

An Investigation on the Effect of Gender on Emotional Responses and Purchasing Intention Due to Advertisements

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ABSTRACT

Objective: The main purpose of the present study is to investigate the effect of gender on emotional responses and purchasing intention due to advertisement for commodities with high purchasing involvement. The statistical population included advertisement's viewers and cell phone consumers living in Tehran. **Methodology:** To select the statistical sample random sampling has been used and to consider the ratio of men to women equal to investigate the role of stratified sampling has been applied. The sample size has been determined 384. To analyze the data and test the research hypotheses, simple regression and multi-variable variance analysis (MANOVA) have been used. **Results:** As research findings revealed, advertisement positively influences emotional responses and emotional responses influences consumers' purchasing intention. Moreover, the obtained results showed that the effect of advertisement on emotional responses, commodity image and purchasing intention. **Conclusion:** Finally, both men and women showed an identical reaction to cell phone advertisement.

1. Introduction

Today, there is an intense competition between markets and companies are inevitable to act in such a way that they can provide needs and demands of various consumers and create positive purchasing intentions in customers. Nowadays, advertisement is regarded as one of the most influential factor in shaping purchasing behavior as well as an instrument of communicating with consumers and organizations seek to create more impact on consumers with lower costs. Without advertisement, companies will not have enough efficiency; therefore, it is reasonable to consider advertisement as investment but not cost in spite of its relatively high costs (Farhangi et al., 2008). On one hand, commodities and services consumers have different views, social positions and derivations, age, gender, education, religion, culture, interest, and taste based on which target market can be determined. In this study, the variable of gender has been investigated. Gender is of high importance in various issues such as advertisement since men and women have different interpretations about advertisement and different information processing way due to their different mind schedule; accordingly, they show different behaviors. These behaviors will be different for various commodities with different high/low purchasing involvement. In other words, gender is regarded as one of the most important criteria of market division; therefore, it is necessary to regulate and formulate the mixed elements of marketing such as advertisement to increase the effectiveness of advertisement sector with respect to the differences existing between men and women (Karimi, 2006). Hence, given the mentioned items, the present study aims to explain that whether men and women like specific features in advertisement or not, to increase the effectiveness of advertisement through a proper design. There has been no study on the role of gender in the effect of advertisement in Iran and maybe, most of advertisement institutes have less considered the differences between men and women in advertisement designing. Such a fact may lead to the decrease of advertisement's effectiveness. Altogether, the role of gender in emotional responses and purchasing intention of people due to advertisement is discussed in the present project.

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2. Materials and Methods

2.1. Theoretical principles

Gender

Gender has been frequently used as the strategic base of market division since it has the necessary features of an appropriate criterion for successful and effective market segmentation due to the following causes:

1. It can be easily identified (men and women are easily distinguished as various sections of market);
2. Men and women community can be easily accessed as various sections of market;
3. These sections can be studied and their responsibility to the mixed elements of marketing can be measured;
4. Men and women community includes large parts of entire community, possessing a high profitability (Ibid).

Sexual roles theory is one of the ways of explaining sexual differences. Stem (1964) asserted that: “the concept of gender manifests in values, beliefs and referent methods of organizing social life. Giving impotence and social meaning to gender, a culture creates and maintains the meaning of gender” (Ibid). Therefore, the concept of gender can be explained in the frame of an ideology which derives from socially-culturally organized ideas and beliefs. Such structure emphasizes those differences of men and women that mostly drive from social learning rather than inherent sexual or biological differences (Costa, 1994). With respect to the fact that the way of men’s and women’s socialization causes that they receive various messages and information (such as advertisement) through specific sexual considerations, it is reasonable that gender influences or moderates the interpretation of men and women through communicative messages (such as advertisement) (Stem, 1964). On the other hand, according to the adjustment of attitude’s functional theory, a message will have more incentive power if the content of that message is in agreement with the attitudes of its addressees (Karimi, 2006).

Advertisement

Advertisement is a power that creates favorability for products in individuals’ mind through transferring features and image of the world such as happiness, beauty or wealth (Alipour, 2012). Researchers (e.g. Schlinger, 1979a; Stout & Rust, 1993) proposed that the following content for the effective advertisement: the advantage of commodity/service, those information about commodity that current customers do not know, the effect of commodity on customer’s daily life, and uniqueness of commodity. Advertisement has complex characteristics and dimensions (Schlinger, 1979a). Researchers have introduced various evaluative dimensions for advertisement; additionally, they have performed some actions to explain these dimensions (Leavitt, 1970; Schlinger, 1979a; Wells, 1967). Meanwhile, Viewer Response Profile proposed by Schlinger (1979a) has been considered in advertising research area for a long time. Schlinger quantitatively stated customers’ mental emotions after observing advertisement and proposed six evaluative components including related news, brand reinforcement, motivation, empathy, familiarity and experience, confusion, and ambiguity. These six components were empirically tested and the next studies confirmed the accuracy of these results (for example, Stout & Rust, 1993; Strasheim et al., 2007; Lipstein & Neelankavil, 1982). At the present time, academic researchers and advertising agencies have accepted these components (e.g. Chen & Weels, 1999; Strasheim et al., 2007).

Related News

Related news shows that advertisement presents related information about a commodity (Schlinger, 1979a). The main role of advertisement is to present information (Holbrook & Shaughnessy, 1984). Using this information, consumers are informed about the news related to a commodity or a service before they decide to purchase or no purchase (Anderson & Renault, 2006). This important information influences behavioral intentions and commodity selection by consumers (Schlinger, 1979a).

Brand Reinforcement

Brand reinforcement indicates reinforcing positive views of current consumers about the brand (Schlinger, 1979a). Keller (1999) asserted that the aim of brand reinforcement is to empower desirable and current attitudes of customers towards the brand and create a powerful, positive and extraordinary association in their mind about that brand.

Stimulation (Entertainment)

Stimulating advertisement content indicates that advertisement is joyful and watching it will be entertaining and desirable (Schlinger, 1979a). It is usually argued that entertaining and funny advertisement fascinates consumers, leading to the increase of advertisement’s effectiveness. Furthermore, funny and livelier advertisement remains in viewers’ mind for a longer time.

Empathy

Empathy in advertisement indicates the level at which viewers intentionally participate in events, emotions and behaviors displayed in advertisement during watching advertisement (Schlinger, 1979b). Abrams (1988) explained that empathy occurs when viewer emotionally communicate with a displayed object, person or activity.

Familiarity

Most of advertisers should use an advertising activity of the strategy of repeating advertisement.

Confusion

Confusion is regarded as the hardness level of following advertisement by viewers (Schlinger, 1979b). Advertisement is a communicative instrument and advertisers try to disseminate their message through advertisement (Belch, 2001). Hence, communicative clarity (i.e. the easiness of advertisements’ effective communication with viewer) is an important criterion for its evaluation.

Types of Advertisement

Although advertisement approximately exists in each business, some of industries invest higher costs in this regard. Advertisement of an organization can be divided into several types (Alipour, 2012).

Product Advertising

In product advertisement, messages are focused on a special product. Typically, product advertisement has three objectives. If a product is in the stage of introducing its life cycle, advertisement trains people about new product and its function. Advertisement of other products emphasizes on a brand's features and their aim is to perceive target market to select it out of other products. Generally, most of advertisements have been designed to ensure people in order to prevent that viewers forget the advertised product. These messages often are used for products which are well created (Ibid: 389).

Institutional Advertising

Instead of focusing on an especial brand, institutional advertising attempts to advance activities, characteristic or view of an organization or company. Such advertisement also creates demand (Ibid: 399).

Advocacy Advertising

Advocacy advertising has been provided from the advertisement of public services provided by an organization tending to influence public minds about an issue since such a work is followed by some consequences (Alipour, 2012).

Public Service Advertisement (PSA)

Such advertisement is freely performed by publications for non-profit making organizations. The purpose of PSA is to provide services for community through some ways such as increasing public literacy level or preventing driving without driving license (Ibid: 399).

Emotional Responses

Emotional reactions to consumption are defined as a set of emotional responses showed particularly during consuming product or experiencing consumption; such reactions are described with various experiences and separate emotional expression or through the structural aspects of various emotional modes such as joy/unpleasantness, rest/action or peace/excitement (Westbrook & Oliver, 1991:86). American Marketing Association (AMA) has considered emotion as the synonym of attitude. AMA defines it as "overall evaluation of an individual from a concept; an emotional reaction includes public emotions of lust and willingness or attention ability". Excitement is a reaction or physiological reflection which is directly related with individual's purposeful behavior. Further, excitement is a short term and permanent emotional mode which depends on external conditions and environment. In psychology, excitements usually refer to emotions and emotional reactions. Researchers have defined various emotional modes for consumers; among which there are ten common modes including angriness, hate, surprise, distress, fear, guilt, interest, joy, shame, and contempt. Therefore, various emotions will have different behavioral consequences. In case of decision making, individuals predict joyful and distressing consequences, measure these happiness and unhappiness emotions against their incidence probability and select the option with the highest joy. Immediate emotions or the emotions created during making choice and predicting the future consequences of emotions form their decision. It indicates that people select an option which minimizes the expected joy and minimizes the expected distress (Mellers & McGraw, 2001).

Purchase Intention

AMA has defined purchase intention as "a planned decision for purchasing a certain product or brand created by a selection/decision making process".

People may create behavioral intentions with the probability of involvement before doing any work. Behavioral intentions are defined as "the expectation of behaving in a certain way regarding acquiring, giving up and consuming commodity and services". Accordingly, consumer may behave in certain manners regarding some works. Behavioral intentions predict real behaviors, especially in the conditions of high mental involvement. Consumer's behaviors include all works performed by consumers regarding acquiring, consuming and giving up commodities and services after consumption. Some examples about consumer's behavior include purchasing commodity r services, providing verbal information about a commodity or service for other individual, tendencies after consuming a commodity, and collecting information for purchase (Moon & Minor, 2009).

2.2. The Research Hypotheses

The first hypothesis: advertisement influences emotional responses. The second hypothesis: emotional responses influences purchase intention. The third hypothesis: gender influences the effect of advertisement on emotional responses. The fourth hypothesis: gender influences purchase intention.

The Conceptual Model of the Study

Figure 1 shows the hypothetical relations of the study. This study presents 4 hypotheses. The proposed model of the study indicates that advertisement is followed by customers' emotional responses; accordingly, emotional responses change customers' behavioral goals and such a change is different in behavioral intentions of men and women.

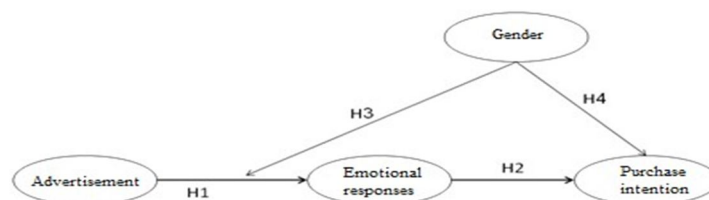


Figure 1. The conceptual model

Examination of Electrochemical tests

As the samples were classified into two groups: 1- simple group without coating (group 1 and 4), 2-group coated with chromate (group 2 and 3). Further, according to figure 2 and comparison of corrosion rate in samples 1 to 4 for NaCl 3.5% saline solution represented in tables 1 and 2, it can observe that Tafel extrapolation method confirms electrochemical impedance spectroscopy, where on samples 2 and 3 have the least rate of corrosion.

2.3. Methodology

The present research is a descriptive-survey study. It has used filed method to gather data. Population and Sample The statistical population included an infinite set of cell phone advertisement viewers and cell phone consumers living in Tehran. The sample size has been computed 384 using Cochran formula. In the study, the error level of 5% and confidence level of 95% have been considered. Sampling method. In the present study, 22 regions of Tehran have been randomly sampled and out of these regions, region 11 and region 2 have been selected. In region 11, Ala-Al-Din shopping center and Reza shopping center and in region 4, Dona-e-Noor (world of light) was selected. To investigate the role of gender, then, men to women ratio has been considered equal using stratified sampling (50% women and 50% men). Finally, the subjects of the study have been selected through simple random sampling and questionnaire has been distributed among them. Data Gathering Instrument, to gather required data, questionnaire has been used in this study. The applied questionnaire included three parts. The first part contained demographic information (age, gender and education); the second part has been related to cell phone brand selection by the subjects; and the third part included standard questions (29 items) related to the investigated variables in which advertising

„s evaluative dimensions have been evaluated using 19 items according to 6 concepts applied by Schlinger (1979) and Stout & Rust (1993); and 3 items related to emotional responses propounded by Ladhari (2007), Mehrabian & Russell (1974) and 3 items related to purchase intention designed by Junghwa Son & Byoingho Jin (2013) have been evaluated. Further, the applied questionnaire has been Likert scale-based including 5 items (from do agree to do disagree).

Table 1. Frequency distribution of the questionnaire items

Variable	Number of items	No.
Advertising	19	1-2-3-4-5-6-7-8- 9-10-11-12-13-14-15-16-17-18-19
Emotional response	3	20-21-22
Purchase intention	3	23-24-25

3. Results and Discussion

Given that the applied questionnaire has been designed based on the standard questionnaire of Schlinger (1979), Stout & Rust (1993), Mehrabian & Russell (1974), and so forth, this questionnaire has necessary validity somehow. Moreover, to ensure content validity, the questionnaire was reviewed by professors and MA students of marketing and 8 people of the population to apply the necessary modifications before distributing among the subjects. To measure the questionnaire's reliability, Cronbach's alpha and half-split test have been also used. The obtained values of Cronbach and half-split test have been 0.87 and 0.887, respectively, indicating an acceptable reliability for the questionnaire.

Data Analysis

In the present study, to analyze the gathered data, descriptive statistics (mean, frequency, mode, variance, standard deviation) and referential statistics (simple regression to test the first and second hypotheses and MANOVA test to test the third and fourth hypotheses) have been used.

Descriptive Statistics

According to the analysis of the demographic features:

In terms of gender: 50% of the respondents were male and 50% of them were female. In terms of age: 11.5% of the respondents were below 20 years, 51.6% were between 21-30 years, 27.9% were between 31-40 years, and 9.1% were above 41 years. In terms of education: 24.5% of the respondents have diploma and lower, 10.9% of them were associate degree, 12% have bachelor degree, and 2.3% had PhD. In terms of job: 45.1% of the respondents were employee, 22.4% of them were self-employed and 32.6% were student. Therefore, with respect to the research findings, most of the respondents were 21-30 years old with bachelor degree and employee.

Testing Hypotheses

The first hypothesis was confirmed with f value of 70.247 and t value of 8.381 at the significant level of 99%. Also, beta value, standard error and b were obtained 0.389, 0.091 and 0.766, respectively. The obtained determination coefficient of 0.158 indicated that 15.8% of the variations in emotional responses are related to advertising and the rest (84.2%) depends on other factors. Furthermore, correlation coefficient between the variable of advertising and the variable of emotional responses was computed 0.398. The second hypothesis was confirmed with f value of 100.119 and t value of 10.006 at the significant level of 99%. Also, beta value, standard error and b were obtained 0.463, 0.045 and 0.454, respectively. The obtained determination coefficient of 0.215

indicated that 21.5% of the variations in purchase intention are related to emotional responses and the rest (78.5%) depends on other factors. Furthermore, correlation coefficient between the variable of advertising and the variable of emotional responses was computed 0.398. With respect to f value of 0.230 and the significant level of 0.632 (P-value > 0.05), it can be concluded that gender has no role in the effect of advertising on emotional responses. Accordingly, based on probabilities theory, it can be claimed that in the statistical population, there is no significant and direct relation between gender and the effect of advertising on emotional responses. With respect to f value of 0.033 and the significant level of 0.857 (P-value > 0.05), it can be concluded that gender has no role in purchase intention. Accordingly, based on probabilities theory, it can be claimed that in the statistical population, there is no significant and direct relation between gender and purchase intention. Also, in Box's M test, the significance level was 0.044, indicating that it is possible to perform multi-variable variance analysis for the research. Additionally, Leven test was used to ensue about the homogeneity of variances in the studied groups (Ibid: 256). Shown in Table 2, variance error of the dependent variable between men and women is equal.

Table 2. Leven test: variance error

F	df1	df2	Sig
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Emotional response	0.450	1	382	0.503
Purchase intention	2.102	1	382	0.148

4. Conclusion

The present work was an attempt to investigate the effect of gender on emotional responses and purchase intention due to advertising. As the research findings revealed, advertisement influences emotional responses; in other words, presenting advertising arouses consumer's emotional responses and these responses influence their purchase intention. Further, it was found that gender has no effect on emotional responses and purchase intention due to advertising. In other words, in spite of difference in neural network of men and women, there is no difference in emotional responses and purchase intention of men and women. Therefore, there is no need for companies to design advertisement for cell phone based on gender. Accordingly, it is recommended that regarding advertising activities of cell phones, sexual differences are ignored in advertising since both men and women have nearly identical perceptions and interpretations about these advertisings; also, both groups show similar purchase intention due to advertisement. Such a fact leads to the decrease of costs due to advertisement. At the end, due to the importance and significance of the subject, other researchers are recommended to investigate such an issue about the commodities with low purchase involvement. Considering the fact that the theoretical model of the present study was implemented in Tehran, its findings cannot be fully generalized due to cultural differences; so, it is recommended that similar studies are conducted in other cities. Finally, it is recommended to investigate the differences of publication advertisement and media advertising for the variables of the present study. To conduct this study, there have some limitations including lack of cooperation of respondents in submitting the questionnaires, lack of the culture of accurately, honestly and truly completing the questionnaire, time limitation, and lack of internal resources related to the studied subject.

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