

**THE IMPACT OF EMOTIONAL ADVERTISING TOWARDS  
CUSTOMER PERCEPTION AND PURCHASING  
DECISION IN THAILAND**



**A THEMATIC PAPER SUBMITTED IN PARTIAL  
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entitled  
**THE IMPACT OF EMOTIONAL ADVERTISING TOWARDS  
CUSTOMER PERCEPTION AND PURCHASING  
DECISION IN THAILAND**

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.....  
Miss Thamonwan Kraisin  
Candidate

.....  
Simon Zaby,  
Ph.D.  
Advisor

.....  
Asst. Prof. Astrid Kainzbauer,  
Ph.D.  
Chairperson

.....  
Duangporn Arbhasil,  
Ph.D.  
Dean  
College of Management  
Mahidol University

.....  
Asst. Prof. Pornkasem Kantamara,  
Ed.D  
Committee member

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Thamonwan Kraisin

## **MARKETING STRATEGIES TO DEVELOPMENT CHOCOLATE INDUSTRY IN THAILAND**

THAMONWAN KRAISIN 5849160

M.M. (MARKETING AND MANAGEMENT)

THEMATIC PAPER ADVISORY COMMITTEE: SIMON ZABY, Ph.D., ASST. PROF.  
ASTRID KAINZBAUER, Ph.D., ASST. PROF. PORNKASEM KANTAMARA, Ed.D.

### **ABSTRACT**

In these days, there is the growth significant of the concept of emotional advertising as it likely to shape the perception of the customers and possibly influence the customer buying decision and intention. This research was conducted to investigate the impact of emotional marketing on customer purchasing decision in Thailand. Quantitative approach was the major method used which the online questionnaire was conducted. A sample of 124 respondents was obtained within three weeks and their responses were further analyzed on SPSS software by applying different methods. The results revealed that the emotional advertising is able to trigger customer respond towards the advertising. However, there is no association between emotional advertising and customer perception. The research also states that the impact of emotional advertising on customer purchasing decision is very weak. Theoretical and practical implications, research limitations and the future study directions also have been given at end of the paper.

**KEY WORDS:** Emotional Advertising/ Customer Perception/ Purchasing Decision/  
Emotion/ Advertising Appeal

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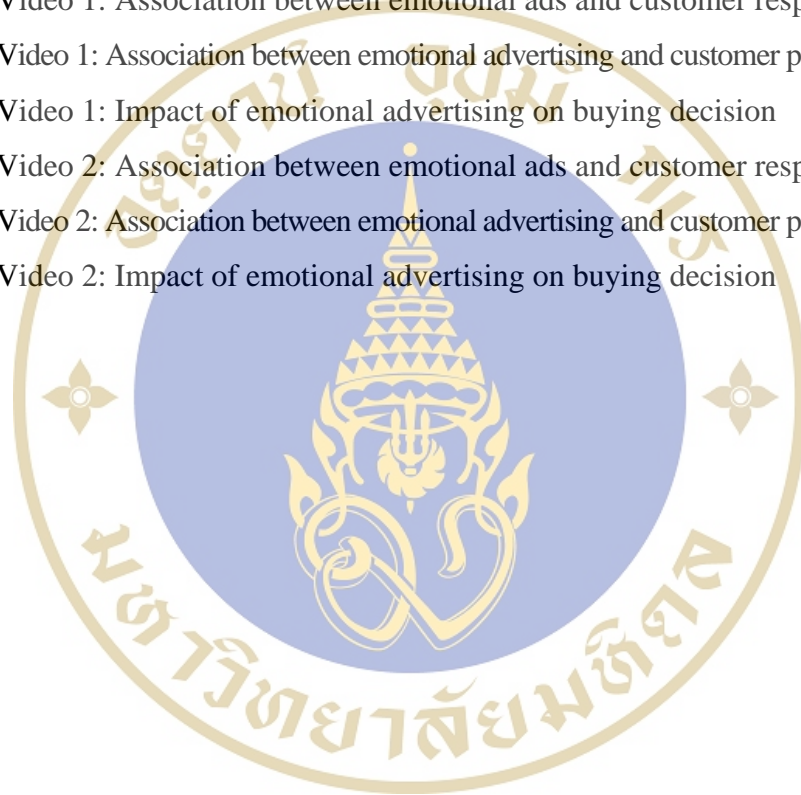
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## CHAPTER I

### INTRODUCTION

Advertising plays an important role in creating an image of a product in the customers' minds. As a result of the changes and evolution in the culture and society, emotional advertising is considered to be very popular in Thailand. Customers nowadays are able to access and receive information more quickly due to the enormous growth in digital technology, especially social networks that has become a channel for customers to express their opinion and feeling freely as well as can see other people stories. Therefore, it is not surprising that any issues could turn in to talk of the town since customers prefer to involve with emotional content. The brands focus on creating advertising that inspires customers and emphasizes the realities of customer lives.

Understanding the needs of the customers and presenting what the customers like is essential when it comes to creating the right advertising to the audiences. One of the well-known emotional advertising from Thailand which makes the country one of the world's most creative countries for advertising is from an insurance company named 'Thai Life Insurance' with an advertising called 'Unsung Hero'. It tells the story of an unsung hero, a guy who has a lot of goodness within himself and shares it with people around him. He gives money to begging kids, leaves bananas on the door of the frail neighbor, and even moves a dying plant so it gets some water from an overflowing gutter (Advertising Age, 2014). It is released in April 2014, within 5 days, the amount of visitors on Thai Life's YouTube channel increased 876%. Moreover, 4 weeks after launched, the TVC reached 300,343,251 impressions, over 18 million engagements, 17 million VDO views, and 1.6 million positive content sharing, including global celebrities such as Ashton Kutcher. These also affected the business impact by 192% increasing the number of prospects of website visitors, and increasing inspiring talk-about brand for more than 2,852,711 times (Stevie Awards, 2015). As a result, *Unsung Hero* is the ninth most shared viral video in the world (Hicks, 2015). Considering '*Unsung Hero*', an emotional bond seems to be very powerful in advertising. It is a link between the

brand and customer feelings. The brain tends to remember things that evoke basic emotions that can link brand to feelings (Huebsch, 2016). The subject of emotion in advertising tends to bring certain types of commercials to mind: those featuring touching or heart-rending vignettes, cooing babies, or romping puppies (Hollis, 2010).

Regarding the customer behaviors and overall success of the emotional advertisings, most of the brands are increasingly focus on presenting emotional value in which the more engaged the consumer is, the more possibility and opportunity of good results. As previously mentioned, the online world has become part of customers' lives. Thus, online channels helps to make it more convenience to deliver the advertisings to the customers since it is easily to access and involve. Moreover, the customers seek to find significance and meaning in what they see, and there is absolutely a universality to how people react to common situations like a drive to do better, a desire to gain more. That is why brands launch advertisements that resonate with the audience on an emotional level since the advertising could link the brands or products/services to the customers. However, the question is does advertising with emotional dimensions really create perception which lead to customers decision making and action.

### **1.1 Research Question**

The study investigates whether emotional advertising affect customer perception and purchasing behavior.

### **1.2 Research Objective**

The purpose of this research aims to examine the impact of advertising that appeal through emotions on customer perception and buying decision in Thailand.

### **1.3 Research Scope**

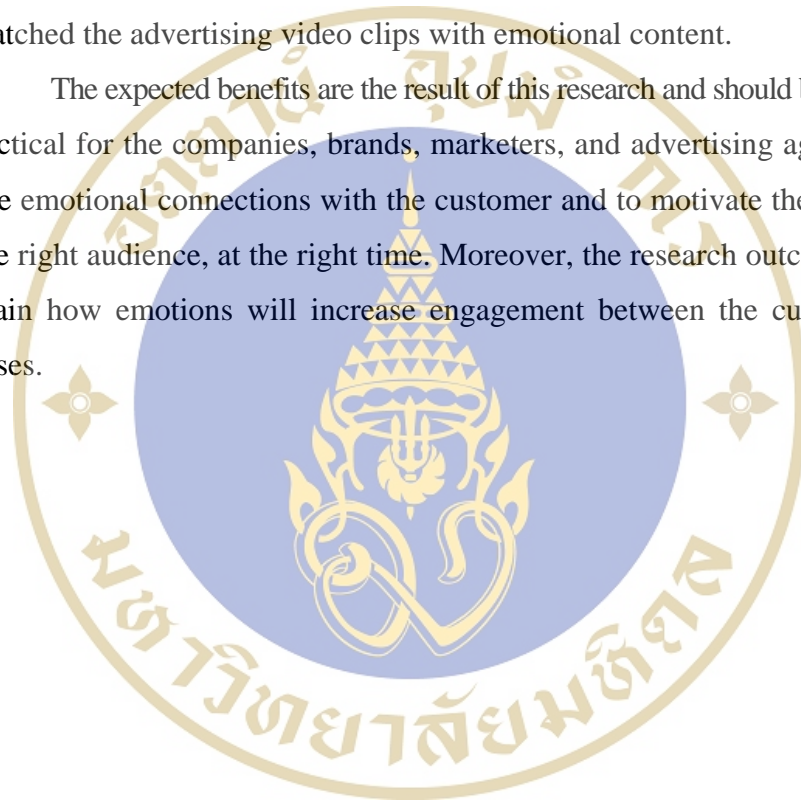
The research will focus on the power of emotional advertising to influence customer perception and their purchasing decision.

In this paper, the quantitative research approach will be conducted in which the data will be collected through an online questionnaire with 124 respondents. The respondents are across Thailand, ranging from below 18 to above 45 years old.

#### **1.4 Expected Benefits**

The final report will contain the result on the association between respondents' perception and purchasing decision towards emotional advertising after the participants have watched the advertising video clips with emotional content.

The expected benefits are the result of this research and should be knowledgeable and practical for the companies, brands, marketers, and advertising agencies to create effective emotional connections with the customer and to motivate the right emotions, from the right audience, at the right time. Moreover, the research outcome will be able to explain how emotions will increase engagement between the customers and the businesses.



## **CHAPTER II**

### **LITERATURE REVIEW**

For many years, it seems like the most effective advertising consists of reasons that are supported by clear evidence and those with emotional related are impractical and ineffective. It is based on a belief that the competing products and services features and the performance of the brand influence customers' decisions make decisions. However, today's brands are attempting to connect and build relationship with the customers through emotional advertising and, indeed, it is considered as powerful ways to help enhance persuasion and influence customers (Dooley, 2009).

#### **2.1 Rational and Emotional Appeal in Advertising**

There are two major types of strategies that the brand or the company use in their advertising. Firstly, the emotional appeal, it gets the customer to purchase a product or service because of its connection to the customer's emotional response. On the contrary, the rational appeal highlights the facts, features, and the benefits of the product or service (LaCour, 2013).

Emotion plays a role on how a person behave or react. The human brain itself has strong emotional response and the reaction is instinctive. Even the most rational advertising will generate emotional response (LaCour, 2013).

In addition, that response is personal since it is created by the sum of all experiences and psychological makeup of the customers and they also generate their own brand perceptions as well as product and/or service (LaCour, 2013).

## 2.2 Four Basic Emotions

'Emotion' is described as "a conscious mental reaction (as anger or fear) subjectively experienced as strong feeling usually directed toward a specific object and typically accompanied by physiological and behavioral changes in the body" (Merriam-Webster, n.d.).

Facial expression is considered to be the universal language of emotion. Scientists from the Institute of Neuroscience and Psychology at the University of Glasgow found that there are four basic emotions: happiness, sadness, anger/disgust, and fear/surprise. They studied computer-generated facial expressions of people by observing the range of different muscles within the face involved in facial expression signals of each emotions (The University of Glasgow, 2014).

The result showed that signal of happiness and sadness are clearly distinct. However, the facial expression signal of anger and disgust seemed to be very similar as well as fear and surprise, that both anger and disgust display a wrinkled nose, while surprise and fear display the wide open eyes (Advertising Age, 2014).

Though each emotion has its own signal, some of them also have common characteristics with other emotions. These shared and unique characteristics are applied to distinguish emotions.

## 2.3 The Use of Emotions in Advertising

According to Dr. Donald Brian Calne, "the essential difference between emotion and reason is that emotion leads to action while reason leads to conclusions" (Hill, 2009). Human gut reactions occur in three seconds or less, or it could be said that people have gut reactions that occur quickly (Hill, 2009).

Referring to the science, a new study states that human's four "basic" emotions consists of happy, sad, afraid/surprised, and angry/disgusted (Seiter, 2014).

### 2.3.1 Happiness create sharing

Donald Winnicott, the psychoanalyst revealed that human expresses his/ her first emotion in life by giving a smile back to his/her mother. The happiness characteristics settled at the left pre-frontal cortex of the brain. From a study about the Neuroscience

which conducted by watching Buddhist Monks, the researcher found that when the Monks entered a blissful state of meditation, that such area of the brain light up. The joy will increase when the baby shares his/her's "social smile". Therefore, the happiness is the key operator for social media sharing. In addition to Jonah Berger, professor of marketing at the University of Pennsylvania's Wharton School and author of *Contagious: Why Things Catch On*'s study, his research was conducted by reading around 7,000 articles in *The New York Times* and discovered if the article is more positive, it was developed viral (Seiter, 2014).

### **2.3.2 Sadness create connection and empathy**

What happens in the brain during the emotions of sadness is similar to happiness as it lighten many of the same brain areas. However, when the brain senses sadness, it will produces specific neurochemicals. Refer to a study by Paul Zak, which conducted by observing the participants watch a short and sad story found that the participants released a stress hormone called cortisol and a hormone that supports emotional connection and empathy called oxytocin. In addition, the participants with the most oxytocin likely to offer money to those they never met. Therefore, he hypothesizes that oxytocin make people more generous and trusting since it can help to create understanding and empathy. In a different study, participants that exposed to the impact of oxytocin give more money to charity than those who are not. The advertisers are recommended out of this research that to increase sales, in order to build trust in a product or brand, they should use images that effect the brains to release oxytocin (Seiter, 2014).

### **2.3.3 Fear/surprise create desperation for something to cling to**

The emotion of fear is controlled by the amygdala. It is a part of the brain that helps people define the significance of any scary event and decides how people feel emotion. However, fear can lead to another response that may attract marketers. One published study revealed that while watching a film, a customer who feel fear felt a higher association with a present brand than those who show other emotions. The related theory states that people want to share with other people or even things around them when they are scared. Moreover, Lea Dunn pointed out that people handle with

fear by connecting with other people. In case that there is no one around, customers will create emotional connection with a brand that is located nearby (Seiter, 2014).

### **2.3.4 Anger/disgust create more stubbornness**

The anger emotion is associated with hypothalamus which is a part in the brain that controls things such as body temperature and the release of hormones. Apart from that, anger can lead to other emotions such as aggression. Furthermore, it can lead to an amazing form of waywardness online. A study by University of Wisconsin found that when the researchers assigned the participants to read the same blog post about a balanced discussion of the risks and benefits of nanotechnology. While the first group acquired civil comments below the article and another group acquired impolite comments, the researcher found that those who assumed nanotechnology risks were low became confident towards their thinking when read the impolite comments (Seiter, 2014).

## **2.4 Customer Perception in Advertising**

Advertising plays a key role for any business type to present their product or service and expand the customer base for increasing sales and higher profits. From many elements of the psychology of advertising, the perception is one of the main factors that should be considered for creating an advertisement to meet the need of customers (Vogt, 2016).

Perception in advertising refers to a consumer's impression towards products or services. This perception will help the business to improve the demand for the product. However, the perception of a product is more ephemeral than a product's true characteristics (Vogt, 2016).

If a perception in advertising has created, it is easy for businesses to attract their consumers. The business can use advertising to arouse interest of consumer tastes, desires, fantasies and wants. Perception in advertising can help make consumers feel like they can have the way of life like the person they saw in the advertisement when using the same product (Vogt, 2016).

Exposure which is one of the key elements of consumer perception in advertising comprises of how often consumers are exposed to a product. Perception

depends on how customers are exposed to the ads that they experienced. The ads which influence to customers' attention will lead to the next step of perception to be occurred (Vogt, 2016).

To shape the customers' perception, there are several methods. One could be to focus on base's emotional perceptions of a particular product or service by using storytelling or symbols. For instance, a company producing pasta could use an advertising that reflect a product to be as good as a family meal, such as showing a mother preparing pasta for her kids. (Vogt, 2016).

Using the bandwagon approach is another way to change consumer perception. By this way, it can make customers realize that they miss an opportunity to get something or they are not counted as a member of the group if they don't use the product (Vogt, 2016).

## **2.5 Customer's Buying Process**

The process that customers have to pass through before buying any product calls the "customer's buying process" or a buying decision process. It is very important that the salespeople should understand the customer's buying process in order to set a sales strategy (Johnston, 2016).

In 1910, John Dewey had established the following five stages framework to determine the "customer's buying process" (Johnston, 2016):

### **2.5.1 Problem/need recognition**

This stage is the first and the most significant step in the process because the recognition of the need brings about a buying process. Moreover, both of the internal stimuli (thoughts or feelings) and external stimuli (such as advertising or word-of-mouth) may motivate the need (Johnston, 2016).

### **2.5.2 Information search**

The information search is the second stage for understanding customers' feeling. Customers may get an information to support their buying decision from many



channels such as visual content, print media, online media or word-of-mouth (Johnston, 2016).

### **2.5.3 Evaluation of alternatives**

On the basis of alternative product attributes, each customer will evaluate different products or brands at this. A key factor that affects this process is customers' attitudes and other factors that are involved. With positive customer attitudes and high engagement, the customers will evaluate the number of companies or brands. However, if it is low, only one company or brand will be evaluated (Johnston, 2016).

### **2.5.4 Purchase decision**

The purchases take place at this stage. However, there are two aspects that may hold up the final purchase decision which are the negative comment from other customers such as best friends and the degree of motivation to accept the feedback. In addition, Philip Kotler (2009) stated that the unexpected situations may also interrupt the decision (Johnston, 2016).

### **2.5.5 Post-purchase behavior**

This stage is very important to keep customers because their expectations towards the product will influence the "decision process" if the customer make purchase with the same company or brand. Moreover, it may affect the "information search and evaluation of alternatives stage" since they would be skipped if the customer is satisfied and the brand royalty occur (Johnston, 2016).

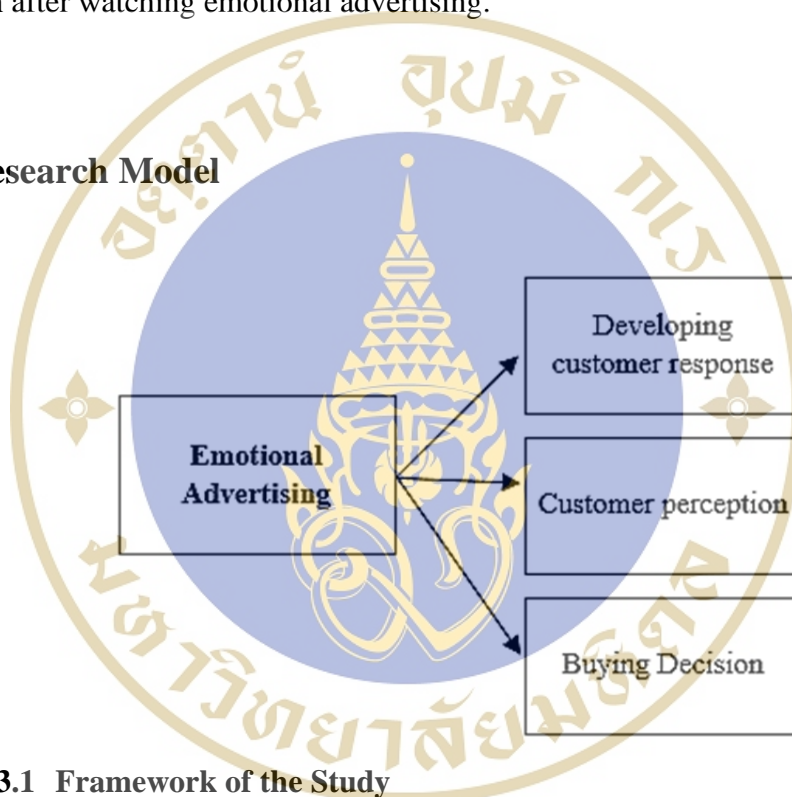
Customers may express their feedback towards the product both satisfied and dissatisfied via reviewing on website, social media networks, or word-of-mouth. Therefore, companies must create positive post-purchase communication carefully for pleasing customers and make the process as proficient as possible (Johnston, 2016).

## CHAPTER III

### RESEARCH METHODOLOGY

This research aimed to study the relationship between emotional advertising and customers' perception and the impact of emotional advertising on customers purchasing decision after watching emotional advertising.

#### 3.1 Research Model



**Figure 3.1** Framework of the Study

The emotional advertising has the direct impact on the customers. It creates the awareness in the consumer and can motivate them to purchase the product or use the service. Moreover, the emotional advertising build the perception of customer about the bands and/or the product or service. Therefore, the above is the proposed model, it examines the impact of emotional advertising on developing customer response, customer perception and their purchasing decision.

## 3.2 Hypotheses

According to the proposed model (Figure 3.1) and research question, the research hypotheses were constructed as follow:

H1: Emotional advertising (meaningful and relevant content) play an important role in developing consumer response.

H2: There is a relationship between emotional advertising and customer perception (perception of product benefit, perception of product value, and perception of brand value).

H3: Emotional advertising has impact on customer buying decision.

## 3.2 Research Design

The research will be conducted as a quantitative research study in which data are collected through online survey. The data gathered was clearly defined to the participants that this response will only be using in research purpose. In addition, this research will explore the relationship between emotional advertising and customer purchasing intention in Thailand. Based on the four basic emotions, the researcher could be able to divide emotion into two major categories: positive and negative. Happiness is the only positive emotion, fear/surprised is the combination of positive (surprised) and negative (fear), and there are two negative emotions which are sadness and anger/disgusted.

Each respondent was shown two advertising video clips varied in terms of major types of emotions (positive or negative) in which Video 1 represents positive emotions, while Video 2 represents negative emotions. After watched the videos, participants was requested to complete the Likert Scale which five point scales was used to allow the respondents to express how much they agree or disagree with a statement of customer perception towards the emotional advertising video clips and reply closed questions about the buying decision.

### **3.3 Data Collection Methodology**

#### **3.3.1 Population**

This research population is anyone in Thailand who can access to any kind of media, especially the internet or website due to the online survey approach.

#### **3.3.2 Sampling**

A size of 124 respondents was taken at the age range from below 18 years old to above 45 years old. The sample size was 52 male respondents and 72 female respondents. The research approach was the online close-ended survey due to the short period of data collection and easy and convenience for respondents to access the questionnaire.

#### **3.3.3 Data Collection**

Data collection is distributed through the online close-ended questionnaire that is divided into 3 parts. In the first and second part of general question and specific questions, the participants will be asked to watch advertising video clip and answer the same set of questions. Moreover, they will be requested for opinion in different aspects and Likert scales is applied to measure the level of agreement and disagreement. The reason for excluding the introduction and screening question is because the questionnaire is conducted for any respondents who can access to any kind of media and already aware of many advertisings.

The last part is demographic question which will collect the respondent's background information including gender, age, and educational level.

### **3.4 Data Collection Methodology**

The online questionnaire will be distributed through the Internet and social media, such as e-mail, Facebook, and Line. The total number of respondents is 124 people.

Furthermore, this research will analyze the data by using SPSS software. The methods are descriptive analysis to summarize the respondents' attitude towards emotional advertising. The interpretation scales were given as following:

- 0 – 1.0 = Strongly disagree  
1 – 2.0 = Disagree  
2.1 – 3.0 = Neutral  
3.1 – 4.0 = Agree  
4.1 – 5.0 = Strongly agree

In addition, cross-tabulation is used to compare the relationship between emotional advertising and other variables.



## CHAPTER IV

### FINDINGS AND DATA ANALYSIS

During the research data collection process, a survey is conducted by distributing questionnaire over a period of three weeks through online channel. The SPSS software is used as a tool to analyze the data that lead to the result.

#### 4.1 Demographic Characteristics

**Table 4.1 Demographic of Sample**

|                 | <b>Demographic</b>          | <b>Frequency</b> | <b>Percent</b> |
|-----------------|-----------------------------|------------------|----------------|
| Gender          | Male                        | 52               | 41.9%          |
|                 | Female                      | 72               | 58.1%          |
|                 | Total                       | 124              | 100.0%         |
| Age             | Below 18 years              | 7                | 5.6%           |
|                 | 18 to 25 years              | 48               | 38.7%          |
|                 | 26 to 35 years              | 51               | 41.1%          |
|                 | 36 to 45 years              | 6                | 4.8%           |
|                 | Above 45 years              | 12               | 9.7%           |
|                 | Total                       | 124              | 100.0          |
| Education Level | Lower than high school      | 2                | 1.6            |
|                 | High school graduate        | 6                | 4.8            |
|                 | Bachelor's degree           | 76               | 61.3           |
|                 | Master's degree             | 37               | 29.8           |
|                 | Higher than Master's degree | 3                | 2.4            |
|                 | Total                       | 124              | 100.0          |

As shown above, according to researcher random sampling, total number of participants in a study is 124. The majority of the respondents is female, 72 persons, which is 58.1% of the total respondents, while the remaining 52 respondents (41.9%) are males.

Moreover, it clearly states that most of the respondents is between 18 to 35 years old but the majority falls on the participants who are 26 to 35 years old which considered to be 41.1%, 51 persons, of the total respondents, with just 2.4% different from the respondents at the age of 18 to 25 years old (38.7%). Moreover, the respondents who are above 45 years old accounts for 9.7%. Only a small minority of the respondents are those below 18 years and between 36 to 45 year old.

In addition, it could be concluded that most of the respondents are undergraduate students which is 61.3% out of the total respondents. Moreover, there are respondents that have higher level of education which 29.8% are those with Master's degree and 2.4% are those with higher than Master's degree. However, the lowest number of respondents is lower than high school students (1.6%), while those that are high school graduated is 4.8% of the total respondents.

#### 4.2 Descriptive Statistics: Frequency Analysis to Show the Preference of the Respondents to the Emotional Advertising.

**Table 4.2 Preference of the respondents to the emotional advertising**

| Video Clip  |       | Frequency | Percent |
|---|-------|-----------|---------|
| <b>Video Clip 1</b><br>Do you like the advertising? | Yes   | 119       | 96%     |
|   | No    | 5         | 4%      |
|   | Total | 124       | 100%    |
| <b>Video Clip 2</b><br>Do you like the advertising? | Yes   | 119       | 96%     |
|   | No    | 5         | 4%      |
|   | Total | 124       | 100%    |

The above tables show the results of a survey in which the respondents were asked about their preference towards the advertising they watched. The first video clip represents the positive emotion, while the second video clip represents the negative emotion.

From the tables, it is clear that the majority of the respondents like both advertisings, with the same percent, 96%, out of the total respondents.

### 4.3 Hypotheses Analysis

#### 4.3.1 Video Clip 1: Positive Emotion

H1: Emotional advertising (meaningful and relevant content) play an important role in developing consumer response.

**Table 4.3 Video 1: Association between emotional ads and customer response**

| Chi-Square Tests   |                     |    |                       |
|--|---------------------|----|-----------------------|
| I found myself response to the ad.   | Value               | df | Asymp. Sig. (2-sided) |
| Pearson Chi-Square   | 15.045 <sup>a</sup> | 4  | .005                  |
| Likelihood Ratio   | 13.257              | 4  | .010                  |
| Linear-by-Linear Association   | 10.814              | 1  | .001                  |
| N of Valid Cases   | 124                 |    |                       |
| a. 5 cells (50.0%) have expected count less than 5. The minimum expected count is .32. |                     |    |                       |
| The advertising is meaningful for me.  | Value               | df | Asymp. Sig. (2-sided) |
| Pearson Chi-Square   | 12.208 <sup>a</sup> | 4  | .016                  |
| Likelihood Ratio   | 10.188              | 4  | .037                  |
| Linear-by-Linear Association   | 7.449               | 1  | .006                  |
| N of Valid Cases   | 124                 |    |                       |
| a. 5 cells (50.0%) have expected count less than 5. The minimum expected count is .32. |                     |    |                       |



It is evident from the cross tabulation (see Appendix B) that 46% of the total respondents that they found themselves response to the ad and 41.1% think that advertising is meaningful for them.

The value of Pearson Chi-Square is used which are .005 and .016. Chi-square Tests are used to verify there is a statistically significant relationship between emotional advertising and advertising response and extent to which it is meaningful or relevant to the customers. Pearson Chi-Square are statistically significant ( $p < 0.05$ ). Therefore, the research has proved that H1: Emotional advertising (meaningful and relevant content) play an important role in developing consumer response is true, H1 is accepted.

H2: There is a relationship between emotional advertising and customer perception (perception of product benefit, perception of product value, and perception of brand value).

**Table 4.4 Video 1: Association between emotional advertising and customer perception**

| Chi-Square Tests   |                    |    |                          |
|--|--------------------|----|--------------------------|
| Watching the ad has influenced me to find the product/<br>service more useful.         | Value              | df | Asymp. Sig.<br>(2-sided) |
| Pearson Chi-Square   | 7.926 <sup>a</sup> | 4  | .094                     |
| Likelihood Ratio   | 9.123              | 4  | .058                     |
| Linear-by-Linear Association   | 6.351              | 1  | .012                     |
| N of Valid Cases   | 124                |    |                          |
| a. 5 cells (50.0%) have expected count less than 5. The minimum expected count is .28. |                    |    |                          |
| The brand became more valuable after I watched the ad.                                 | Value              | df | Asymp. Sig.<br>(2-sided) |
| Pearson Chi-Square   | 5.038 <sup>a</sup> | 4  | .283                     |
| Likelihood Ratio   | 5.922              | 4  | .205                     |
| Linear-by-Linear Association   | 4.697              | 1  | .030                     |
| N of Valid Cases   | 124                |    |                          |
| a. 5 cells (50.0%) have expected count less than 5. The minimum expected count is .28. |                    |    |                          |
| The product/service became more valuable after I watched the ad.                       | Value              | df | Asymp. Sig.<br>(2-sided) |
| Pearson Chi-Square   | 6.194 <sup>a</sup> | 4  | .185                     |
| Likelihood Ratio   | 7.964              | 4  | .093                     |
| Linear-by-Linear Association   | 4.831              | 1  | .028                     |
| N of Valid Cases   | 124                |    |                          |
| a. 5 cells (50.0%) have expected count less than 5. The minimum expected count is .24. |                    |    |                          |

The cross tabulation tables (see Appendix B) show that 31.8% of the total participants are not sure that watching the ad has influenced them. Moreover, 30.6% say they agree that the brand became more valuable after they watched the ad. However, it is only 5.6% different from those who are not sure (25%) as well as disagree (25%) that the brand became more valuable after they watched the advertising.

The researcher used value of Pearson Chi-Square which are .094, .283, and .185 respectively. Chi-square Tests is established to see the relationship between emotional advertising and customer perception. Pearson Chi-Square are not statistically significant ( $p > 0.05$ ). Thus, there is no relationship between emotional advertising and customer perception, H2 is not accepted.

H3: Emotional advertising has impact on buying decision.

**Table 4.5 Video 1: Impact of emotional advertising on buying decision**

| Chi-Square Tests   |                    |    |                       |                      |                      |
|--|--------------------|----|-----------------------|----------------------|----------------------|
| Q7: After you watched the advertising, would you be more likely to buy or use the product/service? | Value              | df | Asymp. Sig. (2-sided) | Exact Sig. (2-sided) | Exact Sig. (1-sided) |
| Pearson Chi-Square   | 1.450 <sup>a</sup> | 1  | .228                  |                      |                      |
| Continuity Correction <sup>b</sup>   | .424               | 1  | .515                  |                      |                      |
| Likelihood Ratio   | 2.514              | 1  | .113                  |                      |                      |
| Fisher's Exact Test  |                    |    |                       | .584                 | .286                 |
| Linear-by-Linear Association   | 1.439              | 1  | .230                  |                      |                      |
| N of Valid Cases   | 124                |    |                       |                      |                      |

a. 2 cells (50.0%) have expected count less than 5. The minimum expected count is 1.09.

b. Computed only for a 2x2 table

It could clearly be seen from the cross tabulation table (see Appendix B) that the majority of the respondents (78.2%) say that after they watched the ad, they still have no intention to purchase the product or use the service, while only 21.8% say they likely to purchase the product/service.

Chi-square Tests present the relationship between emotional advertising and buying decision. Since the above is 2×2 table, Fisher's Exact Test is used to measure and it is statistically not significant (.286), Fisher's Exact Test  $> 0.05$ . Therefore, it could be conclude that emotional advertising has no impact on buying decision.

### 4.3.2 Video Clip 2: Negative Emotion

H1: Emotional advertising (meaningful and relevant content) play an important role in developing consumer response.

**Table 4.6 Video 2: Association between emotional ads and customer response**

| Chi-Square Tests   |                     |    |                       |
|--|---------------------|----|-----------------------|
| I found myself response to the ad.   | Value               | df | Asymp. Sig. (2-sided) |
| Pearson Chi-Square   | 14.482 <sup>a</sup> | 4  | .006                  |
| Likelihood Ratio   | 9.895               | 4  | .042                  |
| Linear-by-Linear Association   | 10.115              | 1  | .001                  |
| N of Valid Cases   | 124                 |    |                       |
| a. 5 cells (50.0%) have expected count less than 5. The minimum expected count is .28. |                     |    |                       |
| Q3: The advertising is meaningful for me.  | Value               | df | Asymp. Sig. (2-sided) |
| Pearson Chi-Square   | 24.417 <sup>a</sup> | 4  | .000                  |
| Likelihood Ratio   | 16.021              | 4  | .003                  |
| Linear-by-Linear Association   | 17.375              | 1  | .000                  |
| N of Valid Cases   | 124                 |    |                       |
| a. 5 cells (50.0%) have expected count less than 5. The minimum expected count is .36. |                     |    |                       |

The cross tabulation table (see Appendix C) illustrate the percentage 49.2 of the total respondents agree that they found themselves response to the advertising and 42.7% also agree that the advertising is meaningful for them.

The researcher used value of Pearson Chi-Square which are .006 and .000. Chi-square Tests measure that there is a statistically significant relationship between emotional advertising and advertising response and then extent to which it is meaningful or relevant to the customers. Pearson Chi-Square are statistically significant ( $p < 0.05$ ). Thus, H1: Emotional advertising (meaningful and relevant content) play an important role in developing consumer response, H1 is accepted.

H2: There is a relationship between emotional advertising and customer perception (perception of product benefit, perception of product value, and perception of brand value).

**Table 4.7 Video 2: Association between emotional advertising and customer perception**

| <b>Chi-Square Tests</b>  |                    |    |                       |
|--|--------------------|----|-----------------------|
| Watching the ad has influenced me to find the product/ service more useful.            | Value              | df | Asymp. Sig. (2-sided) |
| Pearson Chi-Square   | 8.905 <sup>a</sup> | 4  | .064                  |
| Likelihood Ratio   | 7.601              | 4  | .107                  |
| Linear-by-Linear Association   | 6.367              | 1  | .012                  |
| N of Valid Cases   | 124                |    |                       |
| a. 5 cells (50.0%) have expected count less than 5. The minimum expected count is .32. |                    |    |                       |
| The brand became more valuable after I watched the ad.                                 | Value              | df | Asymp. Sig. (2-sided) |
| Pearson Chi-Square   | 8.511 <sup>a</sup> | 4  | .075                  |
| Likelihood Ratio   | 7.895              | 4  | .096                  |
| Linear-by-Linear Association   | 6.812              | 1  | .009                  |
| N of Valid Cases   | 124                |    |                       |
| a. 5 cells (50.0%) have expected count less than 5. The minimum expected count is .40. |                    |    |                       |
| The product/service became more valuable after I watched the ad.                       | Value              | df | Asymp. Sig. (2-sided) |
| Pearson Chi-Square   | 6.154 <sup>a</sup> | 4  | .188                  |
| Likelihood Ratio   | 6.237              | 4  | .182                  |
| Linear-by-Linear Association   | 5.206              | 1  | .023                  |
| N of Valid Cases   | 124                |    |                       |
| a. 5 cells (50.0%) have expected count less than 5. The minimum expected count is .36. |                    |    |                       |

The cross tabulation table (see Appendix C) give information that 29.8% of the total participants say that watching the ad has influenced them to find the product/ service more useful. However, the result is only a few percent different from those

respondents who state that they are not sure (28.2 %) and disagree (27.4%) to the same statement.

The Chi-square Tests presents the relationship between emotional advertising and buying decision. The researcher used value of Pearson Chi-Square which are .064, .075, and .188 respectively. However, since the Pearson Chi-Square are not statistically significant ( $p > 0.05$ ), it could be concluded that there is no relationship between emotional advertising and customer perception, H2 is not accepted.

H3: Emotional advertising has impact on buying decision.

**Table 4.8 Video 2: Impact of emotional advertising on buying decision**

| Chi-Square Tests   |                    |    |                       |                      |                      |
|--|--------------------|----|-----------------------|----------------------|----------------------|
| After you watched the advertising, would you be more likely to buy or use the product/service? | Value              | df | Asymp. Sig. (2-sided) | Exact Sig. (2-sided) | Exact Sig. (1-sided) |
| Pearson Chi-Square   | 1.520 <sup>a</sup> | 1  | .218                  |                      |                      |
| Continuity Correction <sup>b</sup>   | .472               | 1  | .492                  |                      |                      |
| Likelihood Ratio   | 2.620              | 1  | .106                  |                      |                      |
| Fisher's Exact Test  |                    |    |                       | .587                 | .271                 |
| Linear-by-Linear Association   | 1.507              | 1  | .220                  |                      |                      |
| N of Valid Cases   | 124                |    |                       |                      |                      |
| a. 2 cells (50.0%) have expected count less than 5. The minimum expected count is 1.13.        |                    |    |                       |                      |                      |
| b. Computed only for a 2x2 table   |                    |    |                       |                      |                      |

According to the cross tabulation table (see Appendix C), 77.4% of the total respondents definitely would not buy the product/service after they watched the advertising, remaining 22.6% of them who are likely to buy the product/service.

Chi-square Tests states the relationship between emotional advertising and buying decision. Since the above is 2x2 table, Fisher's Exact Test is used to measure the association and it is statistically not significant (.271), Fisher's Exact Test  $> 0.05$ . Therefore, it could be conclude that emotional advertising has no impact on buying decision.

## CHAPTER V

### CONCLUSION

#### 5.1 Summary

Emotional advertising is the current fashionable word-of-mouth advertising in which the audiences are the persons who spread the messages or content of the advertising. It is not only about communicating whether a product/service might be good/useful/of benefit, but trying to make the customer to have a feeling about the brand by using emotional content.

All of the objectives of the study have been examined: in the first place, to identify that emotional advertising (meaningful and relevant content) play an important role in developing consumer response; in the second place, to measure that there is an association between emotional advertising and customer perception (perception of product benefit, perception of product value, and perception of brand value).; and lastly to determine whether emotional advertising has impact on customer buying decision or not.

The data was collected through online questionnaire from random respondents. First of all, the findings reveal that the audiences enjoy experiencing both positive and negative emotional advertising. Moreover, the emotional advertising generates an emotional response; however, it could not help the emotions transfer to the customer perception towards the brand or product/service in which the results are the same for both positive and negative emotions. Since the advertising video clips base theirs messaging on the emotions of being relevant to the respondents, the audiences pay more attention to emotional content. Thus, they tend to get involved with emotional advertising in which the evidence for this is very strong.

Unfortunately, the brand and the product itself are not particularly important to the customers. Though the emotional advertising does motivate customer response, they only watch it for entertainment than learn or obtain information for any new or update his or her perception. Based on the result, after they watched the advertising, they do not find that the product/service useful. They do not generate any product/ service or brand value.

In fact, people are more likely to pay attention to a catchy advertising and those that appeal to emotions. The brand is able to catch the customers' heart which trigger them to emotional response with emotional advertising. However, the brand could not convince customers to purchase a specific product or service.

Having generalized the results of the surveys, it could be concluded that it is possible that the emotional advertising could attracts the customer's attention and arouses emotions. However, the advertising could not influence the customer perception and the most important thing is the advertising has no impact on the customer's decision to purchase a product or service which is one of the key roles of advertising.

## **5.2 Recommendations**

To create an effective advertising the brand or the company should use combination of both emotional and rational appeals to motivate consumers. In general, a company would inform and appeal to customers about a brand, as well as its products or services. The company could use the emotional advertising to stimulate emotion response of the customers, and mix with rational advertising in order to emphasize the benefits and function of a product or service to drive the customer to purchase it.

The business categories and the types of product or service plays some role in selecting the types of advertising between emotional and rational advertising and how they could be perfectly use together. For instance, a foundation or an organization that request for donation or help should apply the use of emotional advertising, while those companies would like to present that their product/service is better than their competitors should use a more rational content in the advertising.

## **5.3 Managerial Implications**

Importantly, the company need to know how to perfectly use the emotional and rational content together in the advertising. The company should understand their prospects. Moreover, if a company would like to be well-planned on the advertising, it should consider: 1) business categories 2) types of product or service and 3) target audience.

Based on the result, the manager could be assured that an advertising can arouse conscious thought of the customer. If done well, it will create associate with the customer perception towards the brand and/or product or service and lead to purchasing decision or intention of the customers. Furthermore, the manager would be able to come to an understanding that the audiences are most attracted to the advertising with emotional content. However, to convince them to purchasing decision, the manager might need to put effort on presenting the benefit or function of the product and service as well.

## **5.4 Limitations and Suggestions for Future Research**

The limitation of the research are time-constraints and sampling:

### **5.4.1 Time-constraints**

Collection of data and to gain accuracy from analysis involve considerable time. Since this research was conducted with a limited period of time, the researcher are not able to gather as much information this research.

### **5.4.2 Sampling**

The sampled used in this research may not represent the entire population since only 124 people participate in this research and most of the respondents are between 18-35 years old.

In addition, for the future research, the researcher suggest that the challenge for future research are to:

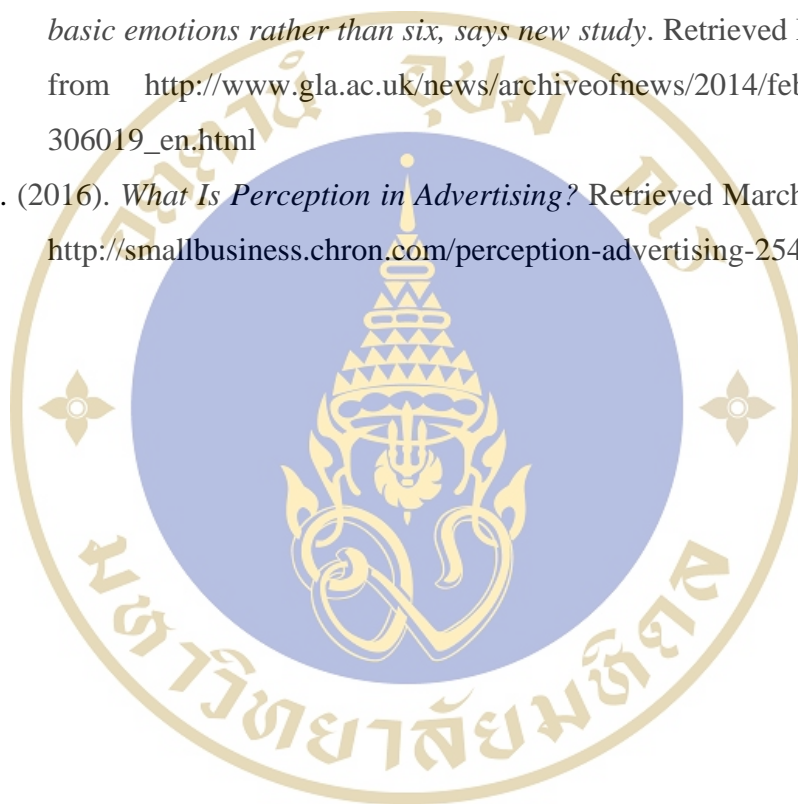
1. Collect more sample to cover all the age range to get wider perspective in different age group.
2. Conduct qualitative methods, such as interviews, are believed to providing order to obtain a deeper understanding of customer perception after they watch the advertising as well as acquire more information.
3. Conduct quantitative method in form of paper-based because online survey distribution was hardly to receive simultaneously response from respondents.
4. Present more ad video clips in ranges of emotions and product/service in order to possibly classify emotions to be used in different types of product/service.



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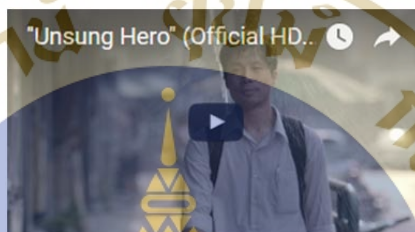


## Appendix A: Questionnaire

This questionnaire is part of my thematic paper which is a study of attitude and behavior of customers in Thailand towards advertising that appeal through emotion and feeling.

### Part I

Please take a look at the below advertising and answer the following questions:



(<https://www.youtube.com/watch?v=uaWA2GbcnJU>)

1. Do you like the advertising? If no, please explain in 'Other'.
- Yes
  - Other \_\_\_\_\_

### Part II

Please indicate to what extent you agree or disagree with the following statements:

|   | Strongly Disagree     | Disagree              | Neutral               | Agree                 | Strongly Agree        |
|---|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| 2. I found myself response to the ad.   | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 3. The advertising is meaningful for me.                                      | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 4. Watching the ad has influenced me to find the product/service more useful. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 5. The brand became more valuable after I watched the ad.                     | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 6. The product/service became more valuable after I watched the ad.           | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

### Part III

7. After you watched the advertising, would you be more likely to buy or use the product/service?

- Yes
- No

### Part IV

Please take a look at the below advertising and answer the following questions:



<https://www.youtube.com/watch?v=qZMX6H6YY1M>

8. Do you like the advertising? If no, please explain in 'Other'.

- Yes
- Other \_\_\_\_\_

### Part V

Please indicate to what extent you agree or disagree with the following statements:

|  | Strongly Disagree     | Disagree              | Neutral               | Agree                 | Strongly Agree        |
|--|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| 9. I found myself response to the ad.  | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 10. The advertising is meaningful for me.                                      | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 11. Watching the ad has influenced me to find the product/service more useful. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 12. The brand became more valuable after I watched the ad.                     | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 13. The product/service became more valuable after I watched the ad.           | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

**Part VI**

14. After you watched the advertising, would you be more likely to buy or use the product/service?

- Yes
- No

**Part VII**

15. What is your gender?

- Male
- Female

16. What is your age?

- Under 18 years
- 18 to 25 years
- 26 to 35 years
- 36 to 45 years
- Above 45 years

17. What is the highest degree or level of school you have completed?

- Less than high school
- High school graduate
- Bachelor's degree
- Master's degree
- Doctorate degree

Thank you for taking the time to complete this questionnaire.

## Appendix B: Video 1 Cross-Tabulation

|                     |   |   | I found myself response to the ad. |          |         |        |                | Total  |
|---------------------|---|---|------------------------------------|----------|---------|--------|----------------|--------|
|                     |   |   | Strongly Disagree                  | Disagree | Neutral | Agree  | Strongly Agree |        |
| Do you like the ad? | Yes   | Count                                       | 7                                  | 12       | 16      | 57     | 27             | 119    |
|                     |   | % within Do you like the ad?                | 5.9%                               | 10.1%    | 13.4%   | 47.9%  | 22.7%          | 100.0% |
|                     |   | % within I found myself response to the ad. | 87.5%                              | 80.0%    | 94.1%   | 100.0% | 100.0%         | 96.0%  |
|                     | No  | Count                                       | 1                                  | 3        | 1       | 0      | 0              | 5      |
|                     |   | % within Do you like the ad?                | 20.0%                              | 60.0%    | 20.0%   | 0.0%   | 0.0%           | 100.0% |
|                     |   | % within I found myself response to the ad. | 12.5%                              | 20.0%    | 5.9%    | 0.0%   | 0.0%           | 4.0%   |
| Total               | Count                                       | 8   | 15                                 | 17       | 57      | 27     | 124            |        |
|                     | % within Do you like the ad?                | 6.5%  | 12.1%                              | 13.7%    | 46.0%   | 21.8%  | 100.0%         |        |
|                     | % within I found myself response to the ad. | 100.0%                                      | 100.0%                             | 100.0%   | 100.0%  | 100.0% | 100.0%         |        |

|                     |     |  | The advertising is meaningful for me. |          |         |       |                | Total  |
|---------------------|-----|--|---------------------------------------|----------|---------|-------|----------------|--------|
|                     |     |  | Strongly Disagree                     | Disagree | Neutral | Agree | Strongly Agree |        |
| Do you like the ad? | Yes | Count  | 7                                     | 14       | 20      | 50    | 28             | 119    |
|                     |     | % within Do you like the ad?                   | 5.9%                                  | 11.8%    | 16.8%   | 42.0% | 23.5%          | 100.0% |
|                     |     | % within The advertising is meaningful for me. | 87.5%                                 | 82.4%    | 100.0%  | 98.0% | 100.0%         | 96.0%  |
|                     | No  | Count  | 1                                     | 3        | 0       | 1     | 0              | 5      |
|                     |     | % within Do you like the ad?                   | 20.0%                                 | 60.0%    | 0.0%    | 20.0% | 0.0%           | 100.0% |
|                     |     | % within The advertising is meaningful for me. | 12.5%                                 | 17.6%    | 0.0%    | 2.0%  | 0.0%           | 4.0%   |





|                     |   |   | The brand became more valuable after I watched the ad. |          |         |        |                | Total  |
|---------------------|---|---|--|----------|---------|--------|----------------|--------|
|                     |   |   | Strongly Disagree                                      | Disagree | Neutral | Agree  | Strongly Agree |        |
| Do you like the ad? | Yes   | Count   | 15   | 29       | 30      | 38     | 7              | 119    |
|                     |   | % within Do you like the ad?                                    | 12.6%  | 24.4%    | 25.2%   | 31.9%  | 5.9%           | 100.0% |
|                     |   | % within The brand became more valuable after I watched the ad. | 88.2%  | 93.5%    | 96.8%   | 100.0% | 100.0%         | 96.0%  |
|                     | No  | Count   | 2  | 2        | 1       | 0      | 0              | 5      |
|                     |   | % within Do you like the ad?                                    | 40.0%  | 40.0%    | 20.0%   | 0.0%   | 0.0%           | 100.0% |
|                     |   | % within The brand became more valuable after I watched the ad. | 11.8%  | 6.5%     | 3.2%    | 0.0%   | 0.0%           | 4.0%   |
| Total               | Count   | 17  | 31   | 31       | 38      | 7      | 124            |        |
|                     | % within Do you like the ad?                                    | 13.7%   | 25.0%  | 25.0%    | 30.6%   | 5.6%   | 100.0%         |        |
|                     | % within The brand became more valuable after I watched the ad. | 100.0%  | 100.0%   | 100.0%   | 100.0%  | 100.0% | 100.0%         |        |

|                     |     |   | The product/service became more valuable after I watched the ad. |          |         |        |                | Total  |
|---------------------|-----|---|--|----------|---------|--------|----------------|--------|
|                     |     |   | Strongly Disagree  | Disagree | Neutral | Agree  | Strongly Agree |        |
| Do you like the ad? | Yes | Count   | 17   | 36       | 40      | 20     | 6              | 119    |
|                     |     | % within Do you like the ad?  | 14.3%  | 30.3%    | 33.6%   | 16.8%  | 5.0%           | 100.0% |
|                     |     | % within The product/service became more valuable after I watched the ad. | 89.5%  | 92.3%    | 100.0%  | 100.0% | 100.0%         | 96.0%  |
|                     | No  | Count   | 2  | 3        | 0       | 0      | 0              | 5      |
|                     |     | % within Do you like the ad?  | 40.0%  | 60.0%    | 0.0%    | 0.0%   | 0.0%           | 100.0% |
|                     |     | % within The product/service became more valuable after I watched the ad. | 10.5%  | 7.7%     | 0.0%    | 0.0%   | 0.0%           | 4.0%   |

|       |  | The product/service became more valuable after<br>I watched the ad. |          |         |        |                   | Total  |
|-------|--|---|----------|---------|--------|-------------------|--------|
|       |  | Strongly<br>Disagree  | Disagree | Neutral | Agree  | Strongly<br>Agree |        |
| Total | Count  | 19  | 39       | 40      | 20     | 6                 | 124    |
|       | % within Do you like<br>the ad?  | 15.3%   | 31.5%    | 32.3%   | 16.1%  | 4.8%              | 100.0% |
|       | % within The<br>product/service became<br>more valuable after I<br>watched the ad. | 100.0%  | 100.0%   | 100.0%  | 100.0% | 100.0%            | 100.0% |

|                        |   | After you watched the advertising,<br>would you be more likely to buy<br>or use the product/service?          |        | Total  |        |
|------------------------|---|---|--------|--------|--------|
|                        |   | Yes   | No     |        |        |
| Do you like<br>the ad? | Yes   | Count   | 27     | 92     | 119    |
|                        |   | % within Do you like the ad?  | 22.7%  | 77.3%  | 100.0% |
|                        |   | % within After you watched the<br>advertising, would you be more likely<br>to buy or use the product/service? | 100.0% | 94.8%  | 96.0%  |
|                        | No  | Count   | 0      | 5      | 5      |
|                        |   | % within Do you like the ad?  | 0.0%   | 100.0% | 100.0% |
|                        |   | % within After you watched the<br>advertising, would you be more likely<br>to buy or use the product/service? | 0.0%   | 5.2%   | 4.0%   |
| Total                  | Count   | 27  | 97     | 124    |        |
|                        | % within Do you like the ad?  | 21.8%   | 78.2%  | 100.0% |        |
|                        | % within After you watched the<br>advertising, would you be more likely<br>to buy or use the product/service? | 100.0%  | 100.0% | 100.0% |        |





|                     |   |   | The product/service became more valuable after I watched the ad. |          |         |        |                | Total  |
|---------------------|---|---|--|----------|---------|--------|----------------|--------|
|                     |   |   | Strongly Disagree  | Disagree | Neutral | Agree  | Strongly Agree |        |
| Do you like the ad? | Yes   | Count   | 12   | 29       | 39      | 30     | 9              | 119    |
|                     |   | % within Do you like the ad?  | 10.1%  | 24.4%    | 32.8%   | 25.2%  | 7.6%           | 100.0% |
|                     |   | % within The product/service became more valuable after I watched the ad. | 85.7%  | 93.5%    | 97.5%   | 100.0% | 100.0%         | 96.0%  |
|                     | No  | Count   | 2  | 2        | 1       | 0      | 0              | 5      |
|                     |   | % within Do you like the ad?  | 40.0%  | 40.0%    | 20.0%   | 0.0%   | 0.0%           | 100.0% |
|                     |   | % within The product/service became more valuable after I watched the ad. | 14.3%  | 6.5%     | 2.5%    | 0.0%   | 0.0%           | 4.0%   |
| Total               | Count   | 14  | 31   | 40       | 30      | 9      | 124            |        |
|                     | % within Do you like the ad?  | 11.3%   | 25.0%  | 32.3%    | 24.2%   | 7.3%   | 100.0%         |        |
|                     | % within The product/service became more valuable after I watched the ad. | 100.0%  | 100.0%   | 100.0%   | 100.0%  | 100.0% | 100.0%         |        |

|                     |   |   | After you watched the advertising, would you be more likely to buy or use the product/service? |        | Total  |
|---------------------|---|---|--|--------|--------|
|                     |   |   | Yes  | No     |        |
| Do you like the ad? | Yes   | Count   | 28   | 91     | 119    |
|                     |   | % within Do you like the ad?  | 23.5%  | 76.5%  | 100.0% |
|                     |   | % within After you watched the advertising, would you be more likely to buy or use the product/service? | 100.0%   | 94.8%  | 96.0%  |
|                     | No  | Count   | 0  | 5      | 5      |
|                     |   | % within Do you like the ad?  | 0.0%   | 100.0% | 100.0% |
|                     |   | % within After you watched the advertising, would you be more likely to buy or use the product/service? | 0.0%   | 5.2%   | 4.0%   |
| Total               | Count   | 28  | 96   | 124    |        |
|                     | % within Do you like the ad?  | 22.6%   | 77.4%  | 100.0% |        |
|                     | % within After you watched the advertising, would you be more likely to buy or use the product/service? | 100.0%  | 100.0%   | 100.0% |        |