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ADVERTISING APPEAL AND PURCHASE INTENTION OF BEER CONSUMERS IN PORT HARCOURT

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ABSTRACT

This paper examines the extent to which rational and emotional appeal affects the purchase intention of beer consumers in Port Harcourt. 146 consumers were studied from ten registered and non-registered beer shops in Port Harcourt. This study finds out that beer consumers are more convinced to purchase through emotional advertising appeal than rational advertising appeal. Our results also shows that consumer's age and gender moderates the relationship between advertising appeals and purchase intention.

KEYWORDS: Advertising, rational appeal, emotional appeal, purchase intention, beer consumers

1.1 INTRODUCTION

Every organization depend on customers purchase and repurchase decision to grow their sales volume as well as market share (Shwu-Ing & Chen-lien, 2009). There is no single organization that would not want to encourage more customers to buy their product and this is why most often, organizations incorporate the components of rational and emotional advertising appeal as part of their promotional strategies so that they would win more customers for themselves. Doing this requires huge consumer behavior skills on the part of the organization because there is need to understand their psychological response towards organizations' products before advertising such products to consumers (Mitchel, 1998). Today, retailers of beer products have put in place so much emotional appeal in bringing customers to themselves and this can come in form of employing the services of strippers to dance around their bar, having advertorials done with faces of beautiful women and this often induce customers to take more beer. While adopting

emotional appeal, they often utilize rational appeal through bill boards and other advertorials at each and every corner of the bar that explain the uniqueness of their brand. This study empirically investigates the extent to which these advertising appeals would significantly influence customer purchase decision.

1.2 STATEMENT OF THE PROBLEM

The rise in consumption of alcoholic drinks in Nigeria (especially beer products) has continued to increase overtime. Nigeria accounts for 36% of the formal alcohol market in Africa (Nwankwo, 2015). Within Nigeria, The Nigerian Breweries owns over 71% of the market share, Guinness have a total of 27% while other players have about 2% of the total market share. Despite the growing rate of inflation and the unfavorable foreign exchange between the naira and dollar, there is an increasing beer consumption. Could this be as a result of people trying to forget about their stress and problems? Would it be as a result of increase in personal disposable income or a drive to socialize? These and many more questions cannot escape the mind of an

average observer. The producers and wholesalers often use rational methods to advertise these products, they even emphasize it is meant for 18 years and above. The retailers on the other hand adopt more of emotional appeal in order to sell off their products. Places like clubs, hotels, etc often employ comedians, musical bands, dancers, etc. these strategies can also be classified as part of emotional appeal.

1.3 HYPOTHESES DEVELOPMENT

This study empirically examines how advertising appeal would significantly affect the

purchase decision on consumers in Port Harcourt. In achieving this, the following hypotheses were developed

- H01 Rational appeal does not significantly affect purchase intention
- H02 Emotional appeal does not significantly affect purchase intention
- H03 Consumer demographics does not moderate the relationship between advertising appeal and purchase intention

Operational framework

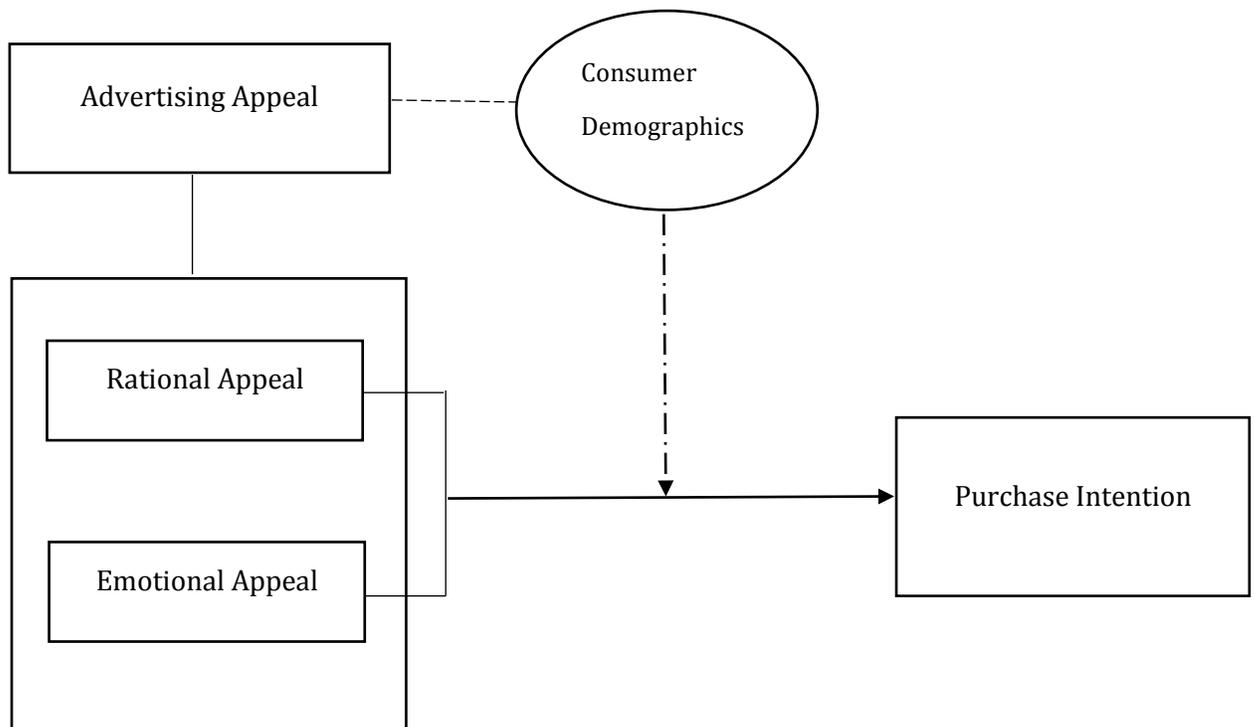


Fig. 1.1 Conceptualized by the researcher

2.1 BASELINE THEORY

This study is anchored on Theory of Reasoned action (TRA) which was proposed by Fishbein and Ajzen (1975). This theory considers the attitudes as well as subjective norm which people hold as predictors of their future behavior. Fishbein and Ajzen further proposed that an individual's intention to engage in any behavior or transaction is the most important factor which determines the success of marketing activities. Every purchase

originates from the mind and there is need for marketers to communicate with the mind of such customers in order to make them buy the product. TRA believes that an individual's intention towards a particular behavior is a function of his attitude towards engaging in such behavior as well as the subjective norm which relates to what the customer feel others think about the his purchase behavior. This theory fits into this work because consumers of beer products must be attracted to the product,

sometimes through rational appeal and other times through emotional appeal. All these advertising appeals are for the ultimate purpose of influencing the mind of customers towards purchase

2.2 CONCEPT OF ADVERTISING APPEAL

According to Sadeghi, Fakharyan, Dadkhah, Khodadadian, Vosta and Jafari (2015), advertising appeal is a process whereby customers are communicated to understand how certain products proves to be beneficial to them. Kotler (1997) further explains the fact that advertising appeal forms the theme of every marketing effort. In order to ensure that consumers/audience grab the message that marketers pass through, it is very necessary that those who carry out advertising function apply some driving effort into their action and this can be referred to as appeal. Every appeal done by advertisers ought to have some element of attraction which could increase the desires of target consumers towards purchasing such product. According to Kotler (2003), advertising appeal can be divided into rational appeal and emotional appeal. Because advertising influences the attitude as well as judgement of customers towards purchasing products, there is a need to understand that such attitude can be classified into cognitive and affective components. According to Allport (1935), the cognitive components represents the evaluation of individuals towards external simulation while the affective components refer to the internal feelings of individual. However, the essence of advertising appeal is to ensure that both the affective and cognitive components of consumer's psychology are attracted to the product.

2.2.1 Rational advertising appeal

Rational advertising appeal are those appeal which focus on consumer's practical need of organizations products and such appeal only concentrate on the products, its uses as well as how it would benefit customers (Kotler, 2003). Such appeal are often advertised on print media and it also requires high level of involvement as well as attention. Rational appeal often concentrates on products characteristics and those consumer who would purchase the product would have been satisfied by the features listed in the product. Because the message consumers receive have the ability of influencing their behavior and purchase intention, rational advertising appeal covers more of product information as well as why such products are better than their rivals. Today, products like Star, 33, Gulder, Heineken, etc often let the public understand the kind of raw materials their drinks are made of and how many times their drinks are filtered before entering the consumer market. According to Chu

(1996), rational appeal as a means of advertising has high influence on the purchase intention of consumer.

2.2.2 Emotional appeal

Kotler (1997) is of the opinion that emotional appeal as a process whereby purchase intention of consumers are stimulated by ensuring that employee emotion is aroused. Kotler (2003) further explained that emotional appeal could come in form of sex appeal, social appeal, humor appeal, music appeal, etc. Humor appeal is one of the appeals often used by beer retailers to attract purchase intension from consumers, take for example, during comedy shows, people seem to drink so much beer because there is always a reason to laugh. Humor brings out more thirst for beer which results to increase in sales. Sex appeal is also another approach which also stimulates consumer purchase intention. Most beer retailers today employ the service of beautiful ladies who most times give the male consumers reason to drink more beer. Some retailers go to the extent of employing strippers who dance around the hall and stimulate the intention of consumer to buy more beer. There is a need for marketers to understand the psychology of their customers before applying any of the advertising techniques because some consumers may not be comfortable with some types of appeal.

2.3 PURCHASE INTENSION

Fishbein and Ajzen (1975) defined intention as a subjective probability for someone to engage in a specific behavior. This same definition can be extended to consumer purchase intention as well as their willingness to come up with purchase behavior. According to Hsu (1990), purchase intention refers to those transactional behaviors which occur after consumers have evaluated a specific product as well as an emotional reaction which reflects the attitude towards a particular product. Purchase intention starts from the mind of consumers because every customer has different needs, taste, wants and preferences, there is a need for them to have different purchase intention as what drives one may not drive the other and there is need for marketers to ensure that such needs are considered before embarking on advertising. Because purchase intention is the possibility of consumers' willingness to patronize organizations in purchasing their products and services, there is a need to do proper analyses before such advertising programs are carried out so as to ensure adequate acceptability from consumers.

2.4 ADVERTISING APPEAL AND PURCHASE INTENTION

According to the works of Shamdasan (2001), the degree to which consumers purchase goods and services or the degree to which consumers intend to purchase goods and services can be said to

be a result of the advertising appeal adopted by marketers. This is also similar to the findings of Schiffman and Kanuk (2007) who also confirmed that the attitude of consumers towards purchasing specific products are always a result of advertising appeal adopted by the marketing department. Because the purchase intention of consumers is more psychological than physical, there is a need to understand what actually drives their purchase decision. This purchase decision is also translated to economic outcome which includes more purchasing and re-purchasing.

3.1 RESEARCH METHODOLOGY

The research design for this study is quasi-experimental research design because the study covers human beings in their live-behavior. Respondents for this study would be randomly selected from several bars where beers are being retailed. The data for this study is primary data which would be collected through the use of questionnaire. 150 copies of questionnaire were distributed and 146 copies were retrieved and useful for analyses. The hypotheses would be tested using linear regression and partial correlation.

Table 1
GENDER

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid FEMALE	54	37.0	37.0	37.0
MALE	92	63.0	63.0	100.0
Total	146	100.0	100.0	

SPSS 20 output

Respondents for this study are 54 females and 92 males. This could mean that more males visit the bar compared to females.

Table 2
Age

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid <= 25 yrs	25	17.1	17.1	17.1
26-35 yrs	48	32.9	32.9	50.0
36-45 yrs	38	26.0	26.0	76.0
>= 46 yrs	35	24.0	24.0	100.0
Total	146	100.0	100.0	

SPSS 20 output

According to our analyses, 25 of our respondents are between the age of 25 and below and this constitutes 17.1% of total respondents. 48 respondents were within the age of 26-35 years which constitute 32.9%

of total respondents, 38 respondents' age ranged from 36-45 years which is 26% of total respondents. Respondents who are 46 years and above were 35 which represents 24% of total respondents

Table 3
Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.762 ^a	.580	.575	2.822

a. Predictors: (Constant), Emotional_appeal, Rational_appeal

SPSS 20 output

From our model, we can see that our coefficient of determinant (R square) is 0.580 which means that our predictor variables (emotional and rational appeal)

accounts for over 58.0% of the outcome of purchase intention. There is also a coefficient of 0.76 which is strong. This means that advertising appeal significantly accounts for the outcome of beer consumer purchasing intention.

Table 4
ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1574.895	2	787.447	98.913	.000 ^b
	Residual	1138.420	143	7.961		
	Total	2713.315	145			

a. Dependent Variable: Purchase_intention

b. Predictors: (Constant), Emotional_appeal, Rational_appeal

SPSS 20 output

Our ANOVA table confirms our model output as it shows an F value of 98.9 as well as a p-value of 0.000 which is less than alpha level of 0.05. This also

implies that advertising appeal significantly predicts purchase intention.

Table 5
Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	7.650	1.636		4.676	.000
	Rational_appeal	.051	.086	.041	.593	.554
	Emotional_appeal	.937	.089	.735	10.500	.000

a. Dependent Variable: Purchase_intention

SPSS 20 output

In considering the multivariate analyses of our data, we realize how our dimensions (rational and emotional appeal) independently affect the outcome of purchase intention. Here, we see rational appeal having a coefficient of 0.041 which is quite weak and a p-value of 0.554 which is higher than alpha level of 0.05. Therefore, we would accept the first null hypothesis that rational appeal does not affect consumer purchase intention.

In considering our second hypothesis, we realize that contrary to the results relating to rational appeal, emotional appeal has a coefficient of 0.735 which is very strong. It also has a p-value of 0.000 which is less than alpha level of 0.05. Base on this output, we would reject the null hypothesis that emotional appeal does not affect consumer purchase intention.

Table 6

Correlations

Control Variables			Rational_Appeal	Emotional_Appeal	Purchase_Intention
GENDER & Age	Rational_Appeal	Correlation	1.000	.626	.515
		Significance (2-tailed)	.	.000	.000
		df	0	142	142
	Emotional_Appeal	Correlation	.626	1.000	.765
		Significance (2-tailed)	.000	.	.000
		df	142	0	142
	Purchase_Intention	Correlation	.515	.765	1.000
		Significance (2-tailed)	.000	.000	.
		df	142	142	0

SPSS 20 output

Our third hypothesis shows that gender and age significantly affect the interaction between advertising appeal and purchase intention. While our first null hypothesis was rejected without the consideration of age and gender of respondents, it shows a positive relationship when gender and age is considered and here there is a correlation coefficient of 0.515 which is strong and a p-value of 0.000 which is less than 0.05. Therefore we would reject our third hypothesis which states that there demographics does not moderate the relationship between advertising appeal and purchase intention.

CONCLUSION

This paper revealed that consumers of beer products respond more quickly to emotional appeal than rational appeal. However, the introduction of demographics such as age and gender proved a different result which was quite different from our first hypothesis. It also shows that respondents within the ages of 26-35 years had much influence on the outcome of our hypotheses because they seem to dominate the other respondents. Because emotional appeal communicates with the mind, consumers are easily attracted to make purchases.

RECOMMENDATIONS

This study would recommend the following;

1. Producers of beer products must understand that there is a need to place value on rational appeal, more content should be introduced to products in order to receive the attention of consumers.
2. In order to make more sales, there is a need for constant collaboration with retailers, know their challenges and how to make their businesses better.

3. More promo should be done within retail outlet and consumers should be the receivers of promo/gift items.
4. More emphasis should be made in reducing the number of teenagers patronizing their products.
5. There is need to produce more beer products with little or no alcohol content to capture a wider market.

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