THE IMPACT OF EMOTIONAL ADVERTISING ON ADVERTISEMENT RECALL IN ORDER TO MOTIVATE PURCHASING PRODUCTS WITH LOW MENTAL INVOLVEMENT

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ABSTRACT

Marketing in 20th century was almost based on specific message(s); however consumers in 21th century mostly intend to decide emotionally. Therefore that type of advertisement in this era will succeed attracting consumers that relies upon human emotions and motivate people's feelings. Hence, emotional positioning emerges as a new area regarding the supply of daily goods and differentiating among various products. While products' pertaining features are important for products with '' high emotional involvement'', emotional transmission is important at the face of differentiating among products with '' low emotional involvement''. The research aims at investigating the issue of emotional advertisement and its impact on consumers' tendency towards purchasing daily products with low emotional involvement whether it is recalled directly or indirectly. The present research is a type of descriptive- survey study. The population consisted of young ladies (15 to 18 year old) in Zanjan City of which 370 individuals were selected according to cluster sampling method from among high school female students. To collect data a questionnaire was used that its stability according to Cronbach's alpha was 0.94. To determine research validity, face validity was considered as the main criterion. Data analysis was done by means of path analysis via LISREL and SPSS software. The results indicated that emotional advertising is effective in motivating individuals to purchase products with low mental involvement. In this regard tendency parameter had the most impact. Although preference and convincing parameters were effective, recalling emotional advertisement is not effective concerning tendency towards purchasing products with low mental involvement.

Key Words: Emotional Advertising, Tendency to Purchase, Products, Mental Involvement

INTRODUCTION

The advent of issues like emotional intelligence, emotional advertising and emotional branding is the result of human conflicts against modernism. Later on paying attention to human factor and studies in this regard led to post-modern thinking. Simply post-modern thinking refers to man himself, waive logic and draw attention on emotions (Hill, 2010, p. 288). Today that consumers face various traditional messages and frequent advertisements and there is an intense competitiveness in marketing different products, the main problematic issue is individuals' ''indecision''. According to the Sales Benchmark Index almost 60% of individuals with proper conditions sacrifice their due opportunities for the sake of present atmosphere and their indecision (ibid, p. 281). In fact people do not buy goods but purchase the modified version of their emotions and feelings. For example they play toys when in childhood to satisfy their inner child and in adulthood such entertainment changes into more mature products like cinema and amusement park. Therefore, if we are persuaded that purchasing certain products bring about positive emotional state for us then we will tend to buy the goods we desire (Dargi, 2012, p. 66). So the curiosity with emphasis on the impact of such advertisements which affect human feelings and motivates him to recall the related advertising topics at the time of purchasing different products led the researcher to conduct the present study.

STATEMENT OF THE PROBLEM

Let us propose the following questions to clarify the point:
- Whether the consumer must be motivated by certain advertisements and feel that by purchasing specific products can conquer his weakness and gain more advantages?
- Whether the advertisement experts must focus on increasing recalling ability of certain advertisements via focusing on emotional advertising techniques?

Imagine a driver driving fast to get to his work reaches the highway turn and reduces his speed to watch beautiful images of tiny cameras on billboards next to the highway turn. Everyday passing by the said place, he may desire buying one of those cameras to record his life memories. So we must remember that we live in a world that communication facilities regarding target consumers, challenge consumers with certain product or brand via observing their privacy in a mutual and memorable way, and foster great challenge at the face of marketing and advertisement (Holton and et al, 2010, p. 10). However market problem concerning the recognition of consumers' real emotions is that consumers consciously or unconsciously deny realities and do not express their real feelings. Perhaps consumers never think of some specific products and their usage except when they have been motivated by purposeful advertisements and then they think there is a ''must'' to buy such products and without them they would never be able to meet their needs. In fact advertisement is a magic introducing products to meet primitive or secondary needs of consumers (Soleimani, 2011, p. 189). According to above mentioned matters, we are to evaluate the effectiveness of commercial advertisements in order to understand whether the parameter of emotions can enhance recalling certain advertisements? And how advertisements emphasizing human emotions affect consumers' purchasing behavior according to product category or in other words the level of consumers' involvement with products? Better to say what stabilizes especial advertisements in individuals' mind? And why some commercial advertisements survive despite years over their first demonstration?

SIGNIFICANCE OF STUDY

Utilizing techniques like fantasy characters, dolls, music, story, remarkable imagery, creative designs, famous people and other emotional attractions in advertisement is such important that at

least increase the audience recall ability and finally contribute to reach positive consumers' purchasing behavior. Also it is important to pay attention to which category the products belong in order to understand consumers' mental involvement and relationship with type of advertising technique (emphasis is on emotional dimensions of advertising) in use. In other words the significance of the study aims at highlighting the importance of emotional advertising in motivating and convincing customers to purchase specific products and then stabilizing the commercial notions in their mind and contributing to repetitive purchase and gaining remarkable interests.

LITERATURE REVIEW

Emotional Marketing

In emotional marketing, companies consider the products as part of consumers' daily life and do not aim only at increasing their sell. Emotional marketing affects consumers more deeply in contrast to traditional marketing strategies and hence is more durable. This new emerging marketing style directs towards creating emotional relationship between companies and consumers, and studies stimulation of consumers' sentiments and motivation in their purchase behavior. Precise analysis in this way is the result of intellectual and emotional evaluations. Emotional conditions affect all the processes involved in purchase behavior and emotions play key role in any commercial decision making (Oliver, 2009, p. 204).

Emotional Advertising

Emotional advertising is that kind of advertisement which guides its audience to certain exciting purposes and emphasizes creating positive emotions concerning specific products (Mo'bi, 2002, p.28). Emotional advertising is one of the important emotional strategies that try to motivate strong feelings in consumers and contribute to enhance recall of predefined concepts. For example perfume producing companies use romantic and or sentimental demonstrations in their due advertisements (Roosta&Khouyeh, 2009, p. 102). Generally emotional advertising is based on three types of thinking:

1- Consumers overlook lots of advertisements except those stimulating some certain emotions for them.
2- Logical attractions are not considered except when the consumer intends to purchase and seeks precise information.
3- The last but not least important, emotional advertising can attract the audience and create an emotional relationship between consumer and pertaining trade mark (Biranond, 2010, p. 275).

Emotional Attraction in Advertising

Any commercial message should contain a strong attraction to attract its audience and motivate him to express presupposed behavior. One of these attractions is emotional appeal; such attraction brings about the grounds for motivating and stimulating the expression of certain negative or positive reactions in individuals. Emotional appeal in contrast to logical appeal aims at stimulating emotional dimensions to reach its goals.

Some of negative and positive emotions can be as follow: love, friendship, pride, happiness, and hope, pleasure, satisfaction, humor, hate, fear and sorrow (Mo'bi, 2002, p. 28). According to Kotler (2007) emotional attractions are used in order to stimulate positive or negative emotions and motivate purchase behavior; negative attractions motivate individuals to do things that are necessary like brushing teeth; positive attractions motivate individuals not to do some actions like smoking (p. 586).

Emotional Advertising and its Relation with Product Category

Sheffman (1997) declared that advertisers use humoristic or high emotional attractions to advertise products with less harmful and problematic works. Yoon (1998) states that actors in advertising domain usually tend to enhance demonstration of hedonic products in an exciting and image-based manner while utilitarian products mostly are being advertised by means of logical and message-based methods. Yoon and et al (2001) declare a positive and meaningful relationship between desire of wanting products with low involvement and advertisement recall. But there is not such a relationship regarding inevitable or utilitarian products (Geuens, 2011, p. 419). According to the Model of Affective Involvement it seems that in the case of low involvement (explorative processing) emotional advertising can introduce positive impact, but in the case of high involvement (basic or serious processing) positive emotions stimulated by advertisement may stay constant through affecting positive processing. Generally emotional advertising works better on hedonic products and emotional attractions have better influence in improvement and promotion of hedonic products rather utilitarian ones (ibid, p. 420).

Emotional Effective Factors on Recalling Advertisements

The term emotions refer to feelings, excitements and creativities that consumers may experience. Individuals recall the information which corresponds better to their emotional state. Therefore, when they are dreary perhaps recall unhappy information and in contrast when they are happy they may recall information which is joyful. According to the results of previous studies positive mood enhances recognizing trade mark rather than neutral or negative moods. Actors in marketing industry should strive to present information to consumers when they are in a positive mood. This requires making use of humoristic parameters in commercial advertisements to create corresponding positive mood in audience (Barahani, 2006, p. 299).

CONSUMERS' PURCHASE BEHAVIOR

Exposure

Exposure to a stimulus is the first step in information processing. As far as one of the features in this step is its selective nature so consumers decide actively whether to expose themselves to presented information (Ardestani, 2011, p. 79).In this way emotional encounter and exposure initiates. Related response is how individuals react to raw information they receive via different sensory organs before understanding the stimulus. There are four important concepts originating from emotions and feelings namely to say: Flush Factor, Subliminal Perception, Difference Threshold, and Consumer Adaption.

- Flush Factor

Flush factor is the lowest level of effectiveness that 50% of certain stimulus effect is recognizable. The more intense the stimulus would be (e.g. loudness of a commercial advertisement), the more the possibility to receive it.

- Subliminal Perception

Subliminal means lower than standard threshold level i.e. stimulus which is perceived accidentally would not be reported since it is lower than flush factor. A stimulus represented in this way may not be effective towards individuals' emotions and behavior (ibid, Pp. 80-81).

- Difference Threshold

Difference threshold is the least difference originating from stimulus intensity and in 50% of cases is recognizable (ibid, p. 83).

- **Consumer Adaption**

Adaption or adjustment takes place when someone experiences stimulus repeatedly and the level of adaption becomes a part of stimulus which the consumer adjusts himself to it. The outcome of such adaption is that after a while consumers get along with a constant expression or message. In this regard businessmen must change their due advertisement and message during certain intervals in order to keep the freshness of advertisement and or the relationship between products and consumers (ibid, Pp. 85-86).

Attention

Attention to stimulus is the second step in information processing. When attention is considered a cognitive capacity is attributed to the stimulus to process information consciously. In contrast individuals' pre-attentive processing evaluates the situation automatic and consciously. Therefore pre-attention may affect consumers' emotions and feelings (Sa'adi, 2011, Pp. 88-89).

Comprehension

Comprehension is the third step in information processing. It is understood that when people do not understand a commercial advertisement properly they are not motivated. Consumers refer to their perceptual system and interpretive capacity in order to interpret and comprehend the information. From the point of view of marketing the concept of perceptual system is used in relation to visual communications like printed advertisements and TV commercials. For example if the purpose of the message in a commercial advertisement is to relate specific product to a famous person, then we may use principles of perceptual system such as common fate. According to this principle factors moving in the same direction are considered to belong to each other and have an interconnected nature (ibid, p. 103). At interpretation phase individuals stick to their long-term memory to understand their expectations towards the question of '' how it should be''. Expectations affect consumers' comprehension and interpretation at the face of marketing stimulus. In fact consumers' mental perception regarding certain products is more important than the real nature of the products (Heidarzadeh, 2009, Pp. 104-105).

Consumers' Emotional Stimuli as Purchase Factor

Imagining that the idea which tells 'people purchase what they need' is wrong, because people buy what they like. Needs are directed by reason while desires are directed based on emotions. Actually we buy what we want. For example who needs a luxury car? Does an adolescent really need a 1000 $ cell phone? So we must not fall short of planning our markets according to those who are in need of a product but for those who want the product, whether they need it or not (Jones, 2011, p. 494).

RESEARCH THEORETICAL FRAMEWORK

The present research theoretical framework consists of the results from different studies in line with research purpose. Results of the study conducted by Siavashi (2003) indicate that 14% of all commercial advertisements broadcasted in Iran TV, made use of humoristic dimensions. In addition it was recognized that the type of advertised product and mechanisms used for advertising had inevitable humoristic effectiveness. Effectiveness of humoristic advertising regarding the products which consumers purchase them intentionally relies upon products' applicability. Also it was understood that concerning the effectiveness of advertisements in which emotional mechanisms were used in comparison to cognitive mechanisms and interpersonal mechanisms was better and higher. The results of the study conducted by Farajinia (2007) indicate that as in commercial advertisements important parameters like audience's characteristics, education, age and advertising

features like simple textual presentation, musical textual presentation or narrative stories interfere therefore, the most appropriate and effective advertisement must be prepared according to consumers' taste and product features. Generally in comparison to simple textual advertisements, the musical ones or advertisements with included poetic features are more effective for audience to recall in future. The results of the study conducted by Kabiri (2011) indicate that notwithstanding gender issue, fear attraction has more effective impact on individuals' prospective than humoristic dimensions in advertisements; it is more effective on women than men. In addition, the humoristic dimensions of advertising notwithstanding audience involvement with proposed matter does not contribute to a positive attitude among individuals concerning their gender. But if individuals are divided according to their involvement level with proposed matter, humoristic dimensions are convincing for individuals with low level of involvement.

In another study conducted by Haghgooyi (2011) results indicate that words' imagery illustration has a meaningful relationship with recalling them in future and specific feelings towards the proposed advertisement. In the way that adding images to verbal information in textual advertisements enhance recalling the due advertisement and adds pertaining attention. Also it was emphasized that combination of verbal information with high imagery in proposed images contribute to high level of remembrance in comparison to combination of verbal information with high imagery. According to the results of the study conducted by Manafi (2011) the creative and innovative advertisement increases the level of audience mental involvement. For mental involvement is an important variable in paying attention to advertisements and prevents advertisement burnout from consumers' point of view. As we move towards customer satisfaction in manufacturing different goods and consider their needs, it is required to observe customers' taste in making advertisements and take into account their purchase power, needs and emotions in all stages of making an effective advertisement. According to the findings of Geuens' study (2011), despite the notion of Model of affective Involvement, advertising planning networks declare that emotional advertising is effective regarding hedonic products with low mental involvement, but it does not introduce such an effect at the face of utilitarian products with high mental involvement. However emotional advertising differs in its effectiveness concerning products' diversity. Generally regarding emotional advertisements, hedonic products and also products with low involvement show more positive relationship in comparison to products with high involvement. Hill (2010) states that since mind remembers simple structures better, therefore observing and making use of simple structures in advertisement is of great importance. As far as the first duty of advertisement is to inform individuals and of course the second duty is to be memorable, then a specific brand or advertisement is memorable when it can target audience's emotions appropriately. On the other hand promoting positive feelings is the essence of advertisement and sellers must sell hope and happiness to their customers as what Coca Cola did in Happiness Campaign. The researcher continues: the type of advertisement will succeed in current era that is based on human emotions and excitements and motivates individuals properly. Abhilasha (2006) evaluated the position of recalling ability regarding advertisements and tried to answer the question of '' whether recalling ability can be considered as an important criterion in determining the rate of logical and emotional advertising effectiveness?'' The researcher notes that recalling is one of the most important criteria in advertisement evaluation which in fact is useful for logical advertising rather emotional one, but today investigating available documents shows that emotional content in commercial advertisements can enhance the ability to recall. In other words use of emotions and excitement parameters in advertising contributes to brand making for different manufacturing companies.

RESEARCH CONCEPTUAL MODEL

According to research topic and based on hierarchy of effects model, research conceptual model was designed; in which emotional stage (including: tendency, preference and persuasion) was related directly and indirectly via recalling advertisement to behavioral stage i.e. tendency to purchase products with low mental involvement- recalling emotional advertisements as the second variable was related to marketing factor regarding individuals understanding through exposure, attention and perception. The model is illustrated in figure 1.
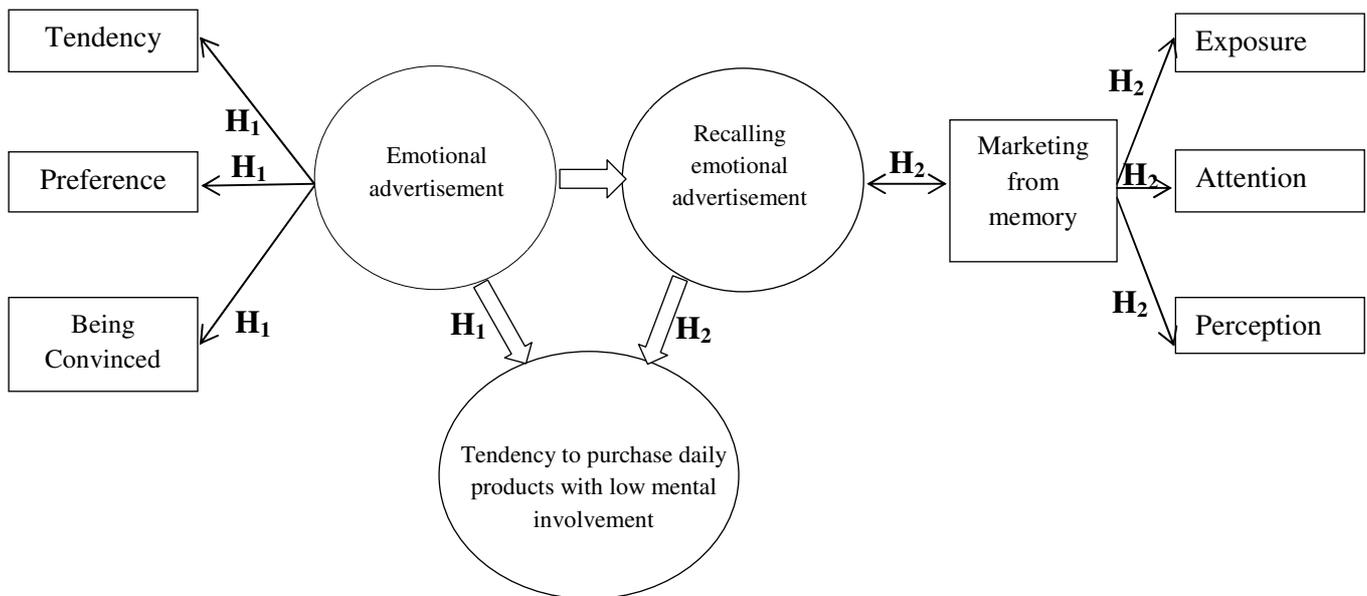

Figure 1: Research Conceptual Model

RESEARCH HYPOTHESES

✓ **Main Hypotheses**

H_1: Emotional advertising is effective in tendency towards purchasing daily products with low mental involvement.
H_2: Recalling emotional advertisements is effective in tendency towards purchasing daily products with low mental involvement.

✓ **Sub-Hypotheses**

H_{1a}: Desire originating from emotional advertising is effective in tendency towards purchasing daily products with low mental involvement.
H_{1b}: Preference originating from emotional advertising is effective in tendency towards purchasing daily products with low mental involvement.
H_{1c}: Being convinced originating from emotional advertising is effective in tendency towards purchasing daily products with low mental involvement.
H_{2a}: A recalled advertisement is effective in tendency towards purchasing daily products with low mental involvement.
H_{2a1}: Exposure to emotional advertising is effective in tendency towards purchasing daily products with low mental involvement.

H_{2a2}: Attention to emotional advertising is effective in tendency towards purchasing daily products with low mental involvement.

H_{2a3}: Perception of emotional advertising is effective in tendency towards purchasing daily products with low mental involvement.

RESEARCH METHODOLOGY

The present research is applied type of study and methodologically it is of descriptive-survey type.

Population and Sampling Method

The population consisted of 15 to 18 year-old high school female students in Zanjan City. The population consisted of 9487 individuals from 40 high schools in Zanjan City. Through cluster sampling method first some high schools were selected, and then samples were selected randomly from among female students. For the sample size was small to calculate sample size Cochran's formula was used and the final sample size introduced 370 individuals, namely to say 158 individuals from high schools in region 1 and 212 individuals from region 2. Cochran's formula and calculation way is as below:

$$n = (Nz2pq) / (Nd2+z2pq)$$

In above mentioned formula **N** is total size of population, **n** is total sample size, **z** is desired level of confidence (95%), **d** is value of error (5%), **p** is Estimated proportion of an attribute or characteristic in population (0.5).According to the said formula sample size was calculated as follow:

$$n = ((9487)(1.96^2)(0.5)(0.5)) / ((9487)(0.05^2) + (1.96^2)(0.5)(0.5)) = 370$$

Regarding the value of **z** in error level of 5% which equals to 1.96, total sample size was calculated as 370 individuals.

(Total sample size in region 1) $n_1 = (4048) (370) /(9487) =158$

(Total sample size in region 2) $n_2 = (9487)/ (370) (5439) = 212$

Table 1: Indices and Graphic Signs in Research Models

Variable		Concept (index)	Dimension (structure)	Graphic signs research models	Item number in questionnaire	Item size
Research independent variables	Emotional advertising	Tendency	TAB.H	TAMA	42 to 52	11
		Preference		TARJ	53 to 59	7
		Being convinced		MOJAB	32 to 41	10
	Recalling emotional advertising	Exposure	Y.TAB.H	MOVAG	1 to 9	9
		Attention		TAVAG	10 to 21	12
		Perception		DARK	22 to 31	10
Dependent variable	Tendency to purchase products with low mental involvement		GRAY.KH	-	60 to 73	14

Data Collection Method and Instruments

Data collection was done through the use of a close ended questionnaire. Some questions were proposed according to commercial advertisements which were broadcasted on TV before the distribution of the questionnaire. Variables, number of parameters and also indices and graphic signs in models are illustrated in table 1.

Validity and Reliability of Measurement Instrument

To make sure of the validity of measurement instrument the questionnaire was evaluated by experts like university teachers and researchers and also professional managers in marketing industry. In this regard included questions were analyzed using Likret's scale measurement (7 items) to make sure of the validity of research variables. The mean of the answered questions was equal to 4, indicating the appropriateness of questionnaire's items to measure research variables and approving the validity of the questionnaire.

Also in order to evaluate research reliability Cronbach's alpha was used. After distributing 50 questionnaires in research population, SPSS software was used in order to calculate Cronbach's alpha for the collected data. Total value of alpha was calculated as 0.94 which means 94%. The value of alpha in each stage after the elimination of rejected items is illustrated in table 2 as follow:

Table 2: Cronbach's Alpha for Research Items

Stages	Number of items	Cronbach's alpha coefficient
Tendency	11	0.812
Preference	7	0.828
Being convinced	10	0.711
Exposure	9	0.725
Attention	12	0.777
Perception	10	0.770
Tendency to purchase	14	0.811
Total	73	0.940

Data Analysis Method

In order to analyze collected data and test research hypotheses Structural Equation Modeling through SPSS, AMOS and Minitab software were used. In structural equation modeling there are four sets of matrices- calculation of all existing relationships in research model is summarized in these four matrices- including: λ x, λ y, γ, β (Raminmehr&Charstad, 2013, p. 168). The four matrices and due relationships are illustrated in figure 2. In this model emotional advertising is considered as exogenous latent variable and variables of recalling emotional advertisement and tendency to purchase products with low mental involvement are considered as endogenous latent variables. As it can be seen λ **x** evaluates the relationships between emotional advertising and related indices. λ**y** evaluates the relationships between endogenous latent variables and related indices. Also the impact of emotional advertising parameters on tendency towards consumption is evaluated by γ, and the impact of recalling emotional advertisements on tendency to purchasing products with low mental involvement is evaluated by β. As all parameters in the study are free therefore, the study is considered in Full Matrix form.
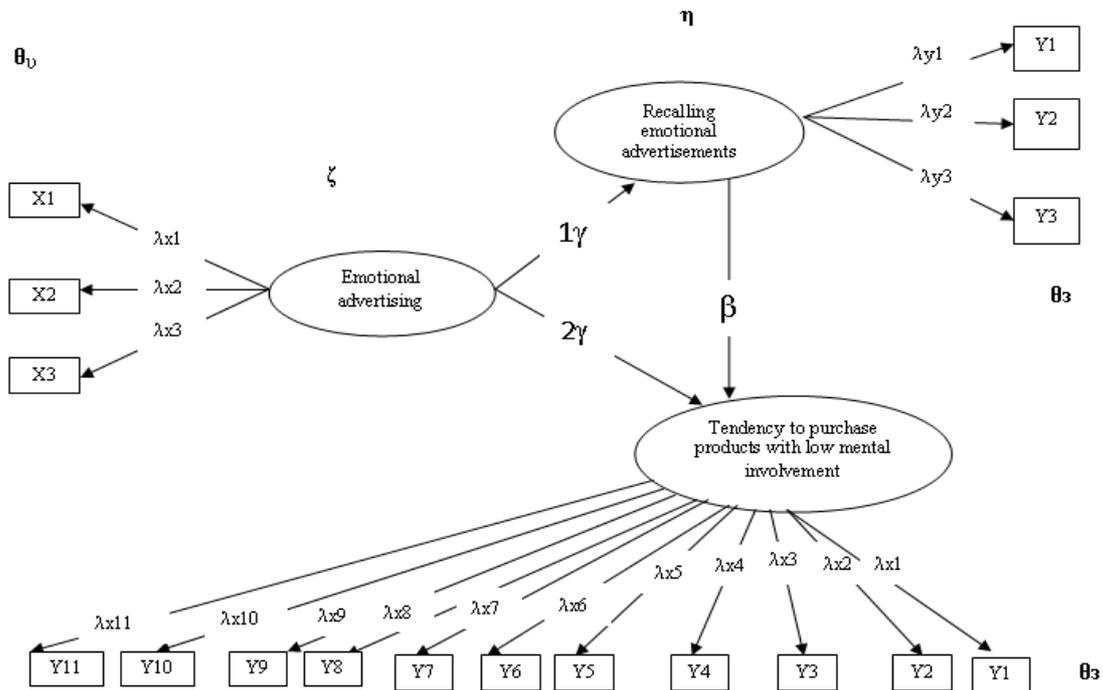
Figure 2: Distribution of Research Four Matrices (Full Matrix Form)

Normality Test for Research Variables and Data Conversion Method

In this section all indices were tested separately by means of Anderson-Darling normality test. The results were interpreted according to P-value and appearance of graphs. If P-value is bigger than 0/05 then it is said to be normal. In cases that data is not according to normal distribution we should resort to data conversion (Hooman, 2012, p. 150). The normality test was applied for each variable. Results indicated that except variables of tendency and preference, all the other variables were normal according to P-value and Anderson-Darling normality test. In order to retrieve tow said variables to normal distribution, data conversion took place through the use of Minitab software. The sum of the results is illustrated in table 3.

Table 3: The Sum of the Results of Variables' Normality Test

Number	Variable	Test	Initial P-value	Primitive state	Secondary P-value	Final state
1	Tendency	Anderson-Darling	0.038	Not normal	0.068	Normal
2	Preference	Anderson-Darling	0.015	Not normal	0.112	Normal
3	Being convinced	Anderson-Darling	0.052	Normal	-	-
4	Exposure	Anderson-Darling	0.08	Normal	-	-
5	Attention	Anderson-Darling	0.15	Normal	-	-
6	Perception	Anderson-Darling	0.21	Normal	-	-
7	Emotional advertising	Anderson-Darling	0.27	Normal	-	-
8	Recalling emotional advertisement	Anderson-Darling	0.19	Normal	-	-
9	Tendency to purchase products with low mental involvement	Anderson-Darling	0.11	Normal	-	-

**SEM Analysis for Research Variables and Fitting Indices**

After depicting the model and initial precision and meaningfulness of data, the next important step was to determine model's meaningfulness by Goodness of Fit Indices. The first criterion in this regard is the Degree of freedom of the chi-square $\frac{x^2}{df}$ which is used for structures' one dimensional aspect and its value must be lower than 3. Also the important indices in this regard included GFI, AGFI, CFI and RMSEA respectively. Table 4 illustrates the sum of the results obtained from the analysis of the components of the given fitting models in research encompassing variables of tendency, preference, being convinced, exposure, attention and tendency to purchase daily products with low mental involvement.

Table 4: Sum of the Results of Research Components' Fitting Model

Variable	Freedom rate on square-chi $\frac{x^2}{df}$	GFI	AGFI	CFI	RMSEA	State	Statistical sufficiency
Tendency	1.126	0.97	0.96	0.99	0.022	One dimensional	Full fitting
Preference	1.514	0.98	0.96	0.99	0.047	One dimensional	Full fitting
Being convinced	1.290	0.97	0.96	0.98	0.030	One dimensional	Full fitting
Exposure	1.31	0.99	0.97	0.99	0.031	One dimensional	Full fitting
Attention	1.962	0.98	0.95	0.98	0.050	One dimensional	Full fitting
Perception	1.835	0.98	0. 96	0.98	0.051	One dimensional	Full fitting
Tendency to purchase	1.271	0.99	0.96	0.99	0.029	One dimensional	Full fitting

Research Final Model

Figure 3 shows the final model of research. The model stands on T-values mode. As it can be seen the indirect path of emotional advertising variable (recalling) to tendency to purchase (-1/80) is bigger than -1/96 and does not place at threshold critical value (-1/96 >T> 1/96). Therefore, the path is not meaningful. So we need to whether eliminate latent variable of recalling emotional advertising totally or if possible to modify the model according to research theoretical framework.
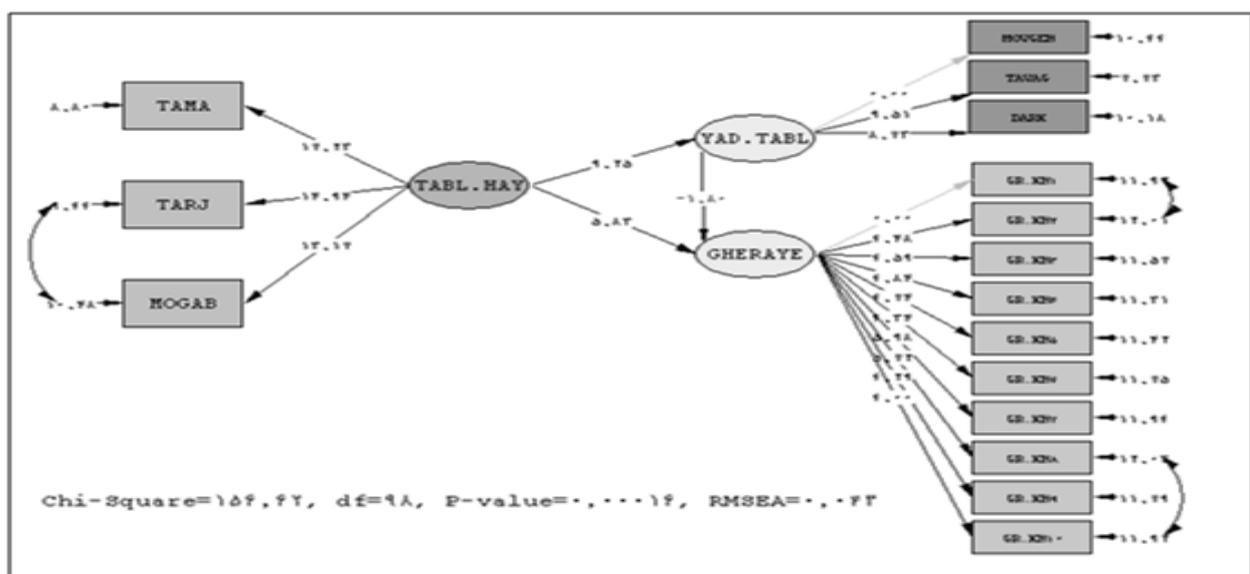
Figure 3: Research Structural Equation Modeling at T-Value Mode

Figures 4 and 5show the final adjusted model of research after eliminating the indirect path of emotional advertising variable (recalling) to tendency to purchase daily products with low mental involvement. The first model is at T-values mode and the second one is at Standard Solution mode. T-values mode enables the researcher to approve or reject research hypotheses and Standard Solution mode makes rating the variables possible. Related results are illustrated in table 5. As it can be seen in this model all variables are at threshold critical value (-1/96 >T> 1/96) and meaningful. To ensure the results obtained from the study one must consider model's fitting indices represented at the end of the section.
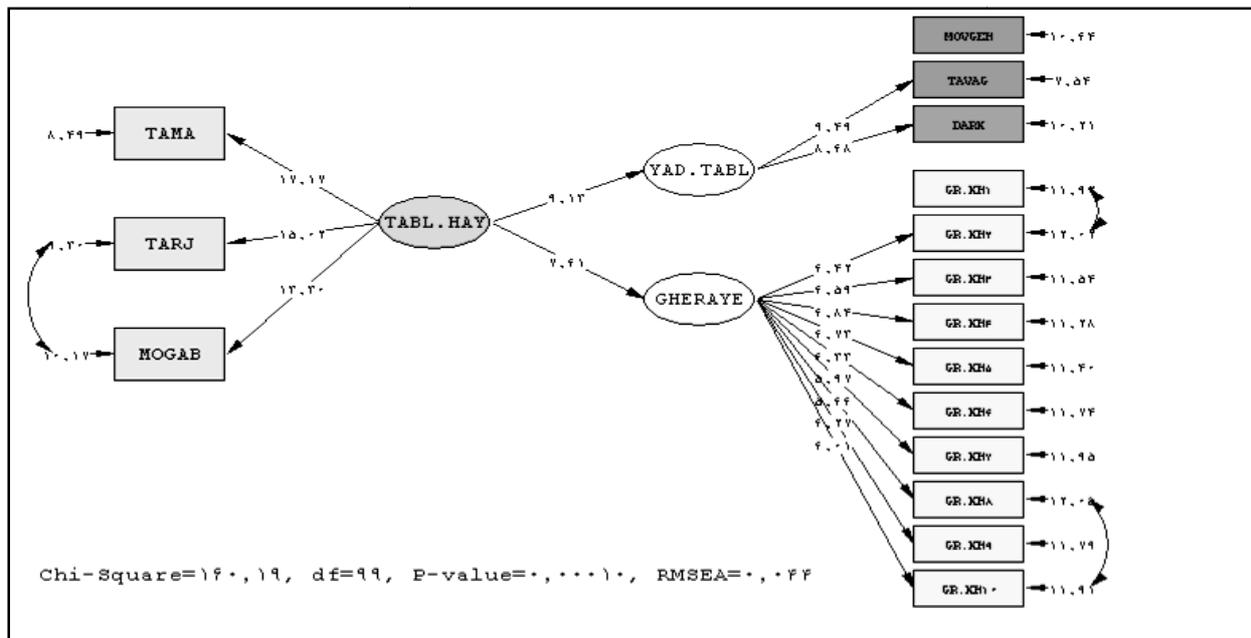

Figure 4: Adjusted Structural Equation Modeling of Research at T-Value Mode
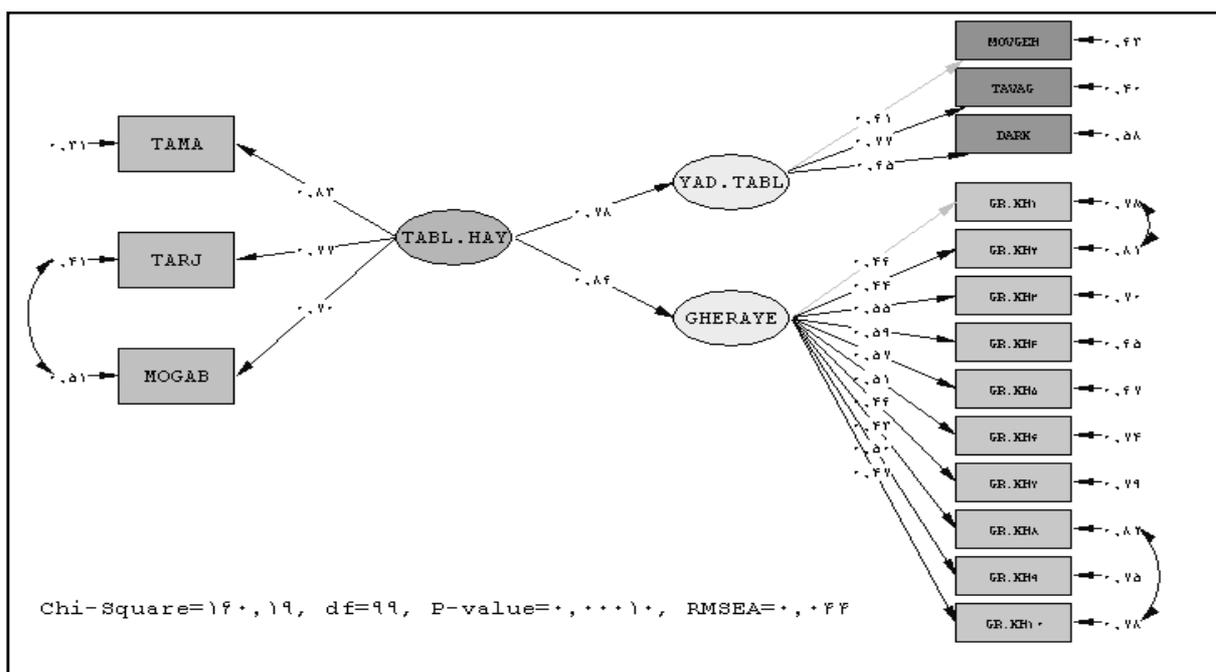

Figure 5: Adjusted Structural Equation Modeling of Research at Standard Solution Mode

Table 5 illustrates sum of path coefficients of research structural equation modeling. The table encompasses values of both models at T-values and Standard Solution mode.

Table 5: Sum of Research Structural Equation Modeling

Path			Graphic Signs	Standardized B Coefficient	T-Values
Tendency	Emotional advertising	Tendency to purchase	TAMA	0.83	12.12
Preference	Emotional advertising	Tendency to purchase	TARJ	0.77	15.02
Being convinced	Emotional advertising	Tendency to purchase	MOGAB	0.70	13.30
Exposure	Recalling emotional advertisements	-	MOVAGEH	0.41	Fix
Attention	Recalling emotional advertisements	-	TAVAG	0.77	9.49
Perception	Recalling emotional advertisements	-	DARK	0.45	8.48
Emotional advertising	-	Tendency to purchase	TABL.HAY	0.84	7.41
Emotional advertising	-	Recalling emotional advertisements	TABL.HAY	0.78	9.13
Recalling emotional advertisements	-	Tendency to purchase	YAD.TABL	-	1.80

CONCLUSIONS AND RATING RESEARCH VARIABLES

Totally two main hypotheses and seven sub-hypotheses were analyzed in this research by path analysis method. According to the pattern of path analysis of standard coefficient the path of emotional advertising to tendency to purchase was 0/84, the path of tendency to emotional advertising and to tendency to purchase was 0/83, the path of preference to emotional advertising and to tendency to purchase was 0/77, the path of being convinced to emotional advertising and to tendency to purchase was 0/70. Therefore, it can be concluded that with 99% confidence the first main hypothesis and the first, second and third sub-hypotheses are approved and hence emotional advertising and related parameters (including: tendency, preference and being convinced) are effective in tendency to purchase daily products with low mental involvement. On the other hand according to the pattern of path analysis and t = 1/80 which is smaller than 1/96 it can be concluded that the second main hypothesis is rejected and recalling emotional advertisement and its related parameters (including: exposure, attention and perception) are not effective in tendency to purchase daily products with low mental involvement. Also dimensions or parameters of emotional advertisement regarding path standard coefficient of structural equation modeling is apt to rating. As the coefficient of tendency originating from emotional advertising in the study was 0.83 it can be said that it is the most effective factor in tendency to purchase daily products with low mental involvement. Then preference parameter with 0.77 and parameter of being convinced with 0.70 stand as the second and third effective factors regarding the tendency to purchase daily products with low mental involvement correspondingly. The rating is illustrated in table 6.

Table 6: Rating Research Variables According To Approved Hypotheses

Variable	Standardized B coefficient	Rate
Tendency	0.83	First
Preference	0.77	Second
Being convinced	0.70	Third

SUMMARY OF HYPOTHESES TEST RESULTS

Table 7 shows the sum of research findings according to hypotheses test based on path analysis. As it can be seen from among research hypotheses, hypotheses concerning tendency, preference and being convinced or in other words emotional advertising, are meaningful. Hypotheses concerning exposure, attention, perception or in other words recalling emotional advertisements are not meaningful. It was mentioned that recalling emotional advertisements is almost effective regarding the tendency to purchase products with high mental involvement. Therefore, in present study it was expected to reject the relationship between recalling emotional advertisements and its pertaining parameters with tendency to purchase daily products with low mental involvement or obtain a negative relationship.

Table 7: Summary of Hypotheses Test Results

Hypotheses	Hypotheses signs	Relationships	Type of relationship	Hypotheses test results
Main relationships				
First main hypothesis	H_1	Emotional advertising	Meaningful	Approved
Second main hypothesis	H_2	Recalling emotional advertisements	Not meaningful	Rejected
First sub-hypothesis	H_{1a}	Tendency	Meaningful	Approved
Second sub-hypothesis	H_{1b}	Preference	Meaningful	Approved
Third sub-hypothesis	H_{1c}	Being convinced	Meaningful	Approved
Fourth sub-hypothesis	H_{2a}	Recalling	Not meaningful	Rejected
Fifth sub-hypothesis	H_{2a1}	Exposure	Not meaningful	Rejected
Sixth sub-hypothesis	H_{2a2}	Attention	Not meaningful	Rejected
Seventh sub-hypothesis	H_{2a3}	Perception	Not meaningful	Rejected

VALIDITY OF RESEARCH FINDINGS

After depicting and evaluating the model and comparing it with research conceptual model and theoretical framework, the most important issue concerning the validity of findings was to figure out model fitting indices. It means information obtained from depicted model that lack fitting indices are not acceptable and valid at all. Therefore, the first criterion to judge the fitting of models 4 and 5 relates to the degree of freedom of the chi-square $\frac{x^2}{df}$ which is used to evaluate structures' one dimensional aspect and its value must be lower than 3. The value of indices for present model is $\frac{x^2 160/19}{df 99}$. Also the other important fitting indices are illustrated in table 8. As it can be seen in the following table almost all indices are statistically sufficient. Hence with high confidence it can be said that in the model we reached full fitting. So, all driven information and related data regarding approving or rejecting the hypotheses based on the current model are valid.

Table 8: Selection of Fitting Indices of Final Path Analysis Model

Index	Index name	Abbreviation	Value	Acceptable Fitting
Absolute Fit Indices	Covered level	Chi-Square	16	Bigger than 5%
	Goodness of Fit Index	GFI	0.98	GFI>%90
	Adjusted Goodness of Fit Index	AGFI	0.92	AGFI>%90
Comparative Fit Indices	Root Mean Square Residual	RMR	0.053	RMR<0/08
	Normed Fit Index	NFI	0.96	NFI>%90
	Comparative Fir Index	CFI	0.98	CFI>%90
	Relative Fit Index	RFI	0.95	RFI>%90
	Incremental Fit Index	IFI	0.98	IFI>%90
Parsimony Fit Index	Parsimony Normed Fit Index	PNFI	0.69	Bigger than 50%
	Root Mean Square Error of Approximation	RMSEA	0.044	RMSEA<%10

OVERVIEW ON RESEARCH OUTLINE AND COMPARING THE RESULTS WITH OTHER FINDINGS

1. According to Geuens and et al (2011) '' Emotional advertising: Revisiting the role of product category'' it was suggested that emotional advertising is effective for some products in comparison to others- it contributes to more positive and effective impact on hedonic products with low mental involvement, but does not impose such an impact on utilitarian products with high mental involvement. The results of the first main hypothesis test in present research i.e. emotional advertising is effective in tendency to purchase daily products with low mental involvement is in accordance with findings of Geuens and et al.

2. According to a thesis '' evaluating the use of impact of humor in effectiveness of TV commercial advertisements'' it was indicated that effectiveness of advertisements which used emotional mechanisms in comparison to advertisements which used cognitive mechanisms is much more and better. The results of first main hypothesis, first, second and third sub-hypothesis, in present research i.e. emotional advertising and being convinced, tendency and preference originating from emotional advertising are effective in tendency to purchase daily products with low mental involvement, are in accordance with the findings of the said thesis.

3. According Abhilasha (2006) '' Reconsidering Recall and Emotion in Advertising'' it is suggested that recalling is one of the important criteria in testing advertisements while it was just used to test logical advertisement during previous years. In fact recalling was useful at the face of logical advertisements rather emotional ones. Today it is understood that the emotional content of commercial advertisements and use of feeling and excitement in advertising can enhance recalling ability. The results of the second main hypothesis in this research i.e. recalling emotional advertisements is not effective in tendency to purchase daily products with low mental involvement is not in accordance with declaring that 'recalling is the only factor in evaluating the logical advertisements'. Because according to the results of the fifth, sixth and seventh sub-hypotheses of research it was shown that exposure, attention and perception have positive impact on recalling emotional advertisements. However such a positive impact does not contribute to change in rate of the tendency to purchase daily products with low mental involvement.

4. The results of the first main hypothesis test in present research i.e. emotional advertising is effective in tendency to purchase daily products with low mental involvement is in accordance with what was proposed in research theoretical framework indicating that 'Emotional marketing affects consumers more deeply in contrast to traditional marketing strategies and hence is more durable'. Emotional conditions affect all decision-making processes during purchase time and feelings play a key role in making any commercial decision, since emotional strategies try to make the intended message to be understood better by customers and enhance advertisements perception through promoting consumers' tendency and eagerness.

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