CHAPTER V
FINDINGS & DISCUSSIONS

This study has been planned and conducted to find the effect of emotional appeals used in TV Commercials on consumer buying behaviour in FMCG sector with special reference to Delhi NCR. In FMCG Sector my study is majorly focusing on three important sectors; Food & Beverages, Household Care Products and Personal care/ Hygiene Products. On the basis of literature review and preliminary study, seven important emotional appeals have been identified and examined in this study. They are Humour Appeal, Love & Affection Appeal, Happiness and Joy Appeal, Fear/ Negative Appeal, Pride/ Achievement Appeal, Bravery/ Challenge Appeal and Amazement Appeal.

In this study analysis has been done to identify the most popular emotional appeals used in the TV Commercials of FMCGs. Further a detailed investigation is done to assess the effect of emotional appeals used in TV Commercials by advertisers in FMCG sectors and its effect on consumers’ buying preferences and consumers’ buying behaviour. After studying the literature on consumer behaviour, I have selected three parameters to test the changes in Consumer Buying Behaviour. The three important parameters that I have studied are Brand Preferences, Brand Image of the product and Brand Switching by the consumers after seeing the emotional TV Commercials. The research study majorly emphasized on the role of emotional TV Ads in creating Brand Preferences, Building Brand Image and Brand Switching behaviour of the consumer towards FMCG products. Findings are discussed below as per the data analysis in the previous chapter:

5.1 Findings Related to different types of Emotional Appeals used in TV Commercials of FMCG Sector

This study was done through Observation Method. I have selected 23 products from Food & Beverages, Household care and Personal Care/ Hygiene products, for which I observed 130 TV ads aired in past three years (2014-2016) which were broadcasted in 4 satellite channels that are Zee TV, Sony TV, Star TV and Colors Channel. The
Advertisements were observed during the Prime Time i.e between 7pm to 10pm. Major findings of the study are categorized into three parts. They are:

1) **FOOD & BEVERAGES**: This category consist of products like chocolates, sauces, baby care items, ready to eat food, chips, tea/coffee, cold drinks etc. I have observed 67 related emotional TV ads and drawn conclusion that following types of emotional appeals are being used by the advertisers to promote the products:

- 31% of advertisements were of Humour appeal.
- 22% of advertisements were depicting Love and Affection appeal.
- 19% of TV ads were portraying Happiness & Joy appeal.
- 12% of advertisements were showing Amazement and fantasy appeal.
- Pride/Achievement and Bravery/Challenge appeal have got same rating of 7% each.
- Only 2% of advertisements were showing Fear/Negative appeal.

2) **HOUSEHOLD CARE PRODUCTS**: Household care products that I considered for my study are Detergent Powder and Cakes, Toilet Cleaners and Mosquito Repellents. In this category, I have observed 20 related emotional TV advertisements and found out that:

- 25% of advertisements were showing Amazement Appeal.
- 20% of advertisements were depicting Bravery/Challenge appeal.
- 15% of TV ads were portraying Humour and Fear/Negative appeal, where both the emotional appeals have got equal percentage.
- 10% of advertisements were focusing on Happiness & Joy and Love & Affection appeal.
- Only 5% of advertisements were showing Pride/Achievement appeal.

3) **PERSONAL CARE/HYGIENE PRODUCTS**: In this category, I have selected products like Shampoo, Soaps, Deodorants, Perfumes, Shaving Cream, and Face Cream. In this category I have observed 43 related emotional TV advertisements and found out that:

- 24% of advertisements were showing Love and Affection appeal.
- 19% of TV ads were featuring Amazement Appeal.
- 13% of advertisements were depicting Bravery/ Challenge appeal.
- 12% TV ads were portraying of Humour, Happiness & Joy and Fear/Negative appeal.
- Only 8% of advertisements were showing Pride/ Achievement appeal.

5.2 Most Popular Emotional Appeals used in Different Categories of FMCG.

This study has also been done through Observation method. After observing 130 TV Commercials of FMCG sector the findings are stated below:

5.2.1 Most Popular Emotional Appeal used in Food & Beverages Category of FMCG sector

- The most preferred emotional appeal in Food & Beverages sector was Humour Appeal (31 % out of 67 Ads.).

- Secondly advertisers were featuring Love and Affection appeal (22% out of 67 ads) in their advertisement so that bonding can be made and that enforce the consumers to buy their product.

- It has been observed that Fear/ Negative Appeal (2% out of 67Ads) were given least preference.

5.2.2 Most Popular Emotional Appeal used in Household Care Product Category of FMCG sector

- The most preferred emotional appeal in Household care product sector was Amazement Appeal (25 % out of 20 Ads.). Amazement appeal help in amusing the consumers by the TV ads and persuade them to buy the product.

- Second most preferred emotional appeal was Bravery/ Challenge appeal (20% out of 20 ads) in their advertisement. Advertisers show the comparative and challenging ads copies which attract the consumers to buy the product and accept the challenge given the by advertiser.
• Least consideration was given to Pride/ Achievement Appeal (5% out of 20 Ads) by the advertiser in featuring Household care products.

5.2.3 Most Popular Emotional Appeal used in Personal Care / Hygiene Product Category of FMCG sector

• The most preferred emotional appeal for featuring Personal Care / Hygiene products were Love & affection Appeal (24% out of 43 Ads.). With the help of this appeal, advertiser tries to make a bond between the consumers and products so that they can buy the product.

• Secondly, Amazement emotional appeal (19% out of 43 ads) was used to advertise personal care/hygiene products.

• Least consideration was given to Pride/ Achievement Appeal (8% out of 43 Ads) by the advertiser in featuring personal care/hygiene products.

Overall we can conclude that Humour Appeal, Love & Affection and Amazement appeal were mostly used by the advertisers for promoting the products of FMCG sector.

I have also studied that which emotional appeals respondents want to see in the advertisements of FMCG sector. The findings of the study are stated below:

5.2.4 Most Preferred Emotional Appeals by Consumers in TV Ads of FMCG Sector:

This study will help the advertisers to know which emotional appeal is mostly preferred by the consumers and accordingly the advertisers will make use of such appeals in their TV Commercials’ of FMCG sectors. The results were showing Top 5 emotional appeals which were preferred by consumers:
<table>
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<tr>
<th>Rank</th>
<th>Emotional Appeals</th>
<th>Mean Score</th>
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<tr>
<td>I</td>
<td>Happiness &amp; Joy Appeal</td>
<td>72</td>
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<tr>
<td>II</td>
<td>Humour Appeal</td>
<td>59</td>
</tr>
<tr>
<td>III</td>
<td>Love &amp; Affection Appeal</td>
<td>54</td>
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<tr>
<td>IV</td>
<td>Pride &amp; Achievement Appeal</td>
<td>37</td>
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<td>V</td>
<td>Bravery / Challenge Appeal</td>
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Hence, if advertisers use the emotional appeals as per the preferences of the consumers the effectiveness of advertisement will enhanced and it will positively affect the consumer buying behaviour.

5.3 Effect of Emotional Appeals Used in TV Commercials on Consumers’ Buying Preferences with respect to FMCG sector

- 72.9% respondents agreed that their buying preferences get affected by emotional appeals used in TV Commercials of FMCG Sector.

5.3.1 Effect of Emotional Appeals on Consumer Buying Preferences with respect to Age of the Respondents

- Further, the phenomenon was tested with respect to their demographic factors. Firstly effect of Emotional Appeals on consumer buying preferences with respect to age was investigated. In this investigation it was found that 55% to 56.7% respondents who belong to 18 years to 34 years mostly preferred to buy the advertised FMCG products.

- It was also found that majority (38.3%) of respondents who belongs to 35-44 years always preferred to buy the advertised products. But majority of respondents (43.3%) who are above 60 years sometimes buy the advertised products.

- The results of hypothesis testing (H3) found through ANOVA test shows that the effect of emotional appeals used in TV commercials of FMCG products in
consumer buying preferences with respect to age differ significantly at 5% level of significance.

- The mean scores of buying preferences towards emotional appeals in all the age group varies from 3.05 to 3.65 which were higher than the point of neutrality in 1-5 scale and confirm that emotional appeals are positively affecting the consumer buying behavior of all the age groups towards FMCG products. But the consumers who lies between 25-34 years (Highest Mean score= 3.62), there buying preferences are highly influenced by emotional TV advertisements.

- Above findings depicts that majority (56.7%) of young respondents were influenced by emotional appeals. This finding is in line with Soofi Anwar (2012) results that young consumers possess overall a favourable attitude towards television advertisements and its role in impacting their buying behaviour.

5.3.2 Effect of Emotional Appeals on Consumer Buying Preferences with respect to Gender of the Respondents

- 37.1% males and 44.2% females agreed that they always preferred to buy those goods whose emotional TV ads were seen by them.

- 30.7% males and 29.9% females have the opinion that they sometimes prefer to buy those goods whose emotional TV Commercials are viewed by them.

- Higher percentage of respondents agreeing that there buying preferences were influenced by the emotional TV ads featuring FMCG products.

- The results of hypothesis testing (H4) for independent sample t-test show that effect of emotional appeals on consumer buying preferences with respect to gender is equally good, in fact it is moderate in both males and females as the mean scores (3.11 & 3.20 respectively) and the responses of both gender do not differ significantly at 5% level of significance.
• Above results were getting match with findings of Charles (2003) who also found in his study that both genders reveal parallel responses towards consumer buying preferences because of emotional information delivered by TV advertisements.

5.3.3 Effect of Emotional Appeals on Consumer Buying Preferences with respect to Education Level of the Respondents

• 56.8% respondents who are 12th pass, 42.6% Graduate, 41% Post Graduate and 29% above Post Graduate level agreed that they always buy the FMCG products because they have seen its emotional advertisement on television.

• 54.8% of respondents whose education was above Post Graduate level agreed that their buying preferences sometimes influenced by the emotional TV advertisements. Whereas the buying preferences of 33.3%, 28.2% & 11.4% respondents who were Graduate, Post Graduate & 12th pass respectively sometimes influenced by emotional TV commercials.

• 34.1% to 31.8% of respondent whose education level is between 12th pass to Post graduate their buying preferences rarely get affected by the emotional TV ads. Whereas only 16% respondents who were above Post Graduate level agree that their buying preferences also get rarely affected by TV ads of FMCG sector.

• The result of hypothesis testing (H₃) found through ANOVA test clear that the effect of emotional appeals used in TV commercials of FMCG products on consumer buying preferences with respect to education level of respondents do not differ significantly at 5% level of significance.

• But the mean scores of buying preferences in all the education level lie between 3.09 to 3.20 which implies that it was above the neutrality level and
predicts that emotional TV ads were affecting the buying preferences of the respondents equally.

5.3.4 Effect of Emotional TV Ads on Brand Registration by Consumers

Brand registration is a part of consumer buying behaviour, So I have also focused on the effect of Emotional TV advertisement on Brand registration by the respondents at the time of purchase. The findings of the study are:

- 53% respondents agreed that they always register the brand at the time of purchase because they have seen its emotional TV Commercials. This clears that majority of respondents were affected by the emotional TV advertisements which help them in brand registration at time of purchase.

- The study was further elaborated with respect to age of the respondents. It has been found that majority (60% - 68.4 %) of respondents who were of 18 years to 60 years agreed that they always register the brand name at the time of purchase because they have seen its advertisement on television. Whereas 45 % of respondents who were above 60 years they only sometimes register the brand at the point of purchase. Only 8.3%-18.3 % respondents were rarely registering the brand of the product, even though they have seen its TV advertisements.

- The result of hypothesis testing (H₀) for ANOVA test shows that the effect of emotional appeals used in TV Commercials on the brand registration with respect to age of the respondents differ significantly at 5 % level of significance. The Mean Scores of brand registration in all the age groups lie between 3.23 to 3.67. Which depict that respondents were positively influenced by the emotional TV ads and it helps consumers in the brand registration of the advertised products.

- The study was further elaborated with respect to gender of the respondents. The finding of the analysis says that 60% males and 55% females agreed
that emotional TV advertisements always help in the brand registration at the point of purchase.

- The result of hypothesis testing ($H_7$) for **Independent t-test** clarifies that brand registration with respect to males and females were almost same as the mean scores of both males & females were **3.48 & 3.54** respectively. This depicts that responses of males and females towards brand registration do not differ significantly at 5% level of significance.

- The above findings clearly state that overall **53 % of respondents always registering** the brands because of emotional TV commercials. This finding getting match with the study of **Aanchal Ashra (2017)**. She has also concluded in her study that the right emotional appeals can touch people’s cores, making it easier for consumers to recall the sales message and brand name later.

### 5.4 Influence of Emotional Appeals used in TV Commercials on Consumers’ Brand Preferences with reference to FMCG Sector

In this study, I have anlayesed 15 statements which were representing 7 major emotional appeals and its effect on Brand Preference. The analysis was done with the help of Mean Score, as the summated values of 15 statements were used to justify the effect of emotional appeals on the brand preference of the consumers. The findings of the study are:

- The **average mean score** of all the 15 statements comes to **3.15** which was just above the neutrality and it can be said that only sometimes emotional appeals affect the consumer brand preferences. But clarification was given by Multiple Linear Regression.

- The result of hypothesis testing ($H_8$) was found by **Multiple Linear Regression**. A regression analysis on responses of respondents confirmed that **Happiness and Joy appeal (highest $\beta= 0.240$) and Bravery & Challenge Appeal ($\beta= 0.127$)** will make a significant difference in the consumers’ brand preferences if advertisers will use these appeals in featuring FMCG products.
But at the same time regression analysis also highlight the fact that Fear/ Negative appeal also have a significant effect on the brand preferences but it has least effect brand preferences as its $\beta$ value (-0.132) was negative.

- On the other hand regression also suggests that all emotional appeals collectively bring only 12.7% variation in brand preferences towards FMCG products. It means that there are other factors which I have not considered in the study they may also be influencing the brand preferences. This finding corroborates with the study of Muhammad Usmaan Haider et al (2012) that emotional advertisements play an important role in deciding the brand of the product. But at the same time the brand preference is also dependent upon the price and quality of product.

- The above results is also in line with the study of Sarfraz Ahmed et.al (2017) that TV ads play a positive role in creating brand preference in the minds of customers. Majorly advertisements which are using emotion help more to create the brand preference among the consumers.

5.4.1 Influence of Emotional Appeals used in TV Commercials on Consumers’ Brand Preferences with respect to Age of Respondents

- 3.039 was the average mean score of all 15 statements, which were used to find out effect of emotional TV advertisements on the brand preferences with respect to age. This shows that all the age groups sometimes get affected by the emotional TV advertisements and it influence them to buy the advertised brand.

- The result of hypothesis testing ($H_0$) for one way ANOVA clarifies that there is significant effect of emotional appeals used in TV Commercials of FMCGs on consumers’ brand preferences with respect to age. The mean score of respondents who are of 25-34 years was 3.26, which is highest among all age groups. This shows that respondents who belong to this age group get more affected by the emotional appeals and their buying preferences get changed due to emotional TV advertisements.
The results of hypothesis testing ($H_{9.1}$ to $H_{9.7}$) for one way ANOVA shows that Humour and Bravery/ Challenge appeals were significantly influencing the consumers’ brand preferences with respect to age. Whereas Love & Affection, Happiness & Joy, Fear/ Negative, Pride/ Achievement and Amazement appeals do not differ significantly with respect to age at 5% level of significance.

The findings of my study is in line with finding of Dr. Sandhya Rajasekhar and Ms. Deepa Makesh (2013) who also pointed out in his study that items like food & beverages, household items and personal care advertisements play an important role in deciding the brand. Especially the humour appeal plays a vital role in remembering and preferring the brand of the product.

5.4.2 Influence of Emotional Appeals used in TV Commercials on Consumers’ Brand Preferences with respect to Gender of Respondents

The result of hypothesis testing ($H_{10}$) for Independent Sample t test shows that the effect of emotional appeals used in TV Commercials on Consumers’ Brand preferences was equally good, in fact it is moderate in both males and females as the mean scores were 3.06 & 3.01 respectively. The responses of both males and females towards brand preferences do not differ significantly at 5% level of significance.

5.4.3 Influence of Emotional Appeals used in TV Commercials on Consumers’ Brand Preferences with respect to Education Level of Respondents

The results of hypothesis testing ($H_{11}$) were found through ANOVA test that signified that education level of customers has a significant role in the
consumers’ brand preferences of FMCG products which in turn determine the effectiveness of emotional TV advertisements.

- It is clearer from the Mean Score of Graduate and Post Graduate respondents are 3.02 and 3.14 respectively. Which shows that both these categories of respondents were more influenced by the emotional appeals as compare to 12th pass (2.90) and above Post Graduate level respondents (Mean score-2.89).

From above findings, it can interpreted that there is a significant effect of emotional appeals on brand preference with respect to age and educational level but when the effect of emotional TV commercials on brand preferences with respect to gender is tested then it was found that the responses do not differ significantly. This finding corroborates with the study of Muhammad Usmaan Haider et al (2012).

5.5 Effect of Emotional Appeals used in TV Commercials on Brand Image of the FMCG Products

This analysis was done through average mean scores of 14 statements. Those 14 statements were depicting 7 different emotional appeals and their effect on the brand image of the FMCG products. The results of the study are:

- The Average Mean Scores of all 14 statements in respect to Brand Image was 3.36, which is higher than the point of neutrality in 1-5 scale. This shows that emotional appeals are useful in building the brand image of the FMCG products.

- The result of hypothesis testing (H12) was found through Multiple Linear Regression. A regression analysis on responses of consumers confirmed that all the emotional appeals were positively influencing (β value ranges from 0.287 to 0.125) the brand image of the advertised products. It is concluded that majorly Bravery & Challenge Appeal (highest β= 0.240) made a significant difference in the brand image of advertised FMCG products.
• It has also been noticed that Pride / Achievement Appeal ($\beta = 0.228$), Humour Appeal ($\beta = 0.216$) and Happiness & Joy appeal ($\beta = 0.213$) were also helpful in enhancing the brand image of the advertised FMCG products as there Beta values were higher than other appeals like Fear, Love & Affection and Amazement appeal.

• On the other hand regression also suggests that chances of emotional appeals affecting brand image as collectively 99.8% variation is noticed in case of FMCG Ads. It means that emotional appeals play a significant role in changing the brand image of the advertised products in the minds of consumers. This finding corroborates with the study of Feiz Davood et. al (2013) that there is a positive, direct, and significant relationship between advertising appeals (bravery, challenge, humour, comparative and happiness appeal) towards brand attitude, brand image of the product advertising.

5.5.1 Effect of Emotional Appeals used in TV commercials on Brand Image of the FMCG Products with respect to Age of Respondents

• The average mean scores of all 14 statements with respect to age is 3.36. This depicts that all the age groups get influenced by the emotional TV advertisements and it helps in creating better brand image of the product in the minds of consumers. This was further confirmed by hypothesis testing.

• The result of hypothesis testing ($H_{13}$) for one way ANOVA implies that there is a significant effect of emotional appeals used in TV Commercials of FMCG on brand image of the products with respect to age at 5% level of significance. The respondents who lie between 25-34 years were mostly influenced by the emotional appeals as their mean score was highest (3.50) among all age groups.

• The results of hypothesis testing ($H_{13.1}$ to $H_{13.7}$) for one way ANOVA clarify that only Humour appeal leads to significant changes in responses towards brand image of the products with respect to age. Whereas, the effect of other
emotional appeals (Love & Affection, Happiness & Joy, Fear/ Negative, Pride/ Achievement, Bravery and Challenge and Amazement appeal) on brand image with respect to age of the respondents do not differ significantly at 5% level of significance. The above findings relates with the study of R.K. Srivastava (2016). In his study also he has pointed out that a humorous advertisement is more effective measure in terms of brand image, likeability, purchase intentions and brand recall.

5.5.2 Effect of Emotional Appeals used in TV commercials on Brand Image of the FMCG Products with respect to Gender of Respondents

- The result of hypothesis testing (H14) for two sample t test clears that the effect of emotional appeals used in TV Commercials on Brand Image of the product was equally good, in fact it was more than neutral in both males and females as the mean scores were 3.40 & 3.30 respectively, But both males and females responses towards brand image do not differ significantly at 5% level of significance.

5.5.3 Effect of Emotional Appeals used in TV commercials on Brand Image of the FMCG Products with respect to Education Level of Respondents

- The result of hypothesis testing (H15) through ANOVA test signifies that the effect of emotional appeals used in TV Commercials on Brand Image of the products with respect to education levels do not differ significantly at 5% level of significance.

- Further, the Mean Score of Brand Image in all the education groups (3.14 to 3.44) unfolded the fact that all respondents of different educational background were influenced by the emotional TV advertisements and these advertisements help in building better brand image of the product in the mind of respondents.
5.6 Effect of Emotional Appeals used in TV commercials on Brand Switching of the FMCG Products

In this part of the study the analysis of average mean scores of 13 statements describe the effect of emotional appeals used in TV commercials of FMCG products. The major findings of the study are:

- **49.7 %, 36.3 % and 43 %** respondents mostly switch the brands of Food & Beverages, Household Care Products and Personal Care/Hygiene products respectively. It can be concluded that respondents were switching the brand more in food & beverages after getting influenced by emotional TV Commercials.

- The **average mean score of Brand Switching** with respect to emotional appeals comes to **2.98**, which describes that all respondents were **moderate** towards the effect of emotional TV Commercials on brand switching behaviour of the consumers. But more clarification was given by the Multiple Linear Regression model.

- The results of hypothesis testing (H₁₆) were found through **Multiple Linear Regression**. A regression analysis on responses of consumers confirmed that all the emotional appeals (β value ranges from 0.330 to 0.122) were influencing positively and enforce the respondents to switch their brands of FMCG products. It was also found that majorly **Happiness & Joy Appeal** (highest β= 0.330) was playing a significant role in brand switching of FMCG products.

- It has also been noticed that **Humour Appeal** (β= 0.292), **Pride/Achievement Appeal** (β= 0.254) and **Love & Affection Appeal** (β= 0.238) play an important role in advertisements, which influence the respondents to change their brand.

- On the other hand regression also suggests that all emotional appeals collectively bring **99.2% variation in brand switching** in FMCG products. It
means that emotional appeals play a significant role in brand switching in FMCG Sector.

5.6.1 Effect of Emotional Appeals used in TV commercials on Brand Switching of the FMCG Products with respect to Age

- The result of hypothesis testing ($H_{17}$) through one way ANOVA test shows that the effect of emotional appeals used in the TV Commercials on Brand switching of FMCG sector do not differ significantly with respect to age of the respondents at 5% level of significance.

- Further, it has also been proved by Mean Scores of brand switching in all the age groups marginally vary from 2.90 to 3.15, which showed that respondents of all age groups are influenced by the emotional TV advertisement and their brand switching decision is also due to emotional appeals used in TV Commercials.

5.6.2 Effect of Emotional Appeals used in TV commercials on Brand Switching of the FMCG Products with respect to Gender

- The result of hypothesis testing ($H_{18}$) for Independent sample t test depicts that the effect of emotional appeals used in TV Commercials on Brand Switching of the product was moderate in both males and females as the mean scores are 2.92 & 3.03 respectively. Both the genders were switching their brand because of emotional TV advertisement but their responses towards brand switching do not differ significantly at 5% level of significance.
5.6.3 Effect of Emotional Appeals used in TV commercials on Brand Switching of the FMCG Products with respect to Education Level

- The result of hypothesis testing ($H_{10}$) found through one way ANOVA test shows that the effect of emotional appeals used in the TV Commercials towards brand switching with respect to education levels do not differ significantly at 5% level of significance.

- It was also noticed that Mean Scores of brand switching in all the education levels vary between 2.85 to 3.02, which explained that respondents of different educational background were moderately affected by the emotional TV advertisement and their brand switching decisions were also influenced by the emotional appeals of TV Commercials.

The findings of the study that emotional appeals leads to brand switching in FMCG sector is matched with the results of Fazal ur Rehman, Nawaz Khan, & Hyder (2014) that emotional advertisements are playing a significant role in changing the consumer buying behaviour in respect to brand recall, brand image and brand switching.