



EFFECT OF EMOTIONS IN COMMERCIALS ON THE CONSUMERS PURCHASE INTENTION TOWARDS FMCG MERCHANDISE

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Abstract

Human lives have developed with a wide range of emotions that take on diverse positions from time to time, regardless of the situation. Emotions have a psychological effect on people's discerning minds, and they are quickly replied to. Marketers develop a variety of emotional commercials that attract customers and drive sales. These commercials are believed to influence the consumers who purchase FMCG merchandise with primary emotions. This paper investigates the effect of primary emotions (Happiness, Trust, Sadness, and Surprise) on a consumer's purchasing intention for FMCG merchandise. The influence of Primary emotions on consumer purchase intention is evaluated using PLS-SEM. The measurement model and structural model define the variables' reliability and relationship. The findings indicate that among all the primary emotions considered, the Emotion of surprise has a positive relationship with customer purchasing intention, meaning that advertisers should pay more attention to these emotions in commercials for merchandise to entice customers' purchase intention.

Keywords: Emotions, Purchase intention, FMCG, Commercials, Advertisers.

Introduction

Emotions are an influential tool for swaying and capturing a customer's attention to persuade them to purchase a product. In recent years, many commercials have focused on evoking robust emotions rather than providing facts so that the product's seller can attain the desired result, which involves increased sales and profit for the business. Modern consumer buying habits are influenced by income, taste, desire, product awareness, and the buyer's emotional feelings. The real hindrance for businesses attempting to increase buying intent through emotional advertising is that emotion is not constant; it comes in several ways, differs from person to person, and shifts inside the person over time. Nonetheless, FMCG companies effectively and efficiently use these emotions as a powerful resource by employing main emotional attributes such as happiness, sadness, surprise, rage, and fear in an acceptable manner because every reasonable customer shares these emotions. Every rational customer remembers the commercial and will most likely recall it while buying the particular product because the commercial has already entered the buyer's subconscious mind without their awareness.

Advertisers use a combination of rational and emotional advertisement formats to promote their goods (MacInnis et al., 2002; Majeed et al., 2017). Emotional formats are now commonly used in commercials because they reach the user faster than simply providing information. Advertisers combine a variety of moods, spokespersons, music, and drama in creating commercials that are attractive to consumers and drive their emotions (Yoo & MacInnis, 2005). Many conceptual and empirical evidence have made a progressive understanding of emotion's role in consumers' consumption behavior. (Kim & Lennon, 2013; Majeed et al., 2017; Nasermodeli et al., 2013). Emotions are heavily used in advertising by FMCG companies in India, which creates a position in the cognitive minds of the consumers.

The study looks at how emotion-based advertisements affect consumers' buying intentions for FMCG merchandise. By remembering the goods associated with the emotions viewed, this study aids in determining whether the consumer purchases FMCG merchandise. With the advent of technology, the advertising industry is rapidly changing. Customers are targeted in all modes of communication, including Television, Social Media sites, Billboards, and Print advertising. Consumers' genuine emotions are targeted, encouraging them to buy the product.



Emotional advertising

In a marketing environment, desires which are a confluence of emotions and state of mind can sometimes take precedence over needs. While analyzing and consuming the things being offered or sold, consumers may crave intangible characteristics such as love, trust, fulfillment of dreams, etc. (Thwaites et al., 2012, Majeed et al., 2017). Emotional advertisement is a marketing technique where businesses or advertisers use to influence consumers' cognitive minds. In advertising, using emotional themes, messages, or symbols can help to build a positive connection with the product. It usually elicits a feeling or mood associated with the brand, which aids the consumers in deciding whether or not to buy the product (Mizerski & White, 1986).

Expert views on Emotional Advertising

People make brand decisions based on emotions rather than facts, and emotional responses to advertising have a more significant impact on a person's intention to purchase than the content of an advertisement (Oetting, 2021).

Emotional advertising refers to the types of ads that an organization uses to elicit emotions, increase brand awareness, and create confidence with its target audience. Emotional advertisements may be used to build a brand and add to a broader conversation about current events or incidents. (Matson Marquis, 2020).

Advertisers may use emotions as a motivator to drive sales. Emotions, when used correctly, may aid in the understanding and acceptance of the advertising message by consumers. (Shastry, 2018)

The emotional reaction to an advertisement has a much more significant impact on a consumer's decision to purchase than the ad's content. (Smilovitz, 2018)

Purchase intention

Effective marketing communication is critical for understanding customer choices and preferences and influencing their decision to buy a product. Companies use various advertising techniques to gain or maintain real market power. (Mudzanani, 2015). The study aims to see how the emotions used in commercials affect the consumer's purchasing intention.

H₁: Emotions in Commercials, including Emotions of Happiness, Trust, Sadness, and Surprise, lead to significant positive changes in the purchasing intention of the consumers concerning FMCG merchandise.

H_{1a}: Emotions of Happiness in Commercials is positively associated with consumers' purchase intention for FMCG Merchandise.

H_{1b}: Emotions of Trust in Commercials is positively associated with consumers' purchase intention for FMCG Merchandise.

H_{1c}: Emotions of Sadness in Commercials is positively associated with consumers' purchase intention for FMCG Merchandise.

H_{1d}: Emotions of Surprise in Commercials is positively associated with consumers' purchase intention for FMCG Merchandise.

Research methodology

We employed a quantitative survey method to test the study's research hypotheses. SMART-PLS 3 was used to apply the Partial Least Square Structural Equation Modeling (PLS-SEM) methodology. In Management and Marketing research, PLS-SEM is a well-supported method for estimating complex models (Gudergan et al., 2008, Dewi et al., 2019) and a demographic depiction of the correlation between target constructs (Pirouz., 2006, Majeed et al., 2017). SMART PLS is used to build two models: the measurement and structural models. The first step in determining the constructs' reliability and validity is the measurement model. The structural model defines the independent and dependent variables' direct relationship.

The convenience sampling technique was used in this study. The survey included Indian consumers who had recently purchased FMCG merchandise. Data were obtained via an online questionnaire from August to



November 2021. According to the sample’s demographics, 40 percent were men, and 57 percent were women. The demographic profile of the respondents is summarised in Table 1. The sample size in PLS-SEM should be ten times the number of arrows pointing to the variables, according to the PLS-SEM recommendations (Hair et al., 2014; Latif et al., 2020). Based on this, 40 valid surveys would be required for representativeness. The sample size in this study is far greater than what is needed.

This study's questionnaire has a standardized query and a Likert scale. The products were linked to basic emotions and customer purchasing intention (Kang & Jin, 2015; Plutchik, 2001). The level of consensus and disagreement of respondents' emotions on purchasing intent was measured using a five-point Likert scale where 1 denoted significant disagreement, while 5 indicated strong agreement. The statements relating to emotions considered in this research were Happiness (H), Trust (T), Sadness (SA), Surprise (SU), and Purchase Intention (PI).

Data analysis

Common Method Bias: To examine common method bias, Harman’s single factor test was used. The test found that a single factor solution only explained 40.424% of the total variation, significantly less than 50% outset value. This result suggests that common method bias is not a significant issue in this study and that more tests can be done.

Table 1
Demographic profile of the respondents

Variable	Grouping	Frequency	Percent
Age	15-25 yrs	69	71.1
	26-35 yrs	20	20.6
	36-45 yrs	7	7.2
	46 and above	1	1.0
Gender	Male	40	41.2
	Female	57	58.8
Marital Status	Married	24	24.7
	Unmarried	73	75.3
Education Qualification	School-level	2	2.1
	UG	18	18.6
	PG	62	63.9
	Professional	11	11.3
	Others	4	4.1
Designation	Student	64	66.0
	Employed	27	27.8
	Homemaker	5	5.2
	Retired	1	1.0
Annual Income	Below Rs 3 lacs	74	76.3
	Rs 3.1 lacs – 5 lacs	20	20.6
	Rs 5.1 lacs – 10 lacs	2	2.1
	Above 10 lacs	1	1.0
Frequency of purchase of FMCG	Daily	13	13.4
	Weekly	35	36.1
	Monthly	49	50.5
Store Preference	Grocery Store	31	32.0
	Supermarket	57	58.7
	Hypermarket	9	9.3

Source: Primary data



Cronbach Alpha and Composite Reliability (CR) were used to assess the constructs' reliability. First, the entire sample was evaluated, and items with factor loadings less than 0.60 were removed. Table 2 shows the entire sample's reliability and validity results and the factor loading results of the entire constructs. The Alpha and CR values were greater than 0.70, which was the suggested value. Convergent validity was indicated as the Average Variance Extracted (AVE) and CR value were all more than or equal to 0.50 and 0.70. Cross-Loadings were used to test Discriminant validity. Each constructs' Variance Inflation Factors (VIF) value was less than 5, indicating multicollinearity. Table 3 summarizes the cross-loadings for all the constructs. All the factor loadings are more significant than their cross-loading, meaning discriminant validity exists. The criterion proposed by Fornell&Larcker technique was also used to test discriminant validity. (Hair et al., 2014) Table 4 summarizes the findings of the test.

Table 2
Measurement Model-Items Loadings, Reliability, and Validity

<i>Constructs</i>	<i>Items</i>	<i>LVs</i>		<i>CR</i>	<i>AVE</i>	<i>R²</i>
<i>Emotions</i>						
<i>Happiness</i>	H1	0.742	0.891	0.912	0.565	
	H2	0.716				
	H3	0.652				
	H4	0.789				
	H5	0.793				
	H6	0.812				
	H7	0.717				
	H8	0.780				
<i>Trust</i>	T1	0.720	0.819	0.873	0.580	
	T2	0.802				
	T3	0.730				
	T4	0.779				
	T5	0.775				
<i>Sadness</i>	SA1	0.784	0.747	0.839	0.567	
	SA2	0.653				
	SA3	0.808				
	SA4	0.759				
<i>Surprise</i>	SU1	0.816	0.862	0.900	0.642	
	SU2	0.810				
	SU3	0.716				
	SU4	0.802				
	SU5	0.857				
<i>Purchase Intention</i>	PI1	0.880	0.909	0.933	0.736	0.430
	PI2	0.893				
	PI3	0.863				
	PI4	0.887				
	PI5	0.759				

Source: Primary data

LV- Loading Variables, – Cronbach Alpha

CR – Composite Reliability, AVE – Average Variance Extraction.

Table 3 ,Discriminant Validity Analysis – Cross Loading

CL	H	T	SA	SU	PI
H1	0.742	0.564	0.313	0.481	0.378
H2	0.716	0.578	0.313	0.289	0.449



H3	0.652	0.529	0.316	0.404	0.235
H4	0.789	0.589	0.303	0.589	0.520
H5	0.793	0.587	0.264	0.597	0.462
H6	0.812	0.589	0.206	0.479	0.439
H7	0.717	0.601	0.376	0.484	0.270
H8	0.780	0.645	0.372	0.549	0.344
T1	0.572	0.720	0.259	0.380	0.452
T2	0.641	0.802	0.316	0.483	0.425
T3	0.527	0.730	0.420	0.364	0.414
T4	0.609	0.779	0.384	0.501	0.437
T5	0.592	0.775	0.459	0.488	0.414
SA1	0.274	0.306	0.784	0.347	0.273
SA2	0.249	0.202	0.653	0.297	0.164
SA3	0.327	0.432	0.808	0.367	0.252
SA4	0.341	0.468	0.759	0.297	0.258
SU1	0.422	0.444	0.432	0.816	0.446
SU2	0.551	0.439	0.325	0.810	0.380
SU3	0.483	0.443	0.396	0.716	0.309
SU4	0.528	0.476	0.272	0.802	0.579
SU5	0.601	0.524	0.357	0.857	0.517
PI1	0.466	0.531	0.225	0.489	0.880
PI2	0.450	0.499	0.263	0.496	0.893
PI3	0.464	0.498	0.245	0.488	0.863
PI4	0.446	0.438	0.221	0.538	0.887
PI5	0.481	0.445	0.415	0.466	0.759

Source: Primary data

Table 4,Discriminant Validity – Fornell&Larcker Criterion

Fornell&Larcker Criterion	H	T	SA	SU	PI
H	0.752				
T	0.773	0.762			
SA	0.397	0.480	0.753		
SU	0.646	0.582	0.434	0.801	
PI	0.539	0.563	0.321	0.578	0.858

Structural Model

Path coefficients and coefficients of determination show the structural model measurement. The structural model was created using the Bootstrapping process. To calculate standard error and t values, we bootstrapped 5000 samples for the observation because the initial sample size was 97. The path relationship between the constructs is estimated in Table 5. The dependent variable's R₂ value is found to be appropriate for the analysis. The purchasing intention R₂ value (0.430) was moderate and was used in the analysis. Table 5 reveals that there is a direct relationship between the emotion of surprise (β = 0.358, t = 2.930, p=0.003) and purchase intention.

Table 5,Path Coefficient of Model (Direct Effect)

		T	P
H→PI	0.100	0.599	0.549
T→PI	0.281	1.859	0.063
SA→PI	0.016	0.145	0.885
SU→PI	0.358	2.930	0.003



Source: Primary data

Discussion

The study aims to see how emotion-based advertisements influence customers’ purchasing intentions for FMCG merchandise. Purchase intention of the Indian consumers is illustrated in this study to investigate the hypothesis proposed while revealing some new findings in the areas of emotional advertising. Certain emotions elicited by the commercials or marketers may impact consumers’ purchase intention. Many previous studies have revealed that commercials based on the emotions of Happiness, Joy, and Excitement have attracted consumers’ attention. Happiness is considered a primary positive emotion that impacts the consumer’s purchase behavior (Bagozzi et al., 1999, Kamran & Siddiqui, 2019). Still, contrary, in India, Emotions in FMCG commercials have been found to hold attention among the consumers, and consumers are drawn towards emotions like surprise. The emotion of surprise in FMCG commercials strongly influences the consumers’ purchasing intention. The emotions depicted in such commercials show a positive relationship between consumers who are curious and excited. Emotions of surprise tend to create more brand awareness and recall, leading to brand loyalty and a strong brand relationship. It also motivates consumers to purchase the brand since it makes them feel special.

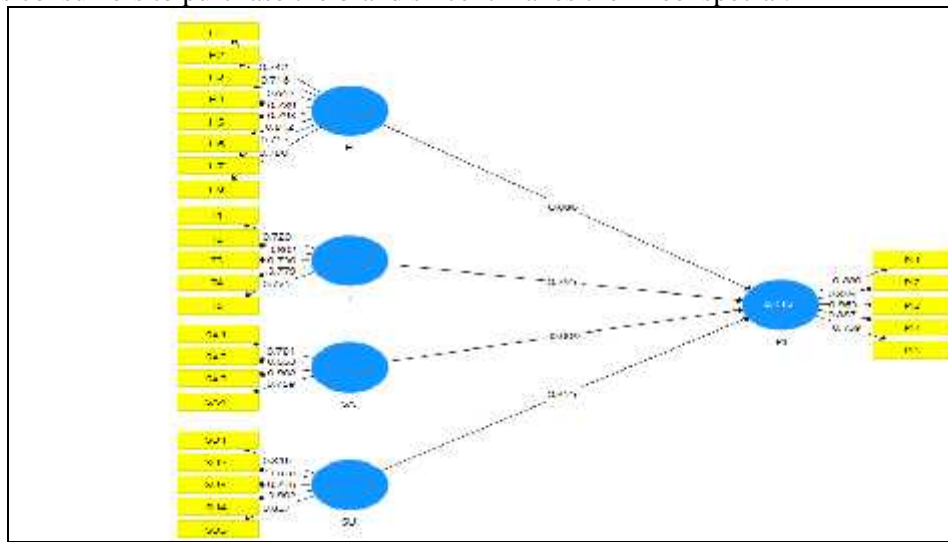


Figure 1 Research Model using SMART PLS

Conclusion

The relationship between the emotions in an advertisement and the purchasing intention of a consumer who buys FMCG products was investigated in this research. Emotions in Commercials such as happiness, fear, surprise, sadness, and trust were used to analyze and identify its influence on consumers’ purchase intention. This study reveals those emotions in Commercials like Surprise influence customer purchase intentions significantly compared with other emotions. The Marketers could make efforts to project these emotions in commercials to gain consumers’ attention. Future research may focus on different types of emotions, on various industries or products with different target audiences. Business marketers and advertising organizations can use these strategies to reach the consumers of diverse businesses with different demographic combinations.

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