

RATIONAL APPEAL VS EMOTIONAL APPEAL IN FORMING CONSUMER'S INTEREST THROUGH ADVERTISEMENT

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Abstract

The aim of this study is to examine the impact of emotional appeal advertisement in television and rational appeal advertisement in magazine to customer's purchase intention. Data were collected using purposive sampling for 100 people and analyzed using multiple regressions. The finding of research is that emotional-appeal advertising in television has less impact on customer's purchase intention because of switching behavior during commercial break. While the rational appeal advertisement has significant impact on customer's purchase intention because they have enough time to think and analyze the information in the advertisement.

Keywords: rational appeal, emotional appeal, purchase intention, purposive sampling, multiple regressions

1. Background

In everyday life, it is easy to find the various forms of advertisements both at home and outside of the home. Advertisement is all forms of communication activities through mass media that aimed for presenting or promoting ideas, goods, and services intended for part or all members of society (Feiz et al, 2013). All activities concerning the preparation of advertisement ideas such as planning, implementing, and supervising of the installation and impact of advertising are called advertising (Duncan, 2005).

Duncan (2005) states that there are two main functions of advertising, namely the supply function where advertising functions as a bidding tool that contains a variety of information about the product both the goods or services offered. Such as information on types of products, brands, prices, packaging, and services. Advertising also has a function of sales and communication that makes advertising can be a means of sales and communication media from producers to consumers.

Conceptually, advertising goals in general can be classified into 3 (three) parts, namely: "informative advertising, persuasive advertising, and advertising reminder" (Kotler and Armstrong, 2001:

154-156). The three objectives are briefly explained as follows:

1. *Informative Advertising* which was held on a large scale in the early stages of a new type of product began to be introduced; the aim was to build initial demand. Some of the possibilities are informative goal, namely informing the market about new products, expressing the new uses of a product, building a company image, explaining how the product works, and describing the services available.

2. *Persuasive advertising* is advertising that is used to build the selective demand for a brand by convincing consumers that the brand is the best brand in its class. The functions of persuasive advertising include building brand preferences, encouraging brand switching, and changing buyers' perceptions of product attributes.

3. *Reminder Advertising* is an advertisement that is used to keep consumers thinking about a product. Some of the possible objectives of advertising reminder are to keep the product in the customer's mind even though the sale is slackness, keeping the product aware of the main thing, reminding customers where to buy the product, and reminding customers that the product can be needed in the near future.

In advertising, there are various types of advertising media that can be used. These media include posters, billboards, billboards, banners, television, radio, magazines, newspapers, and many more media, both verbal and visual advertising (Suhandang, 2010: 13). Media visual

advertising is the most preferred advertising media by advertisers because it is through the visual media, the public can see a picture of the product advertised by the company. Each ad media has its own character. For a clearer comparison can be seen in the table below.

Table 2.1
Types of Main Media Advertising

	Media	Excellence	Limitations
Electronic Media	Television	Combining images, sounds and movements, stimulates the senses, high attention, high reach	High absolute costs, High chaos. exposure to lightning moves, less audience selection
	Radio	Mass use: High geographical and demographic selection, low cost	voice presentation only, lower attention rather than television, structure nonstandard price, exposure to lightning moves
	Telephone	Many users, opportunities for giving personal touch	Costs are relatively high except used by volunteers
	Internet	Selection of a high audience, interactive possibilities, relatively low cost	Relatively new media with a low number of users in several countries
Print media	Newspaper	Flexibility, time determination, good local market reach, wide acceptance, level high trust	Short usage age, poor reproductive quality, small "canal" audience
	Direct-mail	Selected audience, flexibility, no ad competition in the same media, personalization	Relatively high cost, image "Junk mail"
	Magazine	Geographic selection and high demographic, credibility and prestige, reproduction high quality, age long usage, forwarding to good reading	Planning for buying long advertisements, some circulation in vain, there is no guarantee position
	Outside billboard Room	Flexibility, repetition high exposure, low cost; low competition	The selection of a limited audience, limited creativity
	Yellow Pages	Local coverage is very good, high level of trust, wide range, low cost	High competition, planning of advertising purchases long, limited creativity
	Periodic News	The selection of the audience is very High, fully controlled,	Costs can be lost in vain

		interactive opportunities, low relative costs	
	Brochure	Flexibility, fully controlled, ability to dramatize messages	Excessive production can cause lost costs uselessly

(sumber: Suhandang,2010)

Television is a well-known telecommunications tool that functions as the recipient of broadcasts of moving images and sounds, both monochrome (black and white) and colored. The origin of word television from tele (far) from Greek and visio (vision) from Latin, so that television can be interpreted as a means of long-distance communication that uses visual or visual media. Television advertisements are more targeted at the emotional aspects of potential customers. This is because the duration of advertisements on television is limited by large costs. Therefore, if you want to advertise on television, advertisers are challenged to make short-term, straight forward advertisements in the minds of potential customers. So, the emotional aspect is very appropriate for advertising on television (Henningsen et al., 2011).

The character of advertisements in magazines is inversely proportional to television advertisements. Because magazines are print media, magazines tend to be read repeatedly by consumers. So, advertisements in magazines do not target emotionally like on television. However, advertisements in magazines are rational and contain complete information because these ads can be read repeatedly and as long as possible by consumers. This makes consumers have enough time to think about the product being advertised (Williams and Hensel, 1995)

This study aims to examine the impact of these two types of visual advertising on consumer interest.

2. Literature Review

2.1. Consumer Interest

Interest is an attitude that makes people happy about certain object situations or ideas. This is followed by feelings of pleasure and tendency to look for objects that are liked by it (Assael,

2004: 87). According to Swastha and Handoko (2012: 18) interest is "Individual attention to the existence of an object, a person, a problem or situation that is related to him that is done consciously followed by feeling happy". Another thing was stated by Ajzen and Fishbein (1973) that in interest contained elements of motives and attention. According to Kotler et al (2009: 130) advertising programs are designed to change consumers from not knowing about a brand to being willing to try, buy, and then buy again. Petrovici and Marinov (2005) stated that based on the Hierarchy of Effect consisting of awareness-knowledge-preference-purchase, advertising effects can be grouped into three stages, namely:

1. Cognitive response, involves receiving messages.
2. Affective response, involves the development of attitudes (likes or dislikes) towards the product or company.
3. Behavioral responses, concerning actual actions carried out by members of the target audience.

Engel et al (1995: 11) state that the principle of cognitive consistency suggests that attitudes might also influence the attention given to marketing communication. So, attitude can be a facilitator if consumers have feelings of support towards the product, but may function as a barrier when consumers behave negatively. Consumers turn to advertisements to get some information and also its entertainment value.

Social attitudes are formed from the existence of social interactions experienced by individuals. In social interaction, there is a relationship that affects each other between individuals with each other so that the individual reacts to form a certain attitude pattern of the object he is facing. Swastha and Handoko (2012: 58) state that among the various factors that influence the formation of attitudes include:

- A. Personal Experience

Experiences which will shape and influence our appreciation of social stimulus. The response will be one of the foundations of the attitude. To be able to have a response and appreciation, a person must have experience which is related to an object and appreciation that will form a positive and or negative attitude towards the object in question. To be able to become the basis for forming attitudes, personal experience must be able to leave a strong impression, because that attitude will be easier to form if the personal experience occurs in situations by involving emotions, appreciation of experience will be more profound and longer lasting.

B. Influence of Others Who Considered Important

The people around us are one of the social components that influence attitudes. There are many kinds of people. Some of them were considered as an important people, some of them don't want to be disappointed or someone who means special to us will influence the formation of our attitude towards something. The people who are usually considered as important for individuals include: parents, people who has high social status, peers, closed-friends, teachers, coworkers, wives, husbands, and others. Generally a person tends to have an attitude that is in line with the attitude of people who are considered as important. This tendency is motivated by the desire to be affiliated and the desire to avoid conflict with people who are considered important.

C. Cultural Influence

Culture where individuals live and grow up has a major influence on the formation of attitudes. The culture has been characterized by individual's attitudes towards various problems. The culture has colored the attitudes of the community members, because it also provides a pattern of experience of individuals who are members of their groups. Only the established and strong personality can diminish dominant cultural in the formation of individual attitudes.

D. Mass Media

As a means of communication, forms of mass media such as television, radio, newspapers, magazines and others have a major influence in forming people's opinions and beliefs in delivering information in the form of messages, if they are strong enough to provide a basis for evaluating something so

that it will be formed into certain attitude direction. Usually emotional appeal is used by companies in creating stimuli for product brands (Hollebeek et al, 2014). Not a few motives for consumer purchases are emotional because their feelings for a brand can be more important than the knowledge they have of the brand (Zhang et al, 2007). .

E. Educational and religion institutions

Educational institutions and religious institutions as a system that has an influence in forming attitudes laid the foundation for moral understanding and concepts in individuals. Due to moral concepts and religious teachings determine the belief system so that it plays a role in determining the individual's attitude towards something.

F. Effect of Emotional Factors

Not all forms of attitudes are determined by the environment and one's personal experience but also they can be formed from statements based on emotion functioning as a kind of channeling of frustration or transferring of the forms of ego defense. Such an attitude can be a temporary attitude and soon passes once the achievement has been lost but it can also remain and long last. According to Patti (1977) the ability of advertising to create attitudes that support a product often depends on the attitude of consumers towards the ad itself. Advertisements that are liked or evaluated profitably can produce a more positive attitude towards the product. Unlikable ads may reduce product evaluation by consumers. Emotional attractiveness is the attraction associated with social needs or consumer psychology in purchasing a product (Miller, 1999).

2.2. Emotional Appeal

In daily life, advertising with an approach to emotional attraction can be found in advertisements on television. The limitation of advertisement time can affect they have to produce the ads duration in a short period of time. So that advertisers with emotional approaches tend to use material that can easily enter the minds of consumers (Ansari, 2011). For example like using endorsers or advertising stars from famous figures who become trend setters in the community in order to attract consumers who are the target market of these products (Assael, 2004;

176). Examples such as beauty products that took Sandra Dewi as the advertising star. Prospective consumers will tend to see the star figure of their advertising and then behave as followers of the add star. The results of the study from Ansari (2011) found that advertising with emotional appeal is still effective in growing consumer interest in buying or using a product and feeling satisfied. This is because positive stereotypes have been formed which were caused by advertising material that first formed consumer perceptions. These findings are reinforced by the findings of Chan et al. (2012) who suggested that advertising on basketball leagues can significantly boost buying interest in sports

2.3. Rational Appeal

Rational attraction or informative attraction is the attraction of advertising that emphasizes more on meeting consumer information needs for practical, functional, and usage of a product (Assael, 2004). In addition, rational attraction also emphasizes the attributes of a product and / or benefits or reasons for owning or using a particular product brand (Patti, 1977). The contents of advertising messages with rational appeal emphasize facts, learning, and the logic conveyed by an advertisement. The attractiveness of advertising on the basis of rationality tends to be informative because advertisers use information as completely as possible related to product features to convince consumers that their products have certain attributes or provide certain benefits that can satisfy consumer needs (Miller, 1999). Advertising with rational appeal aims to persuade the target consumer to buy because the product is the best or the most able to meet consumer needs (Williams and Dorlet, 2005). For example, low-sugar food products use rational appeal by saying that reducing sugar consumption can reduce the risk of developing diabetes.

Previous research from Stern (1996) states that there are several factors in the advertisement that are processed by consumers before determining the next attitude, including the style of the language of the ad, the character, and the background

products. However, on the other hand, the findings of Meurs (1998) and Inman and Zeelenberg (2002) state that switching behavior in television advertisements is a barrier to conveying advertising messages to consumers. This reinforces previous findings from Danaher (1995) who found that at commercial break times on television programs, television station ratings tended to decline for a while before the program resumed.

H1: Ads with an approach to emotional attraction (Emotional Appeal) have a positive effect on consumer interest

of the message. So that it takes time for consumers to digest an ad. This finding is supported by Jayasinghe and Ritson (2013) who say that advertisements in newspapers, flyers and brochures from shopping centers significantly influence the decisions of housewives in deciding shopping options for their families. However, on the other hand, advertising media that require a rational attraction approach make advertisers spend more because of their narrow reach (Netter, 1982).

H2: Ads with rational appeal significantly influence consumers' buying interest

2.4. Research Model

Based on the literature review above, the research framework can be described as follows:

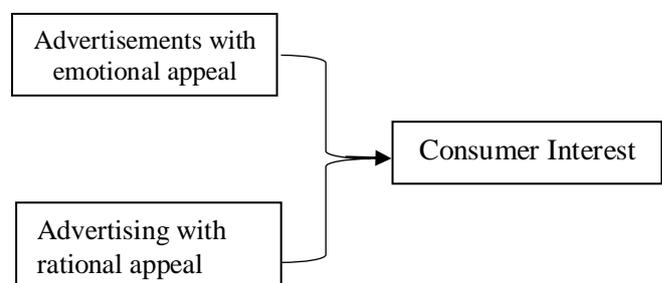


Figure 2.1. Conceptual research framework

3. Research Methods

This research is explanatory research, it tests hypotheses which are compiled based

on literature review. The method used in this study is quantitative by using a survey method because this study will take photos of customer behavior. So that it requires quite a lot of respondents to make it easier to generalize the results of the research (Kerlinger and Lee, 2001). The sampling technique used is sampling with non-probability. The choice of this technique is used because it is not known exactly the actual number of the study population (Cooper and Schindler, 2011). Respondents and samples from this study used several criteria so that they used purposive sampling technique. Purposive sampling is sampling based on certain criteria (Aaker et al., 2010). This is because in this study only people with criteria have been determined by researchers who can provide information correctly. The researcher determines the sample criteria that will be used as respondents in the study (Neumann, 2007).

The advertisement used in this study is the advertisement of CLEAR shampoo products in the last 6 months on television as representing an advertisement with an emotional approach and a magazine to represent advertising with a rational approach. The respondents studied numbered 115 from DKI Jakarta, Bandung, DI Yogyakarta, Kupang, Manado, Palu, Bali, and Ambon. The questionnaire was distributed online and directly with the questionnaire returned as many as 100 respondents. This study is a study that uses simple regression testing as its analytical tool because this study wants to examine the effect and compare between the two approaches to advertising attractiveness (Hair et al, 2010).

4. Results of data processing

4.1. Data quality testing and hypothesis testing

The sample adequacy test was carried out with KMO-MSA with a result of 0.701 which means that the adequacy of the sample was fulfilled because it was above 0.5. Data quality is done by a normality test to see data distribution and multicollinearity to ensure that the independent variables are not interconnected. While testing the

validity of the instrument with factor loading and reliability testing by looking at the value of cronbach's alpha. The results of the Kolmogorov-Smirnov normality test show a significance number > 0.05 , which means the distribution of data is normally distributed. The results of the data quality test can be seen in the following table 4.1. (*see appendix*)

While for testing the hypothesis in this study uses multiple linear regression test analysis. The results of hypothesis testing can be seen in the following table 4.2. (*see appendix*)

Based on the results of the data processing, it can be seen that the significance value of the advertisement with the approach of emotional attraction on television is 0.138 (> 0.05) which means that advertising with an emotional approach does not significantly influence buying interest. The results of this data processing state that the hypothesis 1 of this study is not supported (not supported). Whereas the advertising with a rational attraction approach in magazines is more influential with a significance level of 0.048 (< 0.05). So with this the second hypothesis of this study is declared supported.

4.2. Discussion of Research Results

Based on the results of the data that has been described previously, it is evident that advertisements with emotional appeal are less able to influence consumer interest in a product. This supports the findings of Meurs (1998) and Vats (2016) which were allegedly due to the tendency of switching behavior carried out by consumers on the commercial advertising break. This causes advertising messages not to be conveyed properly to consumers. Whereas for magazine advertisements that use a rational attraction approach tend to influence consumer interest more. this finding confirms the findings of Jayasinghe and Ritson (2013) who stated that this happened because consumers could read the ad repeatedly and there was an opportunity to considered the information in the ads. So

from the results of the evaluation of the information there arises an interest in using the product.

5. Conclusions and Suggestions

This study aims to examine the effect of advertising on emotional appeal and rational appeal on consumers' interest in using the advertised product. The findings in this study are advertisements with a rational attraction approach tend to influence consumers more to use the advertised product. Whereas advertisements with emotional appeal tend not to affect consumer interest due to alleged switching behavior during commercial breaks or advertisements. This finding can be used by advertisers and business owners in considering the selection of the right advertising communication approach.

The limitations of this study are not distinguishing between men and women in testing it. So the suggestion for the next study is to include gender as a moderating variable in the research model.

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Variable	Item	Loading factor (> 0,5)	Cronbach's Alpha (> 0,5)	Kol.-Smi. (sig.) 2 tailed
Emotional Appeal (TV ads)	TV 1	.618	0,676	0.237
	TV 2	.755		
	TV 3	.641		
	TV 4	.612		
	TV 5	.676		
	TV 6	.693		
Rational Appeal (Magazine Ads)	MJ 1	.651	0,711	0.105
	MJ 2	.620		
	MJ 3	.665		
	MJ 4	.619		
	MJ 5	.646		
	MJ 6	.711		
	MJ 7	.679		
Interest	MIN 1	.629	0,653	0.255
	MIN 2	.673		
	MIN 3	.639		
	MIN 4	.718		

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Independent Variables	R ²	Adjusted R ²	F	Dependent Variable: interest		
				β	t	Sig.
TV advertisement	0,370	0,352	11,859 (0,000)	0,144	1,396	0,138
Magazine Advertisements				0,094	1,905	0,048

APPENDI X:
Table 4.1.
The result of Data Quality test

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Table 4.2.
The result of Hypotesis Test