(03), 92–101.
- Hongxia, Z., Jin, S., Fang, L., & John, G.K. (2014). Be rational or be emotional: advertising appeals, service types, and consumer responses. *European Journal of Marketing*, 48(11/12).
- Kamran, Q., & Siddiqui, D.A. (2019). The Impact of Emotional Advertising on Consumer Buying Behavior for Home Appliance Products in Pakistan. *Kamran, Q. and Siddiqui, DA (2019). The Impact of Emotional Advertising on Consumer Buying Behavior for Home Appliance Products in Pakistan. Business and Management Horizons*, 7(1), 23–48.
- Khanna, P. (2016). A Content Analysis of Emotional and Rational Appeals in Selected Products Advertising. *International Journal of Management & Social Sciences*, 4(3), 568–578. <https://doi.org/10.21013/jmss.v4.n3.p7>
- Kotler, A.P.A. (2008). *Principles of marketing* (15th European ed.). Pearson Education.
- Mattila, A.S. (1999). Do emotional appeals work for services? *International Journal of Service Industry Management*, 10(03), 292–306. <https://doi.org/10.1108/09564239910276890>
- Niazi, G., Siddiqui, J., Alishah, B., & Hunjra, A.I. (2012). *Effective advertising and its influence on consumer buying behavior*.
- Shahid, M., & Bilal, A. (2016). Impact of Emotional Advertisement on Consumer Buying Intention in the Presence of Consumer Emotion Management, 5(1), 43–44.
- Speck, P.S. (1987). *On humor and humor in advertising*. Texas Tech University.
- Taute, H.A., McQuitty, S., & Sautter, E.P. (2011). Emotional information management and response to emotional appeals. *Journal of Advertising*, 40(03), 31–43. <https://doi.org/10.2753/JOA0091-3367400303>
- William, P. (2000). *The Impact of Emotional Advertising Appeals on Consumer Implicit and Explicit Memory: An Accessibility/Diagnosticity Perspective*.