

INVESTIGATE THE ROLE OF ADVERTISING APPEALING IN BRAND ATTITUDE AND CUSTOMER BEHAVIOR

INVESTIGAR O PAPEL DA PUBLICIDADE ATRAENTE NA ATITUDE DA MARCA E NO COMPORTAMENTO DO CLIENTE

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Abstract: This study was conducted to investigate the role of advertising appealing in brand attitude and customer behavior. This is a case study in which Pegah Brand's advertising appealing effects on their customer behavior and brand attitude were investigated. Samples were 400 people who were Pegah customer from Tehran's district 2. In this survey study, different research tools were used to collect data. Pearson correlation analysis, independent t-test and Structural Equation Modeling (SEM) were used to analyze the data. The results showed that emotional advertising appealing and rational advertising appealing have a significant effect on brand attitude and customer behavior. The results also showed that there is a meaningful different between men and women brand attitude and customer behavior in terms of receiving effect from emotional and rational advertising appealing. The results suggest that Pegah company should consider emotional and rational advertising appealing when they run an advertisement. **Keywords:** advertising appealing, rational appealing, emotional appealing, customer behavior, brand attitude.

Resumo: Este estudo foi conduzido para investigar o papel da publicidade atraente na atitude da marca e no comportamento do cliente. Este é um estudo de caso no qual os efeitos atraentes da publicidade da Pegah Brand no comportamento do cliente e na atitude da marca foram investigados. As amostras eram 400 pessoas que eram clientes da Pegah do distrito 2 de Teerã. Neste estudo, diferentes ferramentas de pesquisa foram usadas para coletar dados. Análise de correlação de Pearson, teste t independente e Modelagem de Equações Estruturais (MEV) foram utilizados para analisar os dados. Os resultados mostraram que a publicidade emocional atraente e a publicidade racional têm um efeito significativo na atitude da marca e no comportamento do cliente. Os resultados também mostraram que há uma diferença significativa entre a atitude da marca de homens e mulheres e o comportamento do cliente em termos de receber efeito de publicidade emocional e racional. Os resultados sugerem que a empresa Pegah deve considerar atraente a publicidade emocional e racional ao exibir um anúncio.

Palavras-chave: publicidade atraente, racional, emocional, comportamento do cliente, atitude da marca.

Introduction

In the media and information age, the continuation of productive activities without marketing and advertising for the sale of the product is not possible, and the sale of goods in different markets requires appropriate advertising and marketing activities. Therefore, attention to advertising activities has been expanded professionally and attention to advertising appealing is one of the important issues in marketing (Bashir & Hatami, 2017; Hashemi, 2014). Advertising generates a strong and positive relationship between consumers and advertisers, and the primary role of advertising is to positively influence the product or service that vendors are ultimately seeking to sell or offer (Nabeel, 2012). Customer brand perception is dependent on information that is likely to be obtained through advertising (Chan, Chan, & Tang, 2017). Nabeel's research (2012) shows that the most important component in describing a consumer who is likely to buy a product or service is an advertisement. An advertisement message will be effective when it comes to the first step in attracting the attention of the audience to the message and inspire them to pursue it. In addition to the need for the attention of the audiences to the message, the content and appearance of the message must be designed in such a way that the purpose of the advertisement is realized; in other words, the message must be designed in such a way that the audience's perception of the message is consistent with the purpose of the message. Experts and researchers have found various appealingings in advertising that marketers use these advertising appealing with considering the type of audience, type of product, and other attributes. Some of these advertising appealing are rational, emotional, fear, sexual, and humorous advertising appealing (Masoudi-Pour & Kheiri, 2014). Today, advertising has an indisputable role in explaining the brand's position in the market as well as customer minds (Dens & De Pelsmacker, 2010). Nabeel (2012) points out that the most important component of any advertisement is its advertising appealing. Research shows that advertising appealing can affect the key marketing concepts of brand and customer (Sadeghi et al., 2015; Nabeel, 2012). One of the areas where advertising and advertising appealing can play a role are brand attitude and customer behavior. Customer behavior is one of the most important issues in marketing science (Safarzade, Kheiri, & Aga Seid-Aga, 2011). Customer behavior refers to the study of processes for choosing, buying, using or disposing of products, services, thoughts or experiences by individuals to meet needs and desires (De Vries, Roy, & De Koster, 2018; Sheth, Mittal, Newman & Sheth, 2004; Khodad-Hosseini, Sameei, & Ahmadi, 2018). Brand attitude in its simplest sense refers to an individual's own assessment of the brand (Mazodier & Merunka, 2014). A brand attitude can be defined as a positive or negative consumer's perception of brand service (Asadi, Khazaei, & Tavakoli, 2017).

Therefore, customer behavior and brand attitudes are among the areas where advertising appealing is expected to be effective. In the next section, we will discuss the theoretical foundations of research structures, research background, research hypotheses and conceptual model of the research.

Theoretical Background

Advertising appealing

The appeal of a message of an advertisement is because of a message that is implicitly embedded in the ad to encourage customers to buy the advertised product (Kulkarni, 2009). Advertising appealing seeks to influence customers in a way that leads to the purchase of a particular product (Sedegi et al., 2015). Lin (2011) states that advertising appealing refers to the type of packaging of products, services, organizations, or individuals in a variety of ways that explains the identity, advantage, benefit, or sense of excitement, or the specific reason why customers think about that product and why they should buy it. Berkman & Gilson (1986) indicate that advertising appealing is a creative effort to encourage and aspire customers to buy a particular product or service and influence their attitude in terms of that product or service. Schiffman & Kanuk (2007) point out advertising appealing as suppliers' activities in applying psychorationally excited power to stimulate customer desires and to buy the product. Nabeel (2012) also states that a person must have a reason to buy a product in which can be emotional or rational reason. In general, the advertising appealing can be considered by customers to

change their attitude towards a product and to have an emotional and rational effect on them to buy a product or service.

Each advertising message uses a type of appealing to attract an audience to the content of its message and generate a response from the ad viewer (Belch & Belch, 2004). The most common advertising appealing used in advertising messages are classified into two categories: rational appealing and emotional appealing (Percy, 2016). Rational appealing is a method of delivering advertising that focuses on the core functions of a product or service and encourages a consumer to make a rational decision to purchase the advertised product (Arens, 2004). Rational appealing includes many types: one-dimensional, two-dimensional, and comparative. One-dimensional appealing refers to those messages that only express information and claims about the goods that support the goods or the brand of the goods (Assael & Kamins, 1989). These types of messages refrain from providing any information about product failures or weaknesses (Hashemi, 2014). Two-dimensional advertising appealing messages refer to those messages that, in addition to expressing positive information and important commodity features, also deal with negative commodity characteristics (Cutler et al., 2016). In a comparative advertising appealing, the company directly or indirectly compares a particular brand with another specific brand's products (Kotler & Armstrong, 2011). Emotional appealing, contrary to the rational appealing, try to stimulate the positive and negative emotions of a person and stimulate them to buy the products (Kotler, Armstrong, Saunders & Wong, 2001). Emotional appealing strives to create an effective response in the audience (Huertas & Campomar, 2009). This type of advertising appealing plays a very important role in convincing audiences and marketing communications (Septianto & Tjiptono, 2019; Vincent & Dubinsky, 2005). Emotional appealing includes humor and fear appealing. Humor appealing is one of the most widely used advertising appealing in the world (Hashemi, 2014). Advertising professionals cite a variety of reasons for using humorous content, such as having fun and funny messages to attract more customer attention and make them want to buy more than serious advertising (Ness et al., 2017).

Fear advertising appealing raise fears in the audience and stimulate them to do or not do something (Kok, Peters, Kessels, Ten Hoor & Ruiters, 2018). One of the main reasons for the success of fear appealing is that these kinds of messages trigger emotional reactions, then these emotions stimulate the individual to solve a similar problem (Bartikowski, Laroche, & Richard, 2019; Maloney, Lapinski & Witte, 2011),

Brand attitude

Attitude is recognized as a fundamental concept in psychology, but it also plays an important role in social sciences and marketing (Franken, JPennings & Garcia, 2014). Fishbein & Ajzen (1975) define attitude as a learning-oriented orientation that is a steady state of interest or dislike for a particular subject and object. Kotler (2016) states that attitude refers to the evaluation of pleasant or unpleasant evaluation, feeling, desire to act on an idea or object. Schiffman & Kanuk (2007) also explain that attitude is a psychorational tendency toward a subject. Attitude to the brand refers to one's internal evaluation of the brand (Asadi, Khazaei & Tavakoli, 2017). Brand attitude can be defined as the positive or negative attitude of the customer towards brand service (Keller, 1998). This view comes from consumer satisfaction and understanding of brand drivers (Park et al., 2010). Apart from satisfaction, which is a rapid response to service purchase, the attitude of the brand provides an overall assessment of the dimensions of the brand. The attitude to the brand is the customer's willingness to respond and to show a favorable or unfavorable reaction to a particular brand (Dolbec, & Chebat, 2013). Therefore, brand attitude is based on the direct or indirect evaluation of brand dimensions from an information and communication source and is defined on the basis of post-customer satisfaction (Asadi, Khazaei & Tavakoli, 2017).

Customer behavior

Customer behavior involves the study of processes in which individuals or groups use goods, services, or ideas to satisfy needs and desires (Buil, Martínez, & Chernatony, 2013). In fact, customer behavior includes behaviors that a customer exhibits before buying, in buying and after buying a product (Ahmadvand & Sardari, 2014). Solomon (2013) defines customer behavior as studying the processes involved in selecting, purchasing, using, disposing of pro-

ducts, services, thoughts, or experiences from individuals to address needs and desires. Customer behavior is the study of purchasing units and exchange processes that are subject to the purchase, consumption, and withdrawal of goods, services, or ideas (Nalchi, Rasoolian & Bojari, 2012). Customer behavior involves people and what they buy, why and how they buy. This is a delicate phenomenon because people’s behavior is not always clear and therefore customers’ performance is often unpredictable (Yu, Allon, & Bassamboo, 2016). Buyers’ behavior consists of their values and beliefs, their attitudes and ways of thinking about the world and their place in this world, their image and what they expect of others, their rationality and judgment and their motivation (Nalchi, Rasoolian & Bojari, 2012). Several factors influence consumer behavior, including consumer attitudes toward a product, a service, or a brand (Su & Zhang, 2008). Psychorational factors that are in the form of motivation, perception, learning, beliefs and attitudes are considered as important and influential factors on c behavior (Khadad-Hosseini, Sameei & Ahmadi, 2018). Shafizadeh, Seyyedi and Ghasemi Dolarestani (2013) describe the factors affecting customer behavior as follows: functional characteristics, product selection, delivery, customer service, information quality factors, social factors, motivational factors, experimental side of purchasing, drivers and website support features.

Research Hypotheses

Navigating in the research background illustrates that although research has been conducted on the effectiveness of advertising appealing on purchase intention, brand perception, brand attitude, and brand equity, no research has found to study the impact of advertising appealing on brand attitudes and customer behavior with a focus on Pegah Brand.

Therefore, considering the importance of advertising appealing in the age of media and digital, as well as the key role that brand attitude and consumer behavior have in the success of a brand, it is necessary to carry out this research. In this study, the researchers intend to examine five research hypotheses:

Hypothesis (1): Emotional appealing used in Pegah Dairy products advertising have a significant impact on the brand attitude.

Hypothesis (2): Rational appealing used in Pegah Dairy products advertising have a significant impact on the brand attitude.

Hypothesis (3): Emotional appealing used in Pegah Dairy products advertising have a significant impact on the customer behavior.

Hypothesis (4): Rational appealing used in Pegah Dairy products advertising have a significant impact on the customer behavior.

Hypothesis (5): There is difference behavior between male and female in the impact of the emotional and rational advertising of Pegah Dairy products on brand attitude and consumer.

Given the explanation of the research structures and the relationships between them, the conceptual model of research is illustrated as follows (Figure 1).

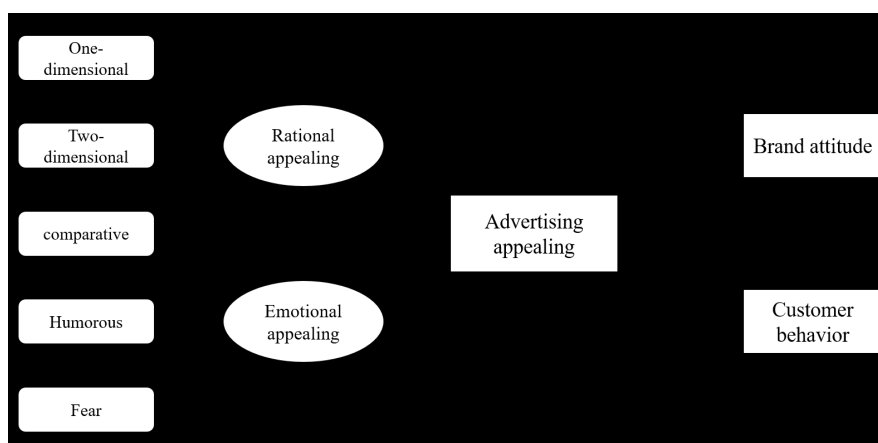


Figure 1. Conceptual model of research structure

Methodology

The is a quantitative study which uses survey method to address the research questions purpose. This is a case study in which Pegah Brand’s advertising appealing effects on their customer behavior and brand attitude were investigated. Clustering sampling method was used to select participants. This means that the district two of Tehran itself is divided into four parts: North, South, East and West and randomly participants were selected from each region and finally 400 people who were Pegah Brand customer from Tehran’s district 2 participated in this study. In this survey study, different research tools were used to collect data. The research tools were three standard Hashemi Advertising Appealing Questionnaire (2014), Ahmadi Saravani Brand Attitude Questionnaire (2014) and Lerman’s Customer Behavior Questionnaire (2006). The advertising appealing questionnaire consists of 12 items, developed on a five-point Likert scale, including options (strongly agree, agree, no comment, disagree, strongly disagree) and scored from (5) strongly agree to (1) totally disagree respectively. The higher score means that the product has more advertising appeal. The reliability and validity of this questionnaire was confirmed by Hashemi (2014) through Cronbach’s alpha coefficient and confirmatory factor analysis. In this questionnaire, the reliability of the questionnaire was reported by running on a sample of 30 people using Cronbach’s alpha coefficient of 0.83. The standard questionnaire of brand attitude consists of 4 items including very high, high, medium, low and very low which include score 1 (very high), score 2 (high), Score 3 (medium), score 4 (low) and score 5 (very low). The interpretation of the score in this questionnaire is that if the score is between 4 to 7, it means that brand attitude is low. If the score is between 7 to 14, the attitude towards the brand is moderate, and if the score is above 14, the attitude towards the brand is high. The validity and reliability of this questionnaire was confirmed by Ahmadi Saravani (2014). The reliability of this questionnaire in the present study was reported to be about 0.79. The customer behavior questionnaire was developed by Lerman (2006), consisting of 6 items and two subscales of positive politeness (3 questions) and negative politeness (3 questions) that were used to measure polite and compliant of customer behavior. The questionnaire was developed on a five-point Likert scale, which included strongly disagree (score 1), disagree (score 2), disagree (score 3), agree (score 4), and strongly agree (score 5). Interpretation of the score of this questionnaire for the negative politeness subscale (Questions 1, 2 and 5) states that if the score is between 3 to 6, it means low negative politeness; the score is between 6 to 9 means moderate negative politeness; score above 9 means politeness The negative is high. These scores can also be interpreted as a positive politeness subscale (questions 3, 4, and 6). The validity and reliability of this questionnaire were confirmed by Lerman (2006). In this study, the reliability of this tool was reported to be 0.81. Pearson correlation analysis, independent t-test, and structural equation modeling were used to analyze the data. Structural modeling is a very general and powerful technique of the multivariate regression family and, more precisely, the extension of the general linear model that allows the researcher to test a set of regression equations simultaneously. This model is a holistic approach to testing hypotheses about the relationships of observed and present variables

Results

The results of this study are presented in two parts: descriptive statistics and inferential statistics. The demographic information of the research participants is described in Table 1.

Table 1. Descriptive information of the research participants

Variable	Level	Frequency	Percent
Gender	Male	146	%36
	Female	254	%64

Age	15-24	109	%27
	25-34	87	%22
	35-44	121	%30
	45-54	38	%10
	More than 55	45	%11
Degree	Under the diploma	87	%22
	diploma	104	%26
	Undergraduate	116	%29
	Postgraduate	61	%15
	Doctorate	32	%8

As can be seen in Table 1, about 64% of the study participants were women and only 34% were men. The highest age range of participants was between 33 to 44 (30%) and 116 of the participants (29%) had a bachelor's degree.

Descriptive information of research variables such as mean and standard deviation are reported in Table 2.

Table 2. Descriptive information of research variables

Variable	N	M	SD
Advertising appealing	400	52	3.45
Rationale appealing	400	22	2.35
Emotional appealing	400	23	2.44
Brand attitude	400	15	3.21
Customer behavior	400	23	2.25

Survey of descriptive results related to research variables shows that mean score of advertising appealing is (M = 52), mean score of rational appealing is (M = 22), mean score of emotional appealing is (M = 23), mean score of brand attitude is (M = 15), and the mean score of consumer behavior is (M = 23).

In the inferential analysis of the data, we first draw the correlation matrix between the variables, and then we examine the fit of the model and the test analysis of the structural equation model. The correlation matrix for the research variables are presented in Table 3.

Table 3. Correlation matrix for research variables

Variable	Advertising appealing	Rationale appealing	Emotional appealing	Brand attitude	Customer behavior
Advertising appealing	1	-	-	**0.321	**0.312
Rationale appealing	-	1		*0.221	**0.346
Emotional appealing	-	-	1	**0.297	*0.231
Brand attitude	**0.321	*0.221	**0.297	1	-
Customer behavior	**0.312	**0.346	*0.231	-	1

* Significance at 0.05 level ** Significance at 0.01 level

According to the results of the correlation matrix, we find that advertising appealing has a positive relationship with brand attitude and customer behavior, which is significant at alpha level of 0.01 ($P < 0.01$). The results were similar for all types of advertising appealing, meaning that both emotional and rational appealing had a significant and positive relationship with brand attitude and customer behavior of Pegah Dairy customers. However, the relationship between brand attitude with rational appealing and customer behavior with emotional appealing was significant at the alpha level of 0.05 ($P < 0.05$).

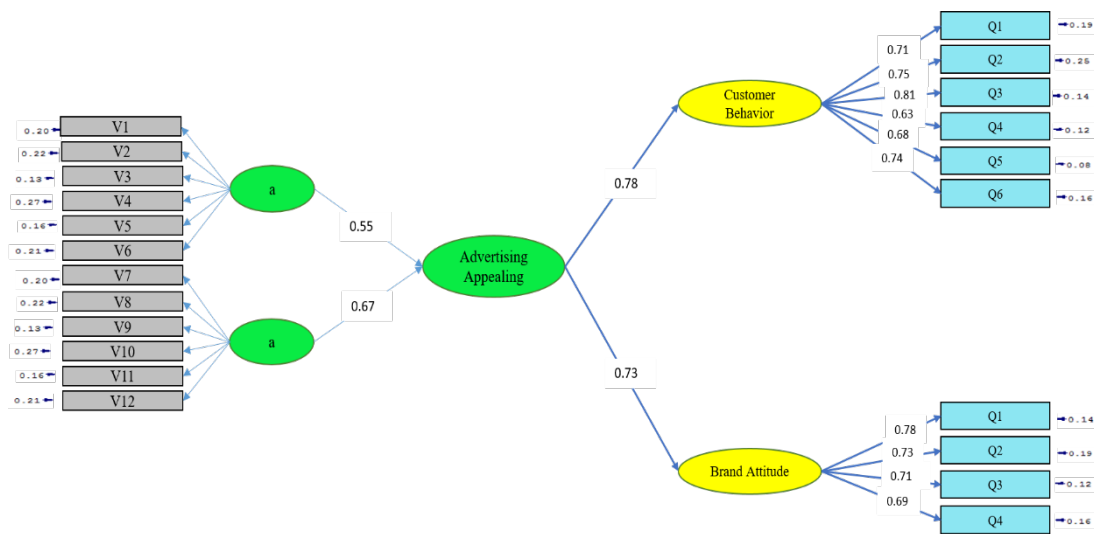
Considering the significance of the Pearson correlation results for the research variables, in the next section, we determine the effect of advertising appealing on brand attitude and customer behavior. In this section, we first examine the fit of the model to illustrate the structural equation model and the t-score of the structures if the fit is acceptable. Table 4 describes the model fitting results.

Table 4. Model fit results

Index	Acceptable rate	Found result	Model fit
Chi Square	/df>3	1.28	Acceptable fit
RMSEA	0.09	0.05	Acceptable fit
GFI	0.09	0.92	Acceptable fit
AGFI	0.09	0.93	Acceptable fit
CFI	0.09	0.94	Acceptable fit
NFI	0.09	0.96	Acceptable fit
NNFI	0.09	0.96	Acceptable fit

According to the results of the fit indices of the research instruments, it can be said that the chi square value in all the measurement models is significant at 5% error level. The value of the RMSEA index in all measurement models is within the acceptable range, which indicates the acceptable error value in the instrument measurement models. The values of CFI, GFI, AGFI, NFI, and NNFI indices in all instrument measurement models were also evaluated according to the desired criterion, indicating appropriate fit of the measurement models. Therefore, according to the results of the measurement models, it can be said that all the research instruments are suitable and acceptable.

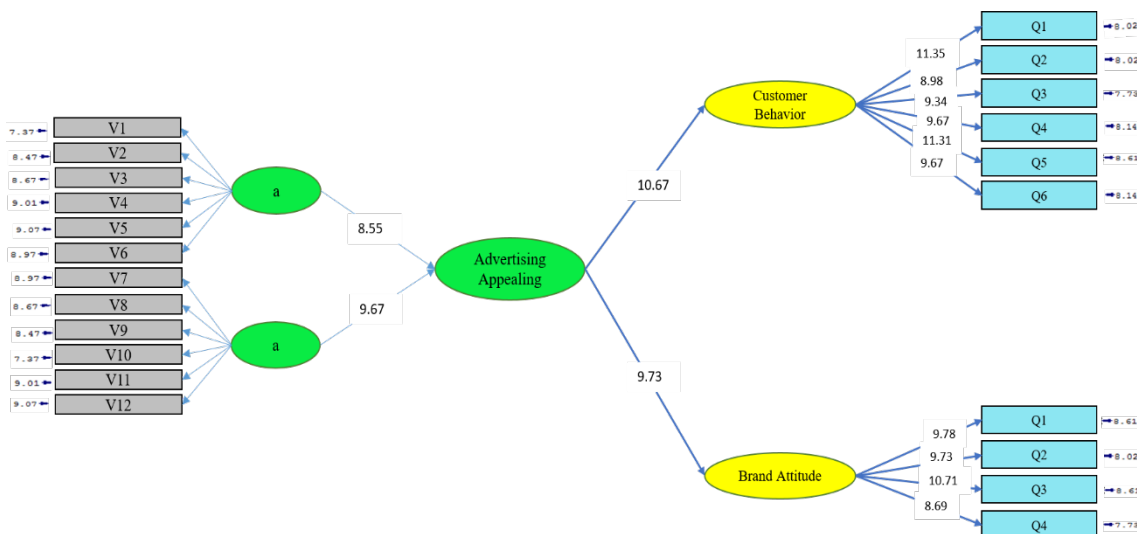
In the next section we will test the structural equation model and hypothesis test. Figure 2 shows the factor loadings of the research variables and Figure 3 shows the calculated t values for the research variables.



Chi-Square=884.52, df=350, P-value=0.000, RMSEA=0.06

Figure 2. Factor loadings of research variables

As can be seen in Figure 2, the results show that all the relationships between the research structures are in place.



Chi-Square=884.52, df=350, P-value=0.000, RMSEA=0.06

Figure 3. Calculated t-value for significance coefficients

The results of the data analysis for the influence of advertising appealing on brand attitude and customer behavior show that emotional and rational advertising appealing account for 73% of the amount of factor loadings on brand attitude (Figure 2) and obtained t-value is 9.73 (Fig. 3) which is higher than the t-value of 1.96 which means that the statistical value is significant. Therefore, the first and second hypotheses of the study are confirmed. The results of the data analysis also show that emotional and rational advertising appealing account for 78% of the factor loadings of customer behavior (Figure 2) and the t-valued is 10.67 (Figure 3) which is higher than the t-value of 1.96 and means statistical significance. Therefore, the third and fourth hypotheses of the research are also confirmed.

Independent t-test was used to answer the fifth research hypothesis that compares the effect of emotional and rational advertising appealing on customer behavior and brand attitude of men and women. The results of this analysis is as described in Tables 5.

Table 5. Independent t-test results

Variable	Subscales	Mean difference	df	t	Sig
Brand attitude	Emotional appealing	5.33	398	3.47	0.03
	Rational appealing	0.37	398	0.54	0.12
Customer behavior	Emotional appealing	4.93	398	2.98	0.03
	Rational appealing	0.78	398	0.74	0.15

The results of independent t-test for brand attitude and customer behavior show that emotional advertising appealing has different effect on male and female customers of Pegah brand products. While this result does not make sense for rational advertising appealing.

Discussion and conclusion

The results of data analysis showed that rational and emotional advertising appealing had a positive and significant effect on brand attitude and consumer behavior. Chan, Chan, and Tang (2017) state that advertising plays a role in influencing brand perception by the customer, and according to Nabeel (2012) the most important component of advertising is the advertising message and what can distinguish an advertising message is its appealing. Therefore, advertising appealing has an undeniable role in explaining brand position in the market as well as customer perception of the brand (Dens & De Pelsmacker, 2010). The findings of this study are in line with the findings of Sadeghi et al. (2015), Khodadayan, Nasrollahi and Jafari (2015) and Nabeel (2012). In explaining why advertising appealing has influenced brand attitude, it can be explained that brand attitude is the customer's positive or negative view towards brand service (Asadi, Khazaei & Tavakoli, 2017). Therefore, brand attitude is an internalized feature indicating customer satisfaction or dissatisfaction in terms of a brand (Park et al., 2010). According to the research findings, advertising appealing has the capacity to positively influence customer brand attitude; this is because advertising appealing plays an important role in shaping the customer's mental schema and subsequently his or her positive or negative attitudes toward a brand. Because the main purpose of advertising appealing is to drive consumers toward a particular brand or product (Kulkarni, 2009). Advertising appealing is the brand's creative endeavor to foster a positive customer feeling and attitude toward the brand. Thus, the use of emotional and rational advertising appealing by a particular brand can influence one's attitude toward a brand. Previous research findings also support this conclusion (Lin, 2011; Nabeel, 2012; Sedagi et al., 2015; Hasehmi, 2014; Behnam, Modiri & Hashemi, 2017).

In relation to another variable in this study, customer behavior, results showed the effect of advertising appealing on customer behavior. In terms of this finding, it can also be explained that customer behavior is related to the process of choosing, buying, or not buying a product, a service, or a thought (Sheth, Mittal, Newman, & Sheth, 2004). Therefore, customer behavior emerges in three stages of buying, during and after purchasing a brand (Ahmadvand & Sardari, 2014). Since the purpose of advertising appealing is to attract the customer's attention, therefore, the main target audience of the advertising message is ultimately the customer. Khan and Sindhu (2015) state that it is once a successful advertising appealing that it has succeeded in changing consumer attitudes and behavior towards a brand and brand. Therefore, the use of a variety of promotional message appealings, such as emotional and rational appealings, is used to attract consumer pre-purchase, purchase and post-purchase. To this end, the rational appealings of advertising strive to represent the core functions of goods and services, and the emotional appealings of advertising are also attempts to stimulate and arouse consumer sentiment (Kotler, Armstrong, Saunders, & Wong, 2001). Therefore, an advertising appealing is essentially successful when it can influence customer behavior. Previous research findings also support this view (Khan & Sindhu, 2015; Tajik Esmaili & Moradi, 2018).

The findings also indicate that emotional advertising appealing has a significant difference in attitude toward brand and customer behavior of male and female customers, while for rational advertising appealing there is no significant difference between men and women. In other words, the findings support the proposition that women's arousal and emotions affect emotional attitudes toward the brand and their behavior toward buying or not buying the product. Emotional appealing contrary to the rational appealing, tries to stimulate the positive and negative emotions of a person and to arouse them and achieve this goal (Kotler, Armstrong, Saunders, & Wong, 2001). One of the psychorational differences between men and women is in the different emotional responses that men and women have in terms of the phenomena and stimuli (Khoshnam and Nazarpanahi, 2009). Women appear to be more responsive to emotional phenomena than men, which may be one of the reasons for significant difference in responses between men and women in emotional appealing.

What can be concluded from the findings of this study and suggested to brand owners in the delivery of their products, in particular to the Pegah brand, is that advertising appealing actions are an important factor in the field of product delivery as well as customer retention. In the modern age where digital media and social networks have enabled digital and mass advertising, what can help differentiate advertising messages are advertising appealing. Therefore, according to the research findings, it is suggested to Pegah brand that the two factors of advertising message appealing, namely emotional and rational appealing are important to be considered in presenting their advertising messages in order to improve and influence customer attitude towards brand as well as Keep in mind the customer before, during and after the purchase.

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