

Advertising Appeals in Digital Media Influence on Consumers Green Purchase Intention: A Descriptive Analysis

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Abstract

Advertising is a marketing activity fundamental that what provides the product / service information related was widely distributed to buyers and persuaded them towards a purchase judgment. Advertising is one of the best significant and a practice promotional and a common that the promoters of global and local brand are using this for promotional purposes. In advertising, the investors are investing billions and brands and that show the general meaning of this promotional technique. The advertising appeals are a tactic crucial to brand advertisers tilt to regulate the mentality of customers selected. This study tends to examine the impact of four advertising resources used regularly, that is to say, humor, emotion, sex and attractive fear in the consumer the purchase of intention. The present study has been carried out on digital media, determining a sample magnitude of 686 consumers be vested in the capital region of Andhra Pradesh. The outcomes of the study revealed that humor, emotional feeling and fear attract to be the most significant in impacting the purchase intention of consumers. The educational qualification of the respondents is taken into account and its effect on the perception of advertising appeals is observed through the association between them.

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1. Introduction

The advertising on Television vision (TV), it's alternatively the top actual means to impact the purchase behavior of the Buyers (Hassan,

2015). It is a means of communication where the companies provide customers with information related to goods and services. The audio, the Quick images, these images as well as the

words are used to display the services and products in such a way that it catches the mind set of viewers and make them to choose the product among other products offered in the market or virtual market. Research has shown that advertising, promotional appeals and endorsements through celebrity have a positive significant impact emotionally on purchase intentions of consumers (Hemamalini, Kurup, Kala & Shree, 2014). Television is the corresponding medium more powerful and considerably in the entire world. As a consequence of the impact from his adept, the most patrons depend on the television to advertise as part of the promotion of their services and products. Similarly, Akanbi and Adeyeye (2011) stated that "advertising is a subsection of the combination of promotions and has a significant effect on sales recovery". Without an old investment in brand promotions, no one can think of being a market leader (Hussainy et al., 2008). Sybil and Thelma (2000) determined in their study that TV advertising is that type of advertising that associates audio and colors to the members of society when people buy the products. The process of validating brands and notifying the target audience of the product is intended to create positive stimuli on consumer behavioral intent (Barbara, J. 1997). This study is limited only to the aspects with regard to the advertisement appeal of humor, emotional, gender and fear.

2. Literature review

2.1. Humor Appeal

One of the senses of humor in the glossary is "The attribute of being entertained eventually the potential to entertain a population." Humor has its own common terminology. Humor has been widely used in advertising.

Though humor wins fashion in advertising; its usage is constantly conferred and the reason for this dialogue is that there were many considerably positive and pointedly negative results that can be attributed to the usage of humor (Motwani and Agarwal, 2013). A report based on a television

ads sample from four countries in Thailand, Germany, Korea and the United States describes that advertisements encompass the usage of skill resolution (Shimp, 2010) and there is much evidence that humorous calls are more attractive than rational ones. As well as rendering to Clow (2007) and Weinberger & Gullas (1992), that humorous advertisements are concentrated and public concern about their ability to extract through the disorder increases. At one point, many popular spokespeople begin their speech with a joke. Humor helps create a pleasant environment to send messages and persuade consumers. As a result, humor is used in approximately 24% of television commercials and about 35% of them are radio commercials. Catanescu and Tom (2001) publicized in their research about the use of comics resources was more on television ads than in print advertisement's considered

2.2. Emotional Appeal

A general notion of this emotional sensibility in advertising can assure the brand as favorable even when the normal material does not have a significant impact. Emotion is an important part that occupies an important place in advertising. Abdullah et al. (2012) deliberates the emotional content in advertising that supports the persuasion to the advertised brand and how it influences the behavioral aspect through purchase intention. The emotional calls were related to the social or intellectual demands of the consumer to buy a product. The reason to buy many customers are emotions and their feelings for the strength of a brand, are much more powerful than their understanding of the appearance and quality of brands (Sivakoti Reddy, 2019). Psychologically emotional appeal stimulates the client's demands and fills their mental state (Belch & Belch, 2012).

2.3. Fear Appeal

Gallopel Morvan et al. (2011) find that the visual depiction is tremendously important constituent. In fact, the visuals are exceptionally striking as soon as it appeals to fear, the upshot of fear of

visual advertisement is impressive, that which contributes to the effectiveness of advertising. Sobh and Martin (2011) have studied the facts that, however avoiding a negative consequence, the risk of dissatisfaction is additional convincing than any conceivable result. Researchers such as William (2007) have confidence in that fear appeals could be used efficiently to increase the impact of advertising on the client's publication, behavior change, memory and persuasion. An ad based on fear consists essentially in convincing customers to uphold a strategic space for a feared person. In addition, according to Chang (2007), it is proposed that the divergent environment be more effective for those who consider that this decision is extremely dangerous (for example, an unwanted food). Previous studies also show that unfavorable attachment posts result in additional careful data preparation (Kuvaas and Selart, 2004).

2.4. Gender appeal

Skorek and Dunham (2012) has found that experience to exaggerated images of women increases men's morale. As a consequence, they came to the inference that they were seeing advertisements in which women are in a sensual position that can influence their personal enrichment. It is apparent that the use of surprising quality in advertisings has an influence, whether the advertising, public buys the article exposed or not. I also know that she determines that there is a link between the appeal of gender in advertising and brand assessment in humans. The ethnic background of future clients may have an impression on their behavior. Were, the hypothesis that gender promotes the management of various advertising tactics and the use of gender appeal in advertising is positively associated with the procurement behavior of clients (Shepherd & Ed, 2011).

2.5. Purchase intention of consumers

The client usually begins with the ability to investigate the eminence and price of the items. Purchasing behavioral intention can also be

adjusted through evaluating the item and recognizing the brand(Manideep, 2019b, 2019c, 2019a). The customer's lifestyle in terms of purchases reflects the behavior of the buyer who must buy and comment positively on the item (Tirmizi et al., 2009). The suggestions in the study Chi et al. (2009) that the popularity, attractive quality and mastery of a broadcast sponsor could attract the customer's visual perception in a transition time frame and an additional purchase goal. Purchasing Buyer's objective is to decide on the component that consumers are affected, especially in a variety of circumstances (Ayanwale et al., 2005). Promoting is the process that allows the probability, inclination, and understanding, inevitably, determination of articles and jurisdictions to crop a promising purchase intention (Kishore, 2014).

2.6. Conceptual framework

On the basis of the literature mentioned above, the following hypotheses have been developed.

H1: The Attractiveness of humor in digital ads is positively associated with the intention of consumer Green purchase Intention.

H2: The emotional appeal in digital ads is a positive association with the intention of consumers Green purchase Intention.

H3: The attractiveness of fear in digital ads is positively associated with the intention of consumers Green purchase Intention.

H4: The attractiveness of gender in digital ads is positively associated with the intention of consumers Green purchase Intention.

3. Methodology

3.1. Study population

The residents of this particular study in government and private university students from Andhra Pradesh. Students from various departments are considered in the framework of the sampling studies. These universities include the University of Andhra, the University of Nagarjuna, the University of Vignana, the University of Geetam and others. Both male and female students are in

the sample unit, approximately 63.3 percent are men and the rest are women. Regarding the age of the respondents, 30.9 percent are less than 20 years old, 44.6 percent of the respondents are between 20 and 25 years old, approximately 17.8 percent of the respondents have the age category of 25 to 30 years and 6.7 percent of respondents over 30 years. Other demographic characteristics of respondents, that is, educational qualifications, the majority of participants studying graduate studies are about 72.2 percent, about 21.3 percent have postgraduate studies.

3.2 Questionnaire Construction

The detailed questionnaires prepared by Rabbani (2014) are coordinated for this exacting survey. The article questionnaire was slightly modified to meet the requirements and features of the respondents. The investigators conducted 30 pioneering studies to demonstrate the reliability of the questionnaire. The outcomes of the Pioneer tests are significant. Chi Square is used to find associations between dependent and independent variables.

3.2 Testing the hypothesis:

H1: The Attractiveness of humor in digital ads is positively associated with the intention of consumer green purchase intention.

Demographic/Options		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Total
Educational Qualification	SSC/Diploma	0(0)	0(0)	0(0)	11(78)	3(22)	14(2.04)
	Degree/B.Tech	13(2.6)	27(5.41)	16(3.2)	389(80)	54(10.82)	499(72.7)
	Post Graduate	0(0)	17(11.64)	4(2.73)	90(61)	35(23.97)	146(21.28)
	Others	0(0)	3(11.11)	0(0)	21(77.7)	3(11.11)	27(3.93)
Total		13	47	20	511	95	686

Table 1 Cross-Tabulation Analysis for Humor Appeal and Purchase Intention with Interaction of Educational Qualification

Test	Value	d F	Asymp.Sig. (2 sides)
Pearson Chi-Square	33,251a	12	.001

Table 2 : Chi-Square for Humor Appeal

Interpretation:

The cross-tabulation analysis towards the Participants 'response on' The Attractiveness of humor in digital ads is positively associated with the intention of consumer green purchase intention ' Y the educational qualification of the participants revealed that of the 499 Graduates , around the 80 percent of the participants they accepted and the 10.82 percent

of the participants The attractiveness of humor in digital ads influences its purchase intent Of 146 PG informants qualified, around the 61 percent of the participants They have agreed Y, 23.97 percent of the participants have opined that humor appeal in digital ads influences its intention of purchase. The Chi-square test defines whether there is an association or does not exist between the variables. Here, the Chi-square has revealed that the association is significant (33.251, df12, <0.05), that is, the attractiveness of humor in digital advertising and the intention to purchase have a significant association.

H2: the Emotional appeal in digital ads is a positive association with the consumer green purchase intention.

Demographic/Options		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Total
Educational Qualification	SSC/Diploma	0(0)	0(0)	3(21.42)	7(50)	4(28.57)	14(2.04)
	Degree/B.Tech	30(6.01)	24(4.80)	28(5.61)	281(56.31)	136(27.25)	499(72.7)
	Post Graduate	7(4.79)	10(6.8)	14(9.5)	54(36.98)	61(41.7)	146(21.28)
	Others	3(11.11)	0(0)	4(14.81)	13(48.14)	7(25.92)	27(3.93)
Total		40	34	49	355	208	686

Table 2: Cross-Tabulation Analysis for Emotional Appeal and Purchase Intention with Interaction of Educational Qualification

Test	Value	df	Asymp.Sig. (2 sides)
Pearson Chi-Square	30.891a	12	.002

Table 4 : Chi-square for emotional appeal

Interpretation:

The analysis of the cross-tabulation towards the response of the Participants about ' Emotional appeal in digital ads is positively associated with the intention of consumers' purchase and the educational qualification of the participants revealed that of 499 The graduates , approximately 56.31 percent of the

participants have agreed and 27.25 percent of the participants emotional appeal in digital ads influences its purchase intent of the 146 PG informants qualified, on 36.98 percent of the participants They have agreed Y, 41.7 percent of the participants have opined that emotional appeal in digital ads influences its intention of purchase. The Chi-square test defines whether there is an association or does not exist between the variables. Here, the Chi-square has revealed that the association is significant (30.891, df12, <0.05), that is, the attractiveness of humor in digital advertising and the intention to purchase have a significant association.

H3: Fear appeal in the digital advertisements is positively associated with consumer green purchase intention.

Demographic/Options		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Total
Educational Qualification	SSC/Diploma	4(28.57)	0(0)	0(0)	6(42.85)	4(28.57)	14(2.04)
	Degree/B.Tech	67(13.42)	41(8.21)	58(11.62)	113(22.64)	220(44.08)	499(72.7)
	Post Graduate	11(7.53)	7(4.79)	10(6.8)	57(39.04)	61(41.78)	146(21.28)
	Others	0(0)	0(0)	0(0)	18(66.66)	9(33.33)	27(3.93)
Total		82	48	68	194	294	686

Table 3: Cross-Tabulation Analysis for Fear Appeal and Purchase Intention with Interaction of Educational Qualification

Test	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	49.769a	12	.000

Table 4: Chi-Square Test for Fear Appeal

Interpretation:

The analysis of the cross-tabulation towards the response of the Participants about 'The attractiveness of fear in digital advertising is positively associated with the intention of consumers to buy 'and the educational qualification of the participants revealed that of 499 The graduates , around the 22.64 percent

of the participants have agreed and 44.08 The percentage of participants The attractiveness of fear in digital ads influences its purchase intent Of 146 PG informants qualified, on 39.04 percent of the participants They have agreed Y, 41.78 percent of the participants They have opined that fear of appeal in digital ads influences its intention of purchase. The Chi-square test defines whether there is an association or does not exist between the variables. Here, the Chi-square has revealed that the association is significant (49.769, df12, <0.05), that is, the attractiveness of humor in digital advertising and the purchase intention have a significant association.

H4: Gender appeal in the digital advertisements is positively associated with consumer green purchase intention.

Demographic/Options		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Total
Educational Qualification	SSC/Diploma	1(7.14)	0(0)	0(0)	9(64.28)	4(28.57)	14(2.04)
	Degree/B.Tech	39(7.81)	24(4.80)	11(2.20)	293(58.71)	132(26.45)	499(72.7)
	Post Graduate	4(2.73)	2(1.36)	1(0.68)	99(67.80)	40(27.39)	146(21.28)
	Others	1(3.70)	0(0)	0(0)	19(70.37)	7(25.92)	27(3.93)
Total		45	26	12	420	183	686

Table 5 Cross-Tabulation Analysis for Gender Appeal and Purchase Intention with Interaction of Educational Qualification

Test	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	14.222 ^a	12	.287

Table 6: Chi-Square Test for Gender Appeal

Interpretation:

The cross-tabulation analysis towards the Participants 'response on' The attractiveness of

gender in digital ads is positively associated with the intention of consumers to buy ' Y the educational qualification of the participants revealed that of the 499 Graduates , approximately 58,71 percent of the participants have accepted and 26.45 percent of the participants The attractiveness of gender in digital ads influences its purchase intent Of 146 PG informants qualified, on 67.80 percent of the participants They have agreed Y, 27.39 percent of the participants have opined that the gender

appeal in digital ads influences its intention of purchase. The Chi-square test defines whether there is an association or does not exist between the variables. Here, the Chi-square has revealed that the association was not significant (14.222, df12, > 0.05), that is, the attractiveness of humor in digital advertising and the intention to purchase do not have a significant association.

From the above tables, it is evident that all the independent variables, namely the attractiveness of humor, emotional attraction and fear, have a positive significant relationship with the intentions of consumer green purchase intentions. Attraction genres are not associated with purchase intentions.

5. Conclusion

As in other parts of the world, advertising interests have been largely country-driven in recent years. Managers and advertising agencies. Realization of unique promotional services to local companies and multinationals present in the country. These agencies work hard to present themselves with new ideas to promote as part of advertise their products by print and electronic media. Responses and digital media have a large transmission and extend into rural and urban areas.

Print media such as magazines and newspapers. This is widely read by people who live in rural and urban areas of the country. Instead of the print media, its electronic media offer visual and sound installations. This creates the concept and distribution of more current advertising messages. Social networks are one and only of the main sources of promotion of local and global brands. Local and international brand managers use social networks cautiously to inform, convince and remind their customers of Y service products. The present study is confined to some parts of the country i.e. to the region of Andhra Pradesh. Future the researchers can also point to sectors other than telecommunications and investigate the correlation between the various advertising calls and consumers' buying intentions. Scholars can also focus and expand the scope of future research in other areas across the country and examining the change in the factors considered in this study with

respect to diversified demographics of the population.

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