

Predrag Jovanović<sup>1</sup>, Tamara Vlastelica<sup>2</sup>, Slavica Cicvarić Kostić<sup>3</sup>

<sup>1</sup>Philip Morris International

<sup>2,3</sup>University of Belgrade, Faculty of Organizational Sciences

UDC: 658.8:659.2  
659.113  
005.583.1:355

# Impact of Advertising Appeals on Purchase Intention

DOI: 10.7595/management.fon.2016.0025

Companies use various appeals in their advertising practice to impact consumers' attitudes and purchase intention by an advertisement. Advertising appeals can be divided into rational or emotional, depending on whether companies want to influence the rational or the emotional motives of the consumer to purchase of the advertised product. Since there is no general pattern for the use of appeals and the success of an advertising message, this study aims to explore the impact of the emotional and rational advertising appeals on the purchase intention. The results of the empirical research, conducted using the focus groups method, are shown in this paper and the focus group participants were members of the student population. The research results indicate that different advertising appeals may have a different impact on the consumer's purchase intention; in case of women, the emotional appeal has a stronger impact while for men it is the rational appeal, while "fear appeal" proved to be effective to a certain point, after which it causes selective perception and rejection. This implies that depending on the product, its purpose and target group, advertisers can choose the type of appeal, combination of the appeals and their creative presentation, based on the empirical confirmation of the efficiency the approach.

**Keywords:** advertising, appeals, rational, emotional, purchase intention

## 1. Introduction

Due to the increase in competition in almost all industries, the importance of marketing communication for organizations keeps rising, for both corporate, non-profit and public sectors, especially for an integrated approach in planning and realizing activities (Holm, 2006). Although there is no consensus in literature when it comes to a unique definition of integrated marketing communications, this concept includes combining promotional tools, planned, as well as unplanned messages in order to achieve their maximum influence (Mudzanani, 2015). Integrated marketing communications represent an effective and an efficient manner of directing messages harmonized across all points of contact between the company and the consumer (Popesku et al., 2013). The concept has been already applied in various fields, for example, Hawkins et al. (2011) confirmed the feasibility and effectiveness of its implementation in social marketing.

The basic role of advertising, as a tool of marketing communication, is to inform potential consumers about the products of the advertiser and to provide necessary information so that they should be able to compare them with products of the competition, to later create awareness in potential consumers that these products are adequate for purchasing and to finally lead to a purchase in favour of the product which is being advertised (Vlastelica, 2007). In researching the impact of advertising on the purchase intention, the authors used as the basis the causal framework of experience, beliefs, attitudes, intentions and behaviours in relation to the given object, set by Fishbein and Ajzen and then defined beliefs as the basis of this conceptual chain (Fishbein and Ajzen, 1975). Beliefs can be formed in three ways: based on experience and observation, based on external source information and based on the processes of inference. In a conceptual chain, people's beliefs determine their attitudes, i.e., attitudes towards an object. Attitudes later create certain intentions in relation to the given object, which are directly connected to a certain behaviour. Based on this framework, the authors of this paper have perceived advertising as an external source of informa-

tion concerning a product, that which influences the formation of beliefs and attitudes of the consumers, which consequentially leads to the purchasing intention, and lastly leads to the decision to purchase the product.

In order for an advertising message to influence the purchase intention of a consumer, it is firstly necessary that the consumers notice the advertising message, meaning it should be placed in the right place, at the right time and in the right way. Due to a great amount of information and numerous advertising messages that consumers are exposed to daily (Yeshin, 1999; Arens, 2004), an advertiser must put in a lot of effort into planning and executing efficient advertising, where the key processes are represented by the choice of adequate form of media or a combination of media and the choice of an adequate creative strategy to present a promotional message (Sharma and Sing, 2006).

Based on the chosen subject, or positioning base, a communication strategy is developed in relation to the choice of advertising media, creative solutions, time and intensity of communication (Vlastelica, 2016). The choice of advertising media (television, press, radio, movies, external means, internet and others) is additionally determined by the media characteristics, i.e., their possibilities and limits for a visual, auditory, contextual amplification of the persuading potential of a marketing appeal. In addition to an increasing representation in developed markets (Ljubicic, 2014), Veselinovic et al. (2016) found that in Serbia the representation of digital communications in integrated marketing communication of the companies is more visible, and they remind us of the growing importance of adequate content and creative formats, which are used to transmit messages to consumers in the online environment (Hudson et al, 2016).

The basic element of a creative strategy in advertising are marketing appeals, that advertisers use in order to influence the way consumers perceive products and in order to convince them that they are useful for them, leading to the purchase intention (Zhanget al., 2010). Depending on the content of the message transmitted by the advertisement, appeals can be divided into rational and emotional (Lee and O'Connor, 2003).

The paper aims to research the influence of emotional and rational appeals in advertising on the intention to purchase the advertised product. The qualitative method of focus groups was employed in this research in order to examine the hypothesis set at the beginning of the research. The advantage of this method lies in realizing reasons that have led participants to the creation of certain attitudes, and detailed examination of attitudes about advertising appeals and their influence on the purchasing intention. The next chapter represents appeals in advertising used by the advertisers to attract the attention of potential consumers and influence rational and emotional motives of the consumers for purchasing the advertised product. In the third chapter the empirical research is described, conducted with the aim of researching influences of different emotional and rational appeals in advertising on the purchase intention. The empirical research was conducted using the focus group method, and the participants of the focus group were members of the student population. The fourth chapter gives a review of results and conclusions of the research.

## 2. Theoretical Framework of the Research

Advertising appeals are part of a creative strategy of advertising and they could be used as a basis of a certain advertised message in order to attract attention of potential consumers, to efficiently influence their awareness, beliefs and attitude towards the advertised product, and consequentially, the purchase intention. Sharma and Sing (2006) emphasize that the choice of an adequate appeal is one of the most significant decisions for a creative strategy of advertising. While defining appeals, Belch and Belch (2004) maintain that appeals in advertising refer to the approach used to draw the consumer's attention or/and to influence the feelings they have for the product. Moriarty (1991) states that appeals in advertising are used to draw attention, motivate and create an interest with the recipient of the advertising message and about the advertised object. The choice and the application of the marketing appeal depends on the advertising company, the type of the product, the set advertising goals, target groups and also of the way of advertising of the competitors and media which will carry out the advertising (Leonidou and Leonidou, 2009). In addition, it is necessary to research whether the potential recipients of the message, meaning the consumers, have any specific needs and desires that can be triggered by the advertising message or appeal (Arens, 2004), as well as to view to wider context of the process of making a purchasing decision. However, in the available literature there is no consensus among scientists or relevant research that determine the efficiency of certain

types of appeals for certain types of products or target groups, which may be of great importance for marketing professionals.

In general, marketing appeals used in the advertising practice can be divided into rational and emotional (Moriarty, 1991; Arens, 2004; Sharma and Singh, 2006; Zhang et al, 2010; Padhy, 2011). The stated classification of advertising appeals is justified by the assumption that consumers make the purchasing decision based on rational or emotional motives to purchase a certain product, and that those beliefs and attitudes which influence the purchase intentions, that are in the base of the Fishbein and Ajzen model (1975), contain a rational (cognitive) and an emotional (affective) component. Since the rational appeal aids the consumer to make a judgment about the message based on information, it differs in concept from the emotional appeal in creating the message (Lee and Hong, 2016).

### 2.1. Rational Appeals in Advertising

Rational appeals in advertising are also called informative or logical appeals, since advertisers use them in order to represent rational reasons for purchasing an advertised product (Sharma and Singh, 2006). While defining rational, i.e., informative appeals in advertising, Belch and Belch (2004) maintain that they focus on the consumer's real, functional or needs to use a certain product by emphasizing the characteristics of the product and/or benefits and reasons of owning or using a certain product. Advertising messages with a rational appeal stress facts, product characteristics, as well as concrete benefits that consumers would have if they chose to use the advertised product; rational appeals emphasize the quality, the value, the efficiency or the performance of the advertised product (Kotler and Armstrong, 2012). Due to their informative character, advertisers use rational appeals when they wish to persuade potential consumers that the advertised product is better than the one made by their competitors because of certain characteristics or advantages it gives (Kazmi and Batra, 2009).

Rational appeals in advertising can be classified into one of the following categories: feature appeal, competitive advantage appeal, favourable price advantage appeal, news appeal and product popularity appeal (Belch and Belch, 2004; Kazmi and Batra, 2009).

### 2.2. Emotional appeals in advertising

The use of rational appeals in advertising is not appropriate for certain products, especially for those that are not that different from the products of their competitors in functionality, olfactory or technical characteristics (Kazmi and Batra, 2009). By using emotional appeals in that case, advertisers wish to create certain emotional associations in the consumer's mind towards the advertised product, i.e., a unique selling proposition is replaced by a unique emotional proposition. Emotional appeals target psychological or social needs of the consumer, meaning that they are trying to cause positive or negative emotions that could lead to purchasing (Kotler and Armstrong, 2012). A study written by the author Bruno et al. (2016) suggests that an emotional appeal, whether "cold" or "warm" can be effective. According to these authors, a warm appeal stimulates the purchasing intent, and the cold one positively influences the change in attitude, persuasion and consequential behaviour in purchasing.

A number of needs and connected feelings can be used as a basis for emotional appeals in advertising (Kazmi and Batra, 2009). Consumer feelings, that are used as a base of emotional appeals can be classified as personal feelings of the consumer and social-based feelings (Belch and Belch, 2004). Personal feelings also include security, safety, fear, love, happiness, joy, attraction, excitement, pride, accomplishment, confidence, self-confidence, pleasure, ambition, etc. On the other hand, social-based feelings could be recognition, status, respect, involvement, shame, affiliation, rejection and such. The previous emotions can be more important than attributes, functions or features of the advertised product (Sharma and Singh, 2006). Advertisers can use numerous emotional appeals like humour, love, joy but also appeals like fear and guilt (Kotler and Armstrong, 2012). Also, Padhy (2011) states that emotional appeals can create positive or negative emotions in the consumer's conscience, meaning that positive emotional appeals in an advertising message emphasize benefits and advantages of using the advertised product for the consumers, while the negative emotional appeals emphasize danger, and negative consequences that can occur if the consumers do not use the advertised product.

Nowadays, advertisers often use the fear appeal in advertising to draw attention of consumers on the possible danger they are exposed to and to give a recommendation on how to avoid this danger, and to motivate consumers to release themselves of the fear by using the advertised product (Shimp, 2008). Depending on the type of the advertised product, there are two forms of fear appeals that are used in advertising: social disapproval and physical danger. The usage of the fear appeal in a certain advertising message will, however, be effective up to a certain point when its influence will begin to decline, since a large quantity of fear in an advertised message can lead to selective attention and contradict stated arguments by the observer (Belch and Belch, 2004). Guilt, which is connected with fear, is one of the emotional appeals that are often used and that was studied by Coulter and Pinto (1995). The authors relied on McGuire's theory (1969) that determined that both the low and the high guilt appeals inhibit the feeling of guilt, being that the former is due to a low level of attention while the latter is due to denying the messages that cause suspicion.

In academic literature there is a certain accord among authors that consumers will more easily remember advertising messages and advertisements that cause positive emotions and it is more likely that in their purchasing intent they will be more inclined to the related advertised product (Kazmi and Batra, 2009). In addition, advertising messages with a humour appeal are the ones that consumers remember most often out of all the advertising messages they are exposed to (Belch and Belch, 2004). Advertisers use the humour appeal primarily because it attracts the recipient's attention and keeps it during the time of the advertisement.

Having in mind the review of literature and results of previous research which is presented, the authors have set the following hypotheses:

H0: Different advertising appeals can have different effects on the consumer's attitudes and their purchasing intention.

H1: Emotional appeals in advertising have a stronger influence on the purchase intention than rational appeals.

H2: Consumers have negative attitudes towards an advertised product whose advertising message caused negative emotions.

### 3. Research Methodology

The objects of research in the paper are appeals used in advertising. The aim of the research is determining the influence of rational and emotional appeals in advertising on the purchase intention in members of the student population. For that cause, an empirical research was conducted, and the focus group method was used as the research method, which is similar to the research of influence of appeals of advertising green spaces by authors Yang et al. (2015) and in the research of emotional appeals in promoting messages of organizational changes by authors Fox and Amichai-Hamburger (2001). The focus group, as a qualitative method of research, was chosen since it is convenient for researching motivational factors and causal relation with the goal of researching attitudes and behaviours of participants (Vukmirovic and Vukmirovic, 2001). In addition to that, and with the aim of research which is represented in the paper, the existence of the possibility to further clarify responses and attitudes of members of the focus group was important, based on argumentation of certain responses and attitudes, illustrating attitudes and giving examples (Djuric, 2005). Hence the advantage of focus group research lies within the fact that it enables the examination of not only knowledge and experience that the participants possess, but their opinion on the matter, their way of thinking and why they think in this way (Krueger, 1988), as well as the possibility to comprehend the non-verbal communication of participants.

The research was conducted in September 2015 in Belgrade, in accordance with the procedure to conduct focus groups defined by Vukmirovic and Vukmirovic (2011), from designing the environment, then recruiting and choosing participants, choosing a moderator, preparing a discussion guide, conducting the focus group and preparing a report. As the researchers recommend homogeneity of the group in the demographic and social-economic factor senses, the research was conducted among students of the Belgrade University (Faculty of Law, Faculty of Economics, Faculty of Organizational Sciences, Faculty of Political Sciences, Faculty of Philosophy, Faculty of Philology). Students of the second and third years of studies were invited to participate in the focus group and 14 of them signed up. According to Djuric (2005), the most common number of focus group participants used in research varies from six to 14 participants. Additionally, in order

to make conclusions and to gather insights from the focus groups, one group with 6-7 respondents is not enough since the results need to be confirmed through minimum one more group of respondents. If the results in the second are the same as in the first group, then the two groups are sufficient for making conclusions and giving recommendations. For the moderator to be able to coordinate the conversation and for him to obtain a unanimous attitude of the group, the students that applied were divided into two groups of seven students each, making sure of the gender balance within the group. Since in this research the results in both focus groups were the same, the conclusions were made with enough confidence according to the received results.

After defining goals and hypotheses that will be tested in the research, the researcher determines his research questions and prepares a discussion guide, which the moderator uses as a discussion plan for the focus group (Djuric, 2005). In the beginning, the participants were informed about the goals of the research they were taking part in, and about the way of functioning of a focus group. In this way, all participants knew the rules of participation and they could be included in the discussion more easily. The duration of the discussion in focus groups was around 140 minutes. The participants firstly responded to research questions, and then saw advertising videos with different appeals, and the moderator noted their reactions and comments.

#### 4. Results and Discussion

At the beginning, participants were asked the following question: Is your purchasing intention influenced more by information of the product given by the advertisement (commercial) or the emotion a certain advertisement (commercial) gives you?

All participants agree on the matter and state that in case of an advertisement for a new product, information about the product given by advertising were crucial. In case the advertised product is already known or they have previously used it, positive emotions that an advertising message can cause can remind them of the existence of the advertised product if they have forgotten about it or to lead them into purchasing if they were previously satisfied by its performance. In addition, all participants agree that in general, the purchase decision is made based on rational motives for purchasing, whilst emotional motives for the purchase intention are decisive only when they have already used a certain brand and when they are, in a way, emotionally attached to the brand and do not consider competitor brands in this case. Namely, participants prefer advertising messages that cause positive emotions, but speaking of actual purchasing, they often do not have a long-term influence.

For the purpose of researching appeals in advertisement on the purchase intention, the participants of the focus group viewed different advertisements of the product "toothpaste". This category of products was chosen since the members of the focus group were members of the student population and they make the purchase decision on their own only when it comes to products they buy or use often. After reviewing all available advertising videos for the named product category, it is safe to say that in the largest number rational advertising appeals were used, while from emotional advertising appeals the appeal of attraction, the humour appeal and the fear appeal were used. In addition to the criteria of representation of different types of appeals in advertising videos, the researchers have composed the final list of 11 advertising videos, which will be shown to participants of the focus group, based on criteria of representation of different creative strategies and technical solutions in demonstrated advertising messages such as endorsements, testimonials, computer animations and animated character usage, "scientific evidence" demonstration for claims and others. The chosen videos come from new or improved product launch campaigns of the following advertisers: Colgate, Blend-a-med, Aquafresh, Lacalut, Paradontax and Vademecum.

Advertising videos shown to participants, as well as reactions and attitudes of participants to each video are presented in Table 1.



**Table 1:** Reactions and attitudes of participants to advertising videos

Advertising video: short description	Reactions and attitudes of participants
<p>1. „Max White One Optic“                      Producer: <b>Colgate</b>                      Appeal: <b>Attraction</b>                      Available at:  <a href="https://www.youtube.com/watch?v=geDb2e8ljmA">https://www.youtube.com/watch?v=geDb2e8ljmA</a></p> <p>Description: This advertising video demonstrates a model on a runway whose smile diverts the crowd’s attention from other details. The advertiser in this case claims that the models’ smile is a consequence of using the advertised product, thus appealing on consumers that their teeth will be whiter within a week of using the advertised product.</p>	<p>This video caused various reactions with the participants. Just a few participants state that it is pointless and that they do not see a connection between the advertising video and the advertised product, but that it reminds them of a Perwoll commercial, since the highlight was on the girl and her red dress. On the other hand, this video caused laughter in most participants since they consider that the girl’s smile is fake and that it most certainly does not look like that because of the toothpaste. In addition to that, all participants agree on the fact that the focus is on the girl and the runway, and it distracts the attention from the advertised product. All participants agreed that based on the video they have seen, they would not even consider the advertised product as a purchase alternative, because they did not like the video and because they did not remember the product that was advertised.</p>
<p>2. Advertising video: “<b>Blend-a-Med Glamorous White</b>“                      Producer: <b>Blend-a-med</b>                      Appeal: <b>Attraction</b>                      Available at  <a href="https://www.youtube.com/watch?v=PcTTA6K5dMo">https://www.youtube.com/watch?v=PcTTA6K5dMo</a></p> <p>Description: In this advertising video the advertiser claims that since a smile has the ability to charm, the world famous singer Shakira uses the advertised product, appealing to potential consumers that their smile will be like hers if they use the advertised product.</p>	<p>This video caused positive reactions among all participants, primarily because of the celebrity starring in it and their opinion of her, but also because it is in their opinion more meaningful than the last one, since the attention is directed towards the face and the smile. The majority of participants claim that they will remember the advertising video by the celebrity and that they will associate Blend-a-Med brand with her. On the other hand, a small number of participants claim that they have remembered the advertised message because they liked the advertisement, but they will not consider purchasing since besides the celebrity and the advertised product, they have not remembered the features of the product.</p>
<p>3. Advertising video: “<b>Colgate Fresh Confidence Mind Blowing</b>“                      Producer: <b>Colgate</b>                      Appeal: <b>Humour</b>                      Available at:  <a href="https://www.youtube.com/watch?v=CIS-0sns-BHg&amp;index=3&amp;list=PLMPtbceLNSHbadMS0jFRvFWIN—OF_C0p">https://www.youtube.com/watch?v=CIS-0sns-BHg&amp;index=3&amp;list=PLMPtbceLNSHbadMS0jFRvFWIN—OF_C0p</a></p> <p>Description: This advertising video shows a sleepy girl entering her bathroom and starting to use the advertised product. Due to toothpaste ingredients that contribute to a fresh breath, while brushing her teeth the girl is shivering from cold and laughing, while the mentioned characteristic of this product is demonstrated by ice cubes around the girl and her smile.</p>	<p>This video caused participants’ laughter and excitement and they all agreed that they liked it due to the fact that it demonstrated the actual using of the product, hence the advertised product was in the spotlight and its characteristics which were represented in an interesting way. In addition to that, all participants claim that based on the advertisement they have remembered the advertising product and its characteristics, and they would definitely consider it as one of their options during their next purchase. Also, all participants agree that they will always connect the advertised product to the commercial they liked and the positive emotions it caused.</p>

Advertising video: short description	Reactions and attitudes of participants
<p>4. Advertising video: „<b>Aquafresh</b>“            Producer: <b>Aquafresh</b>            Appeal: <b>Humour</b>            Available at:  <a href="https://www.youtube.com/watch?v=PcTTA6K5dMo">https://www.youtube.com/watch?v=PcTTA6K5dMo</a></p> <p>Description: This video does not show the use of the advertised product, the product is represented as a hero, <i>Captain Aquafresh</i> to be precise, who fights sugar attacking the world in an interesting way, in the participants' opinion.</p>	<p>During the showing, this video caused different reactions in participants. Namely, it caused laughter in the majority of participants since it was presented as a cartoon, while the voiceover is a serious voice talking about the problem, i.e., the sugar attacking the world. The participants like that the advertised product was represented in an interesting way as the solution to the mentioned problem, that the video had their full attention and that they remembered the product that was being advertised. In addition to that, the majority of participants claim that they would consider the advertised product as a purchase option during their next toothpaste purchase since they liked the video. On the other hand, a small number of participants did not like the video, since in their opinion it makes no sense and it does not demonstrate the features of the product, so they would not consider it even as a purchase option, based on this video.</p>
<p>5. Advertising video: „<b>Lacalut</b>“            Producer: <b>Lacalut</b>            Appeal: <b>Fear</b>            Available at:  <a href="https://www.youtube.com/watch?v=XF-U_CipS-o">https://www.youtube.com/watch?v=XF-U_CipS-o</a></p> <p>Description: This video states all possible oral health problems, while the advertised product claims to be the solution to listed problems.</p>	<p>This video caused fear in all participants, and all participants have started a discussion about oral health problems. Additionally, all participants have remembered the advertised product even though the advertising video caused negative emotions. The majority of the participants claim that after seeing the advertising video they have become aware that they have one of the mentioned problems and that they would consider the advertised product as a purchase option, after having seen the dentist first.</p>
<p>6. Advertising video: „<b>Parodontax 1</b>“            Producer: <b>Parodontax</b>            Appeal: <b>Fear</b>            Available at:  <a href="https://www.youtube.com/watch?v=JpXxWGqKrPA">https://www.youtube.com/watch?v=JpXxWGqKrPA</a></p> <p>Description: This video also shows a consequence of one of the oral health problems, while the advertised product is represented as the solution to the relative problem and its consequences.</p>	<p>This video caused stronger negative emotions with all participants, primarily fear and all participants agree that it is more effective than the previous video due to the demonstration of consequences of certain oral health problems. All participants state that they have memorized the advertised product, while participants that do have one of the mentioned problems state that after seeing this video they would most definitely purchase the advertised product. In addition to that, even a large number of participants who do not have a mentioned oral health problem claim to consider this product as a purchase option for the sake of prevention.</p>
<p>7. Advertising video: „<b>Parodontax 2</b>“            Producer: <b>Parodontax</b>            Appeal: <b>Fear</b>            Available at:  <a href="https://www.youtube.com/watch?v=-5o99vbSQjQ">https://www.youtube.com/watch?v=-5o99vbSQjQ</a></p> <p>Description: in this video the advertiser appeals to consumers not to ignore bleeding gums since this could be the first sign of oral health problems that can lead to losing teeth. In addition to that, the amplitude of fear it causes in recipients is higher since the advertiser also appeals to consumers not to ignore bleeding gums since they most certainly would not ignore bleeding of another part of their face or body, while the advertised product is shown as the solution to the said problem and its consequences</p>	<p>This video caused in all participants stronger negative emotions than previous videos containing the fear appeal. All participants agree that after this video they realized that bleeding gums is a serious problem that should not be ignored, which was also demonstrated in the previous video they have seen. However, this video, due to its strong negative emotion also caused hostility towards the advertiser and the advertised product, so all participants claim that they would not even consider this product as an option for purchasing. In addition to that, all participants agree that when they see this advertising message they would change the channel or ignore it.</p>

Advertising video: short description	Reactions and attitudes of participants
<p>8. Advertising video: “<b>Blend-a-med Pro Expert</b>“                      Producer: <b>Blend-a-med</b>                      Appeal: <b>Feature</b>                      Available at: <a href="https://www.youtube.com/watch?v=-ZK31uHFP0M">https://www.youtube.com/watch?v=-ZK31uHFP0M</a></p> <p>Description: in this video the advertiser claims that the advertised product, thanks to its unique formula, or ingredients it has, helps renew tooth enamel and that already after the first use the teeth are healthier and stronger.</p>	<p>The majority of participants claim that because of the constant repetition of the toothpaste name (Blend-a-med Pro Expert), after seeing the video, they have remembered the brand of the advertised product and that in general they liked the advertisement. A small number of participants also managed to remember that the product has a unique formula; however, they need additional information about the ingredients of this particular formula in order to make a purchase decision.</p>
<p>9. Advertising video: „<b>Vademecum Expert Complete</b>“                      Producer: <b>Vademecum</b>                      Appeal: <b>Product popularity</b>                      Available at: <a href="https://www.youtube.com/watch?v=3DeJi1Gci9w">https://www.youtube.com/watch?v=3DeJi1Gci9w</a></p> <p>Description: In this video the advertiser claims that dentist recommend an innovation from the Vademecum Laboratory, i.e., the <i>Vademecum Expert Complete 7</i>, also naming benefits that the use of the advertised product provides, it being a complete protection and maintaining of gum health.</p>	<p>All participants agree that this video, unlike the last one, have more content since in addition to stating that this toothpaste is recommended by dentists, they also named benefits that everybody can have after using this toothpaste. In addition, all participants agree that they liked the video and that they remembered the advertised product, and due to its clearly stated advantages, they would definitely consider this toothpaste as a purchase option, since they would recall the advertised video and its named advantages. Also, expert opinions definitely contribute to the credibility of stated benefits of the advertised products.</p>
<p>10. Advertising video: “<b>Colgate Total 12</b>“                      Producer: <b>Colgate</b>                      Appeal: <b>Product Popularity</b>                      Available at: <a href="https://www.youtube.com/watch?v=8ULR68LTmbw">https://www.youtube.com/watch?v=8ULR68LTmbw</a></p> <p>Description: Unlike the previous video, this shows consumers of the advertised product that claim that after the dentist’s recommendation to use <i>Colgate Total 12</i> they have noticed a difference, so they are pleased with the use of the advertised product.</p>	<p>All participants agree that they liked this video due to the fact that, apart from naming benefits provided by using the advertised product and dentist’s recommendations, it shows average consumers speaking about their satisfaction by the advertised product, which significantly enhances the trust of participants in the product itself. All participants memorized the product that was advertised and agree that based on the video, they would purchase the advertised product, since they would recall the recommendation of happy average consumers during their purchase.</p>
<p>11. Advertising video: “<b>Colgate Maximum Cavity Protection</b>“                      Producer: <b>Colgate</b>                      Appeal: <b>Novelty</b>                      Available at : <a href="https://www.youtube.com/watch?v=SZQMfhKt12U&amp;index=26&amp;list=PLMPtbceLNShbadMS0jFRvFWIN—OF_C0p">https://www.youtube.com/watch?v=SZQMfhKt12U&amp;index=26&amp;list=PLMPtbceLNShbadMS0jFRvFWIN—OF_C0p</a></p> <p>Description: in this video the advertiser claims that the new toothpaste <i>Colgate Maximum Cavity Protection</i> was made after 8 years of clinical research, and that it is the only toothpaste which provides a maximal protection against tooth decay. Furthermore, the additional value of the advertised product is emphasized, i.e., the sugar acid neutralizer which contributes to keeping oral health and stopping caries from appearing.</p>	<p>This video caused different reactions and comments among participants. Namely, most of the participants agree that they did not like the video, because they believe that the shown situations were not connected to the voiceover that speaks about a conducted research, fight against plaque and claims that it gives a complete protection against plaque. A small number of participants state that the advertising video has a point, so their attention was drawn to other aspects of the video – the color purple which is dominant in the video, information about the conducted video, product innovation information, etc. In addition to that, they emphasized that they memorized the named advantages that the usage of the advertised product provides; hence they would consider the product as a purchase option.</p>



To examine the purchase intent, after showing advertising videos, the focus group participants were asked the following question: **Based on the advertising videos (commercials) you have seen, which toothpaste would you purchase and why?** The majority of male focus group participants name videos for *Vademecum* and *Colgate Total 12*, as videos with the strongest influence for their purchase intention, where in their opinion, the characteristics and the advantages of the advertised products are clearly demonstrated, and confirmed by experts and satisfied consumers. The majority of the female focus group participants have said that videos with the strongest influence on their purchase intention were *Parodontax* and *Aquafresh*, i.e., videos containing emotional appeals. They explain their answers by the fact that they cause certain emotions. When it comes to purchasing the Parodontax toothpaste the majority of the female participants claim that based on the shown videos they would purchase the Parodontax toothpaste if they only saw a video demonstrating the consequences of oral health problems for the sake of prevention. However, in the case when they have seen a video for Parodontax with a hyphenated sense of fear, due to the amplitude of negative emotions it caused, they would not even consider the advertised product as a purchasing option.

The initial hypothesis H0 was proven: Different advertising appeals can have different effects on the consumers' attitudes and the purchase intention. Furthermore, results have shown that rational appeals in advertising have a stronger influence on the purchase intention among the male members. On the other hand, emotional appeals in advertising have a stronger influence on the purchase intention with the female members. It is hence possible to conclude that the hypothesis H1, that emotional appeals in advertising have a stronger influence on the purchase intention than rational appeals, was partially proven. Based on the answers of the majority of the focus group participants it was confirmed with the women, while based on answers of the majority of the focus group participants we can conclude that rational appeals in advertising have a stronger influence on the purchase intention in men.

Based on the answers of the majority of participants, the initial hypothesis H2 was also confirmed, namely, consumers have a negative attitude towards an advertised product whose advertising message caused strong negative emotions, where the application of the fear appeal is specially protruded. Namely, this research has also confirmed the results obtained by Belch and Belch (2004) that the use of the fear appeal in an advertising message is only effective to a certain extent, when the amplitude of the caused fear is not intensive, i.e., when it does not lead to selective attention, retention and distastefulness.

## Conclusion

Based on the research results, the implications for marketing practice are represented by an empirically proven efficiency or inefficiency of certain types of appeals in creative strategies of advertising messages. Namely, marketing professionals often approach creative strategies and techniques in advertising messages as an "art expression" of copywriters and designers, meaning that they are treated as dimensions of advertising whose effectiveness and efficiency are not measurable. The research conducted in this paper primarily demonstrates that there are significant differences in effects of applying certain appeals, whether in a positive direction, as motivators for purchasing or in a negative direction, as disincentives of the purchase intention.

Considering the fact that this research included a small sample that is adequate for the student population, further research should comprise a larger sample, and it could also include other categories of products. It would contribute to a better understanding of appeal impact as well as to making conclusions and implications that are more general for the practice. Furthermore, as competition and advertising on the online market are intensified, the authors believe that it would be useful to explore the influence of appeals on the purchase intention in an online environment.

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Received: September 2016.

Accepted: December 2016.

## About the Author

**Predrag Jovanović**

Philip Morris International  
predragzjovanovic@gmail.com



Predrag Jovanović is a Market Research Executive at the Philip Morris International. He started his professional career in the Marketing Department at the NIS Gazprom Neft, after which he was engaged with the digital marketing agency Ellecta Digital. He completed his Bachelor and Master Studies at the Faculty of Organizational Sciences in Belgrade. During his studies he wrote several research papers, participated in Case Study competitions and many projects related to Marketing, and was awarded the "Dositeja" scholarship by the Ministry of Youth and Sports of the Republic of Serbia for the school year 2013/14. His main research areas are: Marketing, Communication, Advertising, Market Research and Consumer Behaviour.

**Tamara Vlastelica**

University of Belgrade, Faculty of Organizational Sciences  
tamarav@fon.rs



Tamara Vlastelica, PhD, is an assistant professor at the University of Belgrade, Faculty of Organizational Sciences, at the Department for Marketing and Public Relations. She is the author of five books and more than 50 scientific papers in the field of corporate and marketing communications. She specialized in marketing and CSR at the London Business School. She is a Communication Expert of the United Nations Food and Agriculture Organization and she was a Chairperson of the Working Group of the United Nations Global Compact for the "Serbian National strategy for corporate social responsibility", a member of the Managing Board and Expert Jury of the Public Relations Society of Serbia. She was engaged as Corporate Communications Advisor at the Victoria Group and she was Corporate Affairs Manager at Coca-Cola HBC and Head of Marketing and Communications at Deloitte. In 2014 the Serbian Association of Managers declared her "The best young manager in Serbia".

**Slavica Cicvarić Kostić**

University of Belgrade, Faculty of Organizational Sciences  
cicvaric.slavica@fon.rs



Slavica Cicvarić Kostić, PhD, is an associate professor at the University of Belgrade, Faculty of Organizational Sciences, at the Department of Marketing and Public Relations. She is the author of books in the fields of branding and communications. Slavica is a Chartered Management Institute approved trainer, level 5/7. She has been a visiting lecturer at several universities and business schools in Europe. She works as a consultant in the fields of public relations and marketing for organizations of corporate and public sectors. Slavica was Director of Business Development in the international consulting company Hauska & Partner International Communications. She was a Public Relations Manager in the MPC Properties investment company, a strategic partner of Merrill Lynch. She is a member of the Managing Board of the Public Relations Society of Serbia, as well as a member of several both domestic and international professional associations.