

Effects of Emotional Responses toward Fashion Goods' TV Advertisement on Purchase Intention

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I. Introduction

Various emotional responses that are felt by consumers facing on advertisement become a critical factor influencing on advertisement effect and studies on emotion are in increasing trend. Emotional responses are classified into cognitive responses that are the objective assessment of advertisement and emotional responses that are the subjective feeling to various emotions experienced facing advertisement. Emotion of consumers to advertisement produces lots of effect on advertisement attitude and brand attitude, and also produces important influence on purchasing intension. Especially, since TV advertisement, induction of emotional responses is superior to other media, thus, it is an appropriate object of media to study on various emotional response of consumers.

Various emotional responses of consumers which are produced facing on fashion goods were classified into emotional responses and cognitive responses in this study. The purpose of this study was to identify advertisement impact on different amount of emotional influence which affects attitude toward advertisement and brand by the types of appeal and to help production of TV advertisement of fashion goods.

II. Method and Procedure of Study

1 Sample and Test Method

This study was carried out in January 2004 on 30 subjects consisting of 15 males and 15 females, college or graduate students under the age of 30. Mock test space was manufactured for possible seeing of TV in it for the experiment. Subjects were to see each piece of advertisement and answer to questionnaires immediately; two minutes of rest for next same method of test were given, and this process was repeated. Advertisement stimulants used in this experiment were limited to underwear and sportswear that were advertised from 2000 to 2002 on TV four pieces of information-transferring type(Nike, Venus, Try, and BYC) and four pieces of

emotion-evoking type(Filla, Vivian, Trekstar, and Solb) were used with no modification of advertised contents. Advertisement stimulants were randomly shown to test subjects to control order effect caused by showing order of advertisement.

2 Statistical Analysis

Emotional responses were considered as independent variables and the path of advertisement effect were investigated focused on what influence the emotional responses made on each of advertisement attitude, brand attitude, and purchase intention through the path, with use of PLS (Partial Least Squares) model that is a SEM(Structural Equation Modeling) program. Suitability of the structural equation modeling was tested by χ^2 , RMR(Root-Mean-square Residual), GFI (Goodness-of-fit), AGFI(Adjusted GFI), NFI(Normed Fit Index).

III. Results and Conclusions

The results of research on how much influence is made on advertisement attitude, brand attitude, and purchase intention by cognitive responses and emotional responses that are various susceptibility responses felt by consumer facing on advertisement wereas follows:

1) Suitability of information-transferring was 0.048 of RMR that is favorable because it is not higher than 0.05; GFI, AGF, and NFI were favorable with values 0.905, 0.904, and 0.902, respectively, which are higher than 0.90. Although cognitive responses and emotional responses were found to make influence each other, no direct influence was made on purchase intention and indirect influence was made through advertisement attitude and brand attitude. Emotional responses were found to make influence on advertisement attitude and advertisement attitude made direct influence on purchase intention without passing through brand attitude. Brand attitude was found to make direct influence on purchase intention.

2) As the result of path analysis for cognitive responses and emotional responses of susceptibility stimulating advertisement, suitability of model was 0.048 of RMR that is favorable because it is not higher than 0.05; GFI, AGF, and NFI were favorable with values 0.905, 0.904, and 0.902, respectively, which are higher than 0.90. Cognitive responses and emotional responses made mutual-influence each other and emotional responses were found to make larger influence on advertisement attitude in comparison to cognitive responses. Cognitive responses to susceptibility stimulating advertisement made direct influence on advertisement attitude and emotional responses made direct influence on brand attitude. In addition, advertisement attitude made linear influence on brand attitude, and brand attitude made direct influence on purchase intention again. Advertisement attitude was found not to make direct influence on purchase intention.

Reviewing above-mentioned results, as emotional responses are considered as an important factor to make influence on advertisement attitude and brand attitude in TV advertisement of fashion goods, active emotional responses of consumers should be induced with utilization of various advertisement construction types in production of advertisement. The method to differen-

tiate types of appeal by the product life cycle of fashion goods should be also considered because the strength of influence of advertisement attitude or brand attitude differs by the types of advertisement appeal.

That is, susceptibility stimulating advertisement is effective in introduction stage of fashion goods that require establishment of favorable attitude to the advertisement of fashion goods, and, when induction of purchase is required because acceptance of fashion products is increased, advertisement focused on transmission of product information would be considered to be effective. TV advertisement by information-transferring type should transfer the information that is simple but is the most important, thus, should let customer possible to make purchase decision with advertising only, and, in case of susceptibility stimulating advertising, to change consumer attitude and to establish a good brand attitude through continuous advertising should considered important in purchase decision by consumers. By stimulating consumer's emotion and confirming favorable advertisement contents would make to reduce marketing costs and to increase effectiveness of advertisements.

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