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Abstract

This research was organized to analyze the impact of emotional advertising on consumer buying behavior. The study is bounded to low involvement products specifically tea brands in Pakistan. It is also conducted to identify the most effective emotional appeal in advertisements that highly influence on consumers buying decision. A quantitative research method was utilized to assess the impact of emotions of love, happiness, excitement and humor on tea consumers, and a five-point Likert scale questionnaire-based survey was designed to obtain data from a sample size of 300 participants and their responses were gathered to analyzed the different emotional appeals like love appeal, humor appeal, happiness appeal and excitement appeal in advertisements. The hypothesized model has been investigated through SPSS software. The correlation and multiple regression model results demonstrates a positive significant impact of emotions like love, humor, excitement and happiness on buying attitude of tea consumers. The paper ensures the positive association between emotional advertising and consumer buying behavior with respect to the Tea brands in Pakistan.

Keywords: emotional advertising, consumer behavior, tea brands

1. Introduction

Advertising is a technique used by marketers to sell out their brands to their potential buyer. Advertisement plays a strong contribution in successfully achieving the goals of product life cycle, basically it is used to inform, induce and to recall customers about a product. In order to stand in today's highly competitive surrounding of business, a huge budget is spend on advertisement to maintain brand awareness and develop powerful relationship with customers. Now a days, marketers make an efforts to achieve a sustainable competitive advantage and they are using different promotional tactics to attract customers and perform better than their competitors (Sørensen, 2008, p. 24).

There are many studies that investigated the role of emotions in advertisements and consumer buying behavior and positive relation have been found between these factors. Many researches have been carried out for investigating the impact of logical appeals in advertising upon the behavior of peoples involved in buying (Zafar & Younis, 2020). Present research purpose is to investigate the impact of emotional appeal advertising (emotions include loving emotions, humorous emotions, happy emotions and exciting emotions in advertisements) on the consumer purchasing attitude. Current study provides information regarding different emotions used in advertisements and their effects on consumer decision making attitude towards buying, considering Pakistani tea brands.

1.1. Area under Investigation

Now a days marketers are focused to attract the customer attention and seeking the ways to get into the consumer mind rather than targeting their pockets and it is necessary for marketers to consider consumer needs and wants and to understand their feelings especially in this competitive surrounding (Mahmood & Aslam, 2018; Banyen, 2022). Advertisement is the most frequently used and effective medium of communication utilized by marketers to deliver their message to convinced their customers for buying (Abbas, 2020). This is the most effective way to create brand awareness and to build consumer interests and desires to make final purchase decision.

Tea brands manufactured by fast moving consumer goods FMCG companies, are facing strong challenges for appealing and increasing consumer retention. Now a days customers experienced a large number of advertisements which makes their decision making process more complex. Thus, tea brands have considered the appropriate actions to stand in competitive environment and hence extensively used emotional appeals in advertising, by this way product identification is achieved and strong relation with customers have been developed. FMCG companies by using emotional appeals build their tea brand as an emotional product to increase emotional purchase of their product. This study would measure the effectiveness of all of the four emotional appeals (humor, love, happiness and excitement) on buying decision of consumers in context of tea brands in Pakistan.

1.2. FMCG (Fast Moving Consumer Goods) sector in Pakistan

Fast moving consumer goods are the products that sale out rapidly and have narrow shelf life and high turnover rate when place on store shelf. So FMCG products are frequently purchased, consume rapidly, inexpensive in price and largely marketed by companies. These items are the daily use items purchased by consumers to fulfill their needs on daily basis. Total consumer expenditure comprises of half or more than half of the purchases of fast moving consumer goods. FMCG industry survived even in pandemic environment because of the fact that no matter what food is needed by peoples to survive and that's the reason behind survival of fast moving consumer goods sector in Pakistan even in lockdowns and in slowdowns due to vaccination and multiple variants, FMCGs survive well (pt Profit, 2021).

In a current report by Saad Ziker (Topline Research Analyst) it is mentioned that net sales of all consumer goods companies have been increased by 61% year by year mostly because of the better economic activities after Covid lockdowns. Due to costly raw materials and commodities gross margin down by 259 points year by year and it came at around 23% during the quarter. According to Sunny Kumar (senior research analyst at Al Habib Capital Markets) opinion to Express Tribune: "Companies in consumer space are making good profit" (Hanif, 2021).

Rise in demand for fast moving consumer goods in Pakistan attracts new investments of hundreds of millions of dollars projects. Demand for branded and packaged consumer goods is increasing as middle class especially millennial is increasing in Pakistan. Innovative products are delivered to customers by FMCG companies at a high turnover rate.

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Each company explore the ways to keep peoples motivated, excited and encouraged to purchase its products. Today's companies are more focused towards sustainable practices because sustainability in the market is becoming more important for the industry (Haq, 2018).

1.3. Growth of Tea Brands in Pakistan

Tea is the most consumed drink in Pakistan even in the presence of various beverages like detox smoothie, and energy drinks, peoples of both rural and urban areas likes to drink tea. Tea consumption rate in Pakistan is highest among the per capita tea consumption rate in the world, that is – One Kg, whereas global average is 0.79 Kg. This is because of the fact that tea is the part of Pakistani culture. Tea brands holds remaining 60% market share in Pakistan. Tapal tea brand is the leader in market then Lipton by Unilever holds second highest market share. Another tea brand 'Vital Tea' produce by Eastern Tea Company has been emerging as a third significant player in market and there are other small brands (strong brands in specific regions) which holds remaining market share (Shaikh, 2018).

In 2015 tea market in Pakistan was equal to 1.42 billion USD. It is forecasted that until 2025 Pakistani tea market will reach to 2.48 billion USD (in retail prices), means for the period of 2020-2025 it is increasing at a CAGR of 6.16% yearly. It shows an increase in growth in comparison with the growth of 5.10% per year which is registered in the period of 2015-2019. In 2015 average consumption rate per capita was reached to 7.64 USD per capita. It is estimated that for the next five year it grew at a CAGR of 3.06% per year and by 2025 growth rate is forecasted to increase by a CAGR of 4.33% per year. In the past few years tea market in Pakistan has been evolved with the change in consumer behavior. Now a days tea consumers wants products of high quality and demands for healthy drinks which are beneficial for health. Consumer's perception for tea has been changed like younger generation perceive tea as a drink for sensual pleasure and as a drink for their well-being. Another positive growth in market is a trend of premiumization used by brands for diversification and innovation to offer high quality products to add value for consumers having strong preference for botanical blends and for innovative combination of different flavors. Mostly consumers are interested in authenticity of brand and the story behind the specific brand. Recent trend suggested that natural flavors like ginger, matcha, turmeric flavor and cumin flavor are highly demanded by consumers. Pakistani tea market has been increased in categories from hot beverages to new variants like instant tea and iced tea are available in market (Market Research, 2020).

In 2020 tea has maintained a strong worth and growth in retail volume because of the stable consumption. Strong growth in Tea market is expected because of increasing demand for convenient products and large number of women participation in the workforce. Green tea has also been expected to grow in the forecast period, advertising strategies used by leading brands (Tapal and Lipton) are providing benefit to growth (Euromonitor International, 2020).

1.4. Problem Statement

The core problem of every marketer is how to capture the market share, for solving this issue every marketer plan advertisement for their targeting customers. During this research and advertisements play on different mediums shown that emotional advertisement significantly effect on consumer buying behavior. The beneficial role of emotion in persuading, opinion and in decision making has been recognized by advertisers (Taute, McQuitty, & Sautter, 2011). Emotional advertising induces the purchase intention in customers in spite of the need for that particular product (Samovar & McDaniel, 2012, p. 25). That's why this study is designed to contribute in the existing literature by evaluating the effect of emotional appeal advertising on buying behavior of tea consumers.

This research is particularly focused on tea brands in Pakistan, because the literature gap is found with respect to the Pakistani Tea industry. And Tea is the most consumed drink in Pakistan even in the presence of various beverages like detox smoothie, and energy drinks, peoples of both rural and urban areas likes to drink tea and tea market is growing continuously as it is considered as the part of our Pakistani culture (Mehreen Saqib, 2020). According to (Shaikh, 2018) there are two interesting aspects in Pakistani tea market, first; consumer taste preference is different in different geographical areas. Secondly, mostly consumers wants to utilize the same traditional tea that they have been consuming for generations and this is the reason behind 40% market share still holds by unbranded tea. As tea available in market in two forms; branded tea and loose tea. Therefore, tea branding is highly important to stand in the competitive market and to get the market share.

This study aims to identify the most effective positive emotion (Emotion of love, humor, excitement and happiness) in tea brand advertisement that effectively influence on consumer buying. According to (Rossiter & Bellman, 2012) Positive emotions tends to build a sense of trust and truthfulness, which may enhance the potential customer engagement. Positive emotions like love, humor, cheerfulness and excitement are mostly used in advertisements and all of these have a great potential to grab customer attention and to create customer engagement with the brand. As Tea market in Pakistan is highly saturated, there are just with 3-4 dominant players (Tapal, Lipton, and Brooke bond supreme) in the market because of expanded marketing campaigns and huge advertisement budgets, these brands sustain their market share which makes critical challenging situation for new players in market as well as for existent small players to challenge competition on the same level (Pakistan Today, 2021). Hence, there is an intense need of identifying the most effective emotions that are positively associated with consumer behavior, so that, advertising could be done more effectively. This research contributes in the existing literature by evaluating the most effective emotion in advertisements that positively influence on consumer buying behavior.

1.5. Research Questions

What effect does the use of emotions in advertisements have on the consumer buying behavior for Tea brands in Pakistan?

- What is the impact of emotion of happiness towards consumer buying behavior?
- What is the impact of emotion of love towards consumer buying behavior?
- What is the impact of emotion of humor towards consumer buying behavior?
- What is the impact of emotion of excitement towards consumer buying behavior?

1.6. Research objectives

- To evaluate the effect of emotion of happiness towards consumer buying behavior.
- To analyze the effect of emotion of love towards consumer buying behavior.

- To determine the effect of emotion of humor towards consumer buying behavior.
- To analyze the effect of emotion of excitement towards consumer buying behavior.

1.7. Significance of the study

To study the effect of utilizing emotional appeals in advertisements on purchasing behavior of tea consumers in Pakistan. Therefore, research on emotional appeals is important to understand the most effective emotional appeal that significantly impacts on brand competition with its competitors. Additionally, the purpose of the current research work is to closely determine the customer attention towards different emotional appeals use in advertisements. This study also determines the relationship between emotional appeals and impulse buying of the tea brands by customers. Research on emotional advertising is important to understand the most effective emotional appeal to powerfully compete in the tea market. Fast moving consumer goods FMCG Companies can earn a significant profit by advertising their tea brands through highly influential emotional appeals. This study will significantly contributes for organizations as every organization has seeking ways to minimize cost and earn maximum profit. This research is practically participates to identify the most relative emotional advertising appeal that is relevant to Pakistani tea consumers attention and purchasing decision. This research will explore the right emotional appeal to induce in advertisement.

1.8. Delimitations of scope

Delimitations are the factors through which scope of study is bound and it describes the boundaries in research (Leedy & Ormrod 2010; Simon 2011). Firstly, present research was organized to determine the effect of utilizing emotions in advertisements on customer buying practices in context of tea brands in Pakistan, so only Pakistani consumers are considered for this research. Secondly, small sample size is drawn from the general population consists of professional, housewives, and university students living in Pakistan mostly belongs to Karachi. Thirdly, this study is restricted to only those participants that are involved in consumption of branded tea products so at the time of data collection only those consumers were considered. Lastly, online survey questionnaires were used for quantitative data collection.

2. Literature Review

2.1. Emotional Appeal

Emotional appeal advertising delivers message that usually induce strong imagery emotional feelings rather than informational message delivers through rational appeals. Consumer's social and physiological needs are addressed by emotional appeals to induce the purchase of product in consumers. Marketers believes that emotional appeal advertising produce better results than advertisements using rational appeals. Emotions can be categorized into two types, the 'arousal' and the 'valence'. Arousal is referred as the 'power of emotion' (relaxing or exciting) whereas valence is referred as the 'quality of emotion' (positive or negative). Advertisements that uses pleasure, love, or pride are of positive valence, and advertisements that uses anger are negative valence. Similarly, high arousal includes advertisements that are inspiring and exciting, and low arousal includes advertisements with gentle or cheering content (Rajesh, R., 2020).

2.2. Emotion of Happiness

Happiness is the most notable and repeatedly used emotion in numerous advertisements to develop heartwarming feelings in peoples. Concepts of romance, adventures, fun-loving and family bonding are included in happiness appeal. Brands that uses happiness appeal in advertisements shows association with positivity, smiles, laughs and customer delight (Rajesh, R., 2020). Marketers utilizes happiness emotion in advertisements in an attempt to develop their product as a brand that brings pleasure, smiles and moment of happiness for customers. Happiness appeal in advertisement is utilized by companies that focused on accomplishing happy cheerful life and customer engagement that develops loyalty in their customers. According to (Ambler, T., & Burne, T. , 1999, p. 28) happiness appeal advertisements showed greater conversions and frequent sharing.

Happiness is considered as the most essential element in most of the advertising campaigns usually reflected in the slogan of many different advertising campaigns. Advertising content significantly explained by expressing the emotions of happiness in advertisements (Holbrook & Batra, 1987). In modern era, marketers attract customers through happiness appeal advertising (Mogilner et al., , 2012).

H1: Emotion of Happiness is positively associated with Consumer Buying Behavior for Tea brands in Pakistan

2.3. Emotion of Love

Love represents the most fundamental emotion in humans that is feel by humans for another person or thing. Emotion of love is commonly used in advertisements and brands mostly utilize this emotion in advertisements to induce purchase intention in customers (khanna,P. , 2016) and love is described as a powerful emotion that have a tendency to develop strong relation between brand and customer and is able to impact on consumer decision to purchase that particular product. Socrates also describe the word love as this one word is able to give relief from all of the pain and problems in life. According to some researchers love is the word that is extensively used to associate customers with the brand. In Research work conducted by (Bagozzi, Batra & Ahuvia , 2016) evaluated that, at present times the brand love is an essential factor for marketers and for consumers as well. As per (Carroll & Ahuvia, 2006) emotional appeal in advertisement reflects the individual emotional connection with the brand. Consumer Emotional attachment with brand can be used to determine the consumer preference of loving that brand (park & MacInnis , 2006).

H2: Emotion of Love is positively associated with Consumer Buying Behavior for Tea brands in Pakistan.

2.4. Emotion of humor

Humor is an interesting quality in humans that has the ability to make someone laughs. In the study conducted by (Speck, 1987) comparison between humorous and non-humorous advertisement is investigated and it has been found that advertisements with humorous appeal easily attract customer attention and make the advertisement message easily understandable to customers which positively impact on consumer's final decision to buy that advertised brand.

According to (Tellis, 1998) humor is an effective communication tool that is extensively used by many peoples in their daily life. Humor build effective relationship between spokesperson and listeners as it promotes relaxing state in other person. That's why mostly speakers starts their speech with a funny story. As per (clow, 2007) humor has a powerful mood regulating effects and helpful for marketers to regulate good mood in their audience and gained acceptance by them and that's why humor appeal is utilized in 24 percent of prime TV ads and 35 percent of radio ads.

Humor appeal in advertisement has been used to achieve the higher sales target. Marketers utilizes a variety of appeals in advertisement to get the maximum return of that advertisement and humorous appeal is one of them that is highly successful (Hoang, 2013). Researchers have been found that if advertisement is presented in a way that it delivers the information in an organized form then the chances for advertisement recalling is higher, and if advertisement consists of humor only without proper delivery of information then because of improper message delivery there is much lower advertisement recall.

H3: Emotion of Humor is positively associated with Consumer Buying Behavior for Tea brands in Pakistan.

2.5. Emotion of Excitement

Excitement is a strong emotion that increases the consumer emotional engagement with brand. Consumer's decision making process becomes fast as they feel excited toward the particular product or service. In the study conducted by (Husband, R. W. , 2012) excitement has been defined as a human response to something challenging and it is also mentioned that excited person is tend to be more active. Marketers utilizes the emotion of excitement in advertisements to develop brand identification and recall by stimulating feelings of uniqueness and excitement in peoples which encourages them to purchase that brand. Excitement appeal advertising has also been used to emphasize on particular functions of advertised brand and to enhance the consumers understanding of brand message delivered in advertisement (khana, 2016).

H4: Emotion of Excitement is positively associated with Consumer Buying Behavior for Tea brands in Pakistan.

2.6. Conceptual Framework

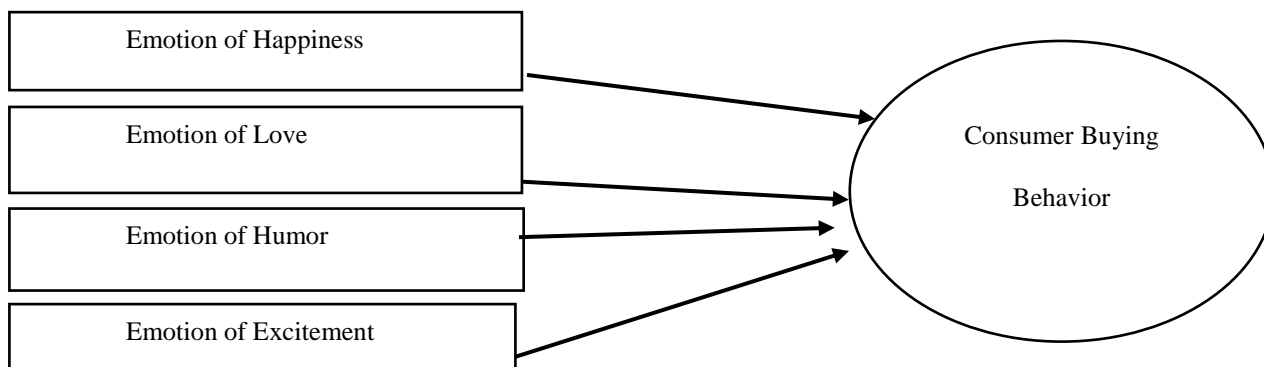


Figure 1 : Conceptual Framework

Detailed description of the variables have been used to conduct this research (followed by brief introduction about what is emotion appeal) has been provided in this chapter. Functions of happiness, loving, humorous and exciting emotions in advertisement are elaborated and the impact of respective emotional appeal influence on consumer buying behavior to evaluate the available literature related to this research. Hypothesis are developed by reviewing the existing evidence obtained from domain related studies and predict that there will be the positive association between independent and dependent variable. Conceptual framework is derived from the literature review to map out the relationship between the relevant variables and illustrated the expected finding through this research

3. Research Method

3.1. Research Design

A positive correlational research design was considered for this research to find out the correlation between independent and dependent variable which reflects the direction of relationship between two variables.

The survey method has been used to conduct this correlational research because of its flexibility as it allows to collect large data in less time. Random sampling of the research variables was done to get the participant's response on questionnaire survey.

3.2. Population and Sampling Design

Population regarded to conduct the present research were the consumers of tea brands in Pakistan. This includes, professionals, students and housewives belong to age group of 20 year and above. To test the hypothesis a sample of 300 respondents were taken under consideration. A sample of 300 customers who involved in the purchase of tea brands were considered to measure the effect of emotions used in advertisements upon customers buying practices.

3.3. Sampling Technique

The convenience method of sampling was applied to obtain the desired sample size.

3.4. Sampling Size

The present research had been considered a sample of 300 consumers of tea brands in Pakistan to determine the effects of emotions used in advertising on consumer attitude towards purchasing. Sample size was decided on the basis of statement proposed by Roscoe (1975) which recommended that a sample size of larger than 30 and lower than 500 is suitable size to conduct majority of the behavioral studies (Sekaran & Bougie, 2016). For this study, pre-testing had been executed to evaluate that whether the survey questions interpreted correctly by subject matter expert and respondents or not. After pre-testing the survey, pilot testing had done to evaluate the potential problems in throughout the entire survey design and evaluate the entire project feasibility and rationality

from start to finish. A sample of approx. 40 respondents was considered to ensure that the survey questionnaire was understandable, easily readable and helpful in obtaining the desired results. Reliability analysis was done and obtained cronbach alpha value which is 0.9. After pilot testing, research questionnaire was circulated among participants to collect the final data. The first hand (primary) research data were gather through the survey questionnaire for this study.. Online questionnaires survey was conducted through the link shared with the participants via face book, emailing and SMS messaging and the desired samples were gathered from 300 responders. Closed-ended questions was designed to get the demographic details from participants and a Likert rating scale (based on five points; 1= strongly disagree, 5 = strongly agree) was used to note down their feedback on emotional appeal advertisements. Since, this research is focused on tea brands therefore another question were “how often they involve in purchase of tea brands” requested particularly to evaluate the purchase pattern that followed by the participants. Quantitative research data collected through questionnaire survey was analyzed by statistical techniques, SPSS software had been used for data analysis and interpretation.

4. Results

4.1. Demographic Analysis

Table 1: Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	173	57.7	57.7	57.7
	Female	127	42.3	42.3	100.0
	Total	300	100.0	100.0	

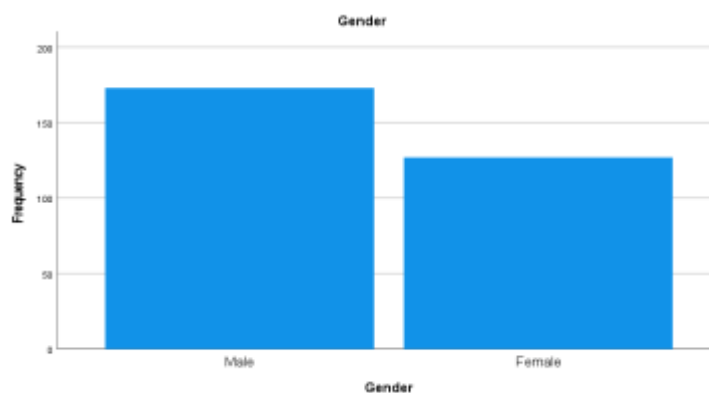


Figure 2: Gender

Firstly, I checked Gender frequencies who participated in this research and it is found that 173 (57.7%) out of 300 were male who filled questionnaire for this research and 127 (42.7%) were female out of 300 respondents.

It means both male and female participated in this research so this research demonstrated the effect of emotional advertising on both males and females buying behavior as there is a difference in buying behavior between male and females.

Table 2: Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Below 25 years	48	16.0	16.0	16.0
	25-30 years	139	46.3	46.3	62.3
	31-40 years	77	25.7	25.7	88.0
	Above 40 years	36	12.0	12.0	100.0
	Total	300	100.0	100.0	

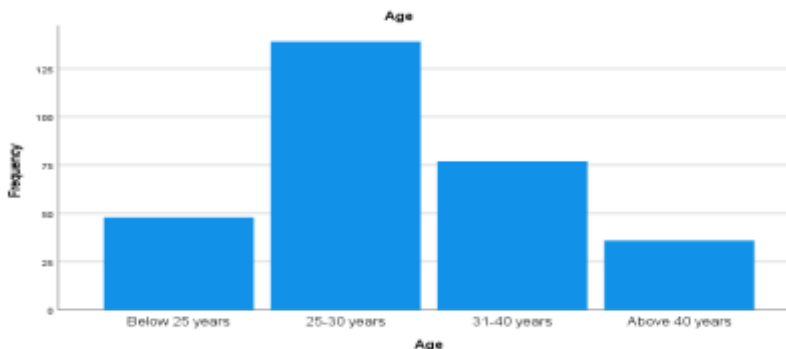


Figure 3: Age

From the above results age bracket of respondents is found, most of the respondents were belong to 25-30 years age group 139 out of 300 whose total percentage is 46.3%, while 77 out of 300 respondents were belong to 31-40 years age group whose total percentage is 25.7%, 48 out of 300 respondents were having the ages of below 25 years whose total percentage is 16%, and 36 out

of 300 respondents were having ages of above 40 years whose percentage is 12% of the total, it means maximum number of the research participants were adults

Table 3: Education

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Graduate	150	50.0	50.0	50.0
	Post Graduate	105	35.0	35.0	85.0
	Diploma	22	7.3	7.3	92.3
	Other	23	7.7	7.7	100.0
	Total	300	100.0	100.0	

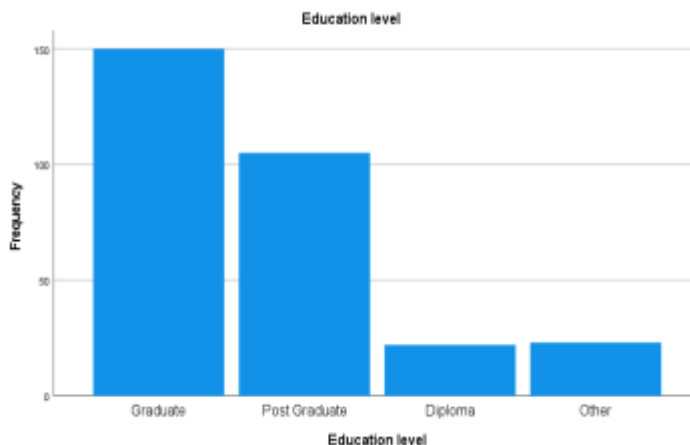


Figure 4: Education

Education level of respondents is defined by the above results, most of the participants were graduate 150 out of 300 respondents whose total percentage is 50%, while 105 out of 300 respondents were belong to post graduates group whose total percentage is 35%, 22 out of 300 were diploma holders and constitutes 7.3% of the total percentage, and 23 out of 300 participants were of other different backgrounds and constitutes 7.7% of the total percentage. It means most of the participants are highly educated peoples who prefer brands that meets their emotional states and standards. A little percentage of less educated peoples also prefers branded tea and few participants choose other option as they may be undergraduate students or they may be intermediate or in matric level but showed emotional connection with brand which means emotional advertising could impact peoples of any age as emotions are the most sensitive factor in human nature.

Table 4: Occupation

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Student	76	25.3	25.3	25.3
	Employed	160	53.3	53.3	78.7
	Home maker	52	17.3	17.3	96.0
	Retired	12	4.0	4.0	100.0
	Total	300	100.0	100.0	

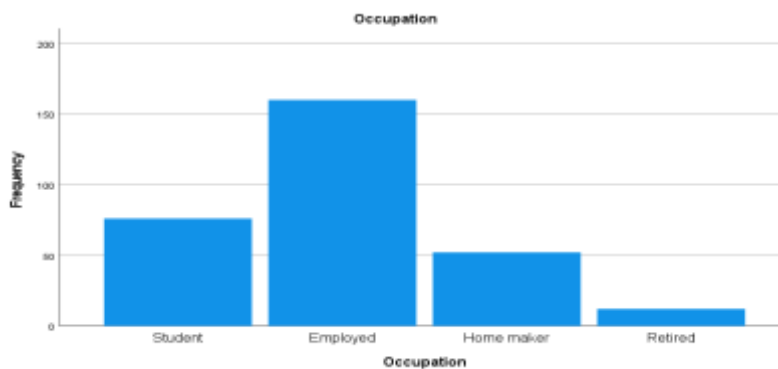


Figure 5: Occupation

From the above results occupation of the respondents is found that most of the participants were employed 160 out of 300 respondents whose total percentage is 53.3%, while 76 out of 300 respondents were students and constitutes 25.3% of the total percentage, 52 out of 300 respondents were belong home maker group whose total percentage is 17.3%, and 12 out of 300 participants were retired and constitutes 4% of the total percentage. It means our mostly participants are professionals and students

who consume tea most often are attracted by advertisements because of emotional association with the brands that presents emotions and feelings of peoples who face same challenges and same routine as they face in their lives so they are highly motivated towards buying that brand as they become emotionally associated with the brand advertisements.

Table 5: Purchase Frequency

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Weekly	52	17.3	17.3	17.3
	Monthly	202	67.3	67.3	84.7
	Yearly	14	4.7	4.7	89.3
	I do not switch until there is a decrease in product quality	32	10.7	10.7	100.0
	Total	300	100.0	100.0	

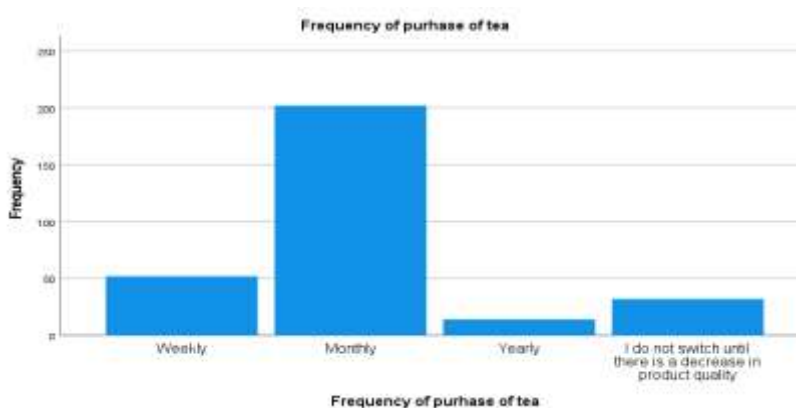


Figure 6: Frequence of Purchase

Above results indicates that most of the participants 202 out of 300 participants were purchase tea on monthly basis whose total percentage is 67.3%, while 52 out of 300 participants were involved in weekly purchase of tea and constitutes 17.3% of total percentage, 32 out of 300 participants were belong to group who do not switch from a particular brand until there is a decrease in product quality and constitutes 10.7% of the total population, and 14 out of 300 participants were involved in yearly purchase whose total percentage is 4.7%.

It means most of our participants involve in frequent purchase of tea products which means tea consumption rate is higher in our participants and they motivated to purchase and repurchase of tea through emotional appeals used by marketers. Brand loyalty also showed by some participants who doesn't purchase any brand but prefer to buy same brand again until the brand quality doesn't changed. So, it explains that emotional advertisements buildup customer engagement and helps to recall brand and increase repurchase behavior of customers so brand loyalty can be achieved through emotional appeals. Some participants consume tea in lesser amount but attracted towards emotional appeals so there is a high possibility that they purchase or even repurchase brand due to emotional connection with the brand. Therefore, there is a high probability to get high market share through emotional appeal advertisement as result demonstrated that mostly participants consume tea on regular basis and more customer engagement more emotional bonding that impact on consumer buying increase sale volume.

Table 6: Tea Preference

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tapal	142	47.3	47.3	47.3
	Brooke Bond Supreme	46	15.3	15.3	62.7
	Lipton	64	21.3	21.3	84.0
	Vital	27	9.0	9.0	93.0
	Other	21	7.0	7.0	100.0
	Total	300	100.0	100.0	

From the above results it is found that most of the participants 142 out of 300 respondents were preferred Tapal tea whose total percentage is 47.3%, while 64 out of 300 respondents were preferred Lipton tea whose total percentage is 21.3%, 46 out of 300 participants were preferred Brooke Bond Supreme and constitutes 15.3% of the total percentage, 27 out of 300 participants were preferred Vital tea whose total population is 9%, and 21 out 300 participants were preferred other option and constitutes 7% of the total percentage. It means Tapal Danedar strongly motivate consumers towards buying develop strong emotional connection that increase purchase and repurchase of brand. Love and happiness appeal used by Tapal and Lipton tea create strong positive brand image, increase brand recall and highly impact on consumer buying decision. Brooke Bond Supreme and vital tea consume less which means emotional bonding with customers should be improved by focusing on the highly effective emotional appeals.

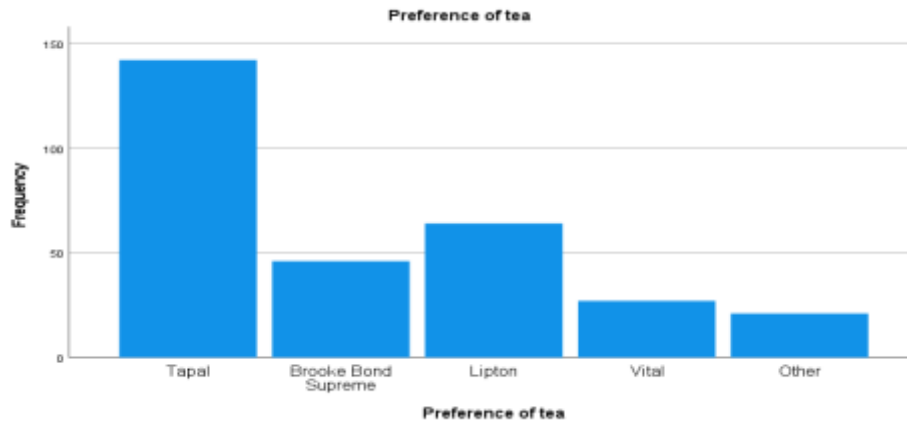


Figure 7: Tea Preference

4.2. Descriptive Analysis

Table 7: Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Emotion Of Love	300	1.20	5.00	3.8475	.67056
Emotion Of Humor	300	1.00	5.00	3.7588	.74149
Emotion Of Excitement	300	1.80	5.00	3.9508	.68887
Emotion Of Happiness	300	1.40	5.00	3.9845	.70708
Consumer Buying Behavior	300	1.00	5.00	3.7107	.87437
Valid N (list wise)	300				

From the above descriptive analysis results it is found that all of the participants were close to the Agree response. The mean of Consumer Buying Behavior which is the dependent variable in this research is 3.7 with the standard deviation of 0.874 which indicates that majority of the participants agreed that the emotional advertisement have positive impact on their buying behavior. And also the mean of all the independent variables (emotion of love, happiness, humor, excitement) comes around 4 which means participant were agreed that these emotional appeals make them to recall brand, perceive positive brand image, motivate buying and repurchase of the brand, relate happy memories, build emotional connection and promote feeling of accomplishment in them.

The Emotions of Love describes how the emotional appeals advertising builds connection with viewers and make them to memorize the name of advertised brand by developing an engagement among brand and consumers. The loveable images show love bonding between couples or loveable connection between peoples, through cultivation of intense feelings that gets admiration by viewers. The above descriptive statistics results showed mean of 300 participants for emotion of love variable (computed variable is taken) which is 3.8 showing close to agreed response for the all items used in love appeal. The calculated value of standard deviation 0.67 also prove that emotion of love in advertisements play effective role as it indicated small distance from the mean.

Humor appeal in advertisements tends to increase the preference for advertised brand and the use of emotional appeal in advertisement enhance the likelihood of memorizing the brand and brand recall before shopping. It helps to promote brand awareness as humorous content attract the audience and get audience attention towards advertising and keep the brand foremost in consumers mind. The humorous dialogues and funny expressions connects the viewers with the advertisement. The above results shows mean value for variable emotion of humor (computed variable) which is 3.75 demonstrated that participants show agreeableness for emotion of humor used in advertisement. Additionally, the value of standard deviation 0.74 is quite low which confirms the positive influence of emotion of humor on consumer buying behavior.

The Emotion of Excitement in advertisement provokes enjoyable, pleasurable and entertaining feelings in the viewer's which tends to grab viewer's attention and enhance the understanding of message conveyed in advertisement. The excited images showing extreme pleasure, enjoyment, energy and refreshment tends to activate excitement in consumers towards advertisement and induce them to find out more about that brand. The value of mean of variable emotion of excitement (computed variable) is 3.95 indicated agreed response from the participants for each item and lower standard deviation further approve the positive impact of excitement appeal on consumer behavior.

The emotion of happiness in advertisements portray a life that live with happiness tends to connect with consumers more easily motivate peoples and builds brand loyalty. Happy expressions presents an ideal theme that tends to make consumers to feel good by heart to bring up happy reactions. The results shows that mean value of computed variable emotion of happiness is 3.98 which represent that participants were agreed with each of item used in survey and smaller standard deviation ensures that emotion of happiness has positive influence on consumer buying behavior.

The greater the effect of emotional advertising on consumer mind the greater the possibility of purchase or even repurchase of a brand by consumers.

4.3. Reliability Analysis

Table 8: Reliability Analysis

Constructs	N	Cronbach's Alpha
Emotion Of Love	300	.845
Emotion Of Humor	300	.831
Emotion Of Excitement	300	.825
Emotion Of Happiness	300	.828
Consumer Buying Behavior	300	.805
Overall Reliability	5	0.857

Table 8 shows that overall Reliability is 0.857 which means that the instrument was fairly reliable for different statistical analysis. And the reliability value of each construct is more than 0.7 which means that the each construct is reliable for different statistical analysis. From the above reliability results it is also found that the scale questions of each construct are aligned with it. Reliability test was used to analyze the data and results explains how much that data is significant or not (J. Nunnally, 1978; J. C. Nunnally & Bernstein, 1994). The reliability test results of all the research variables including dependent and independent variables is greater than the cut off value that is 0.70 which was acceptable (Santos, 1999). Overall reliability shows significant results as Cronbach's Alpha value of the questionnaire is 0.857 which is greater than the cut off value which is 0.7. Research tool i.e. questionnaire survey used in this research estimate different aspects of Emotional appeal advertising as emotion of love, humor, happiness and excitement which may Tea brands in effecting consumer buying attitude.

4.4. Correlation Analysis

Table 9: Correlations

		Emotion Of Love	Emotion Of Humor	Emotion Of Excitement	Emotion Of Happiness	Consumer Buying Behavior
Emotion Of Love	Pearson Correlation	1	.503**	.464**	.445**	.571**
	Sig. (2-tailed)		<.001	<.001	<.001	<.001
	N	300	300	300	300	300
Emotion Of Humor	Pearson Correlation	.503**	1	.536**	.512**	.592**
	Sig. (2-tailed)	<.001		<.001	<.001	<.001
	N	300	300	300	300	300
Emotion Of Excitement	Pearson Correlation	.464**	.536**	1	.585**	.625**
	Sig. (2-tailed)	<.001	<.001		<.001	<.001
	N	300	300	300	300	300
Emotion Of Happiness	Pearson Correlation	.445**	.512**	.585**	1	.633**
	Sig. (2-tailed)	<.001	<.001	<.001		<.001
	N	300	300	300	300	300
Consumer Buying Behavior	Pearson Correlation	.571**	.592**	.625**	.633**	1
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	
	N	300	300	300	300	300

** . Correlation is significant at the 0.01 level (2-tailed).

Table 9 is generated to conduct the correlation analysis to determine the relationship between the independent variables (emotion of love, humor, excitement, and emotion of happiness) with the consumer buying behavior. Pearson correlation was conducted to determine the relationship between these variables. In the above table, Pearson correlation results determined the positive and statistically significant relationship between all the independent variables with the dependent variable at 0.01 level (2-tailed). Results shows the strong relationship of all the independent variables with the dependent variable which means that there is an impact of all the independent variables on the dependent variable. Hence, H1, H2, H3, and H4 can be accepted and we can now accept that the Emotion of love, Emotion of humor, Emotion of excitement, and Emotion of happiness has positive association with Consumer buying behavior for tea brands in Pakistan. Hence, advertisement that shows emotional content significantly impact on consumers mind and results ensures that consumers wants emotional bonding and emotions of love, happiness, excitement, and humor all are able to impact on sales as they related with the consumer buying attitude. Marketers that utilizes these appeals efficiently create strong relationship with customers and emotionally engaged with customers which impact on consumer purchasing intention. Positive correlation between emotional appeals and consumer buying behavior demonstrated that independent and dependent variables move in same direction and increase and decrease of any of these appeal directly increase or decrease the impact on consumer buying behavior. If brands wants to increase sale then marketers should utilize emotional appeals effectively in advertisements to put direct impact on consumer buying decision.

4.5. Multiple Regression Analysis

In the table 10 the value of 'R' represents the correlation between predicted values of the dependent variable and observed values of the dependent variable. And the R value 0.76 indicates a strong correlation between predicted and observed values.

R square shows the proportion of variation in a dependent variable i.e. consumer buying behavior that described by independent variables in the regression model. The R² value 0.58 indicates the strong relationship between dependent variable and predictor variables, as it is close to 1. It means that 58.2% of the variation in the consumer behavior can be described by the predictor variables. And 58% of the data fit the regression model.

Adjusted R Square shows that the 57.7% of variance described by the predictor variables that actually impact the consumer behavior.

**Table 10: Multiple Regression Analysis
Model Summary^b**

MModel	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.763 ^a	.582	.577	.56896

a. Predictors: (Constant), Emotion Of Happiness, Emotion Of Love, Emotion Of Humor, Emotion Of Excitement
b. Dependent Variable: Consumer Buying Behavior

Table 11: ANOVA

	Model	Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	133.095	4	33.274	102.787	<.001 ^b
	Residual	95.496	295	.324		
	Total	228.591	299			

a. Dependent Variable: Consumer Buying Behavior
b. Predictors: (Constant), Emotion Of Happiness, Emotion Of Love, Emotion Of Humor, Emotion Of Excitement

ANOVA is conducted as it is helpful to test the three or more variables to estimate the variance between variables. Above table indicates that the independent variables statistically significantly predict the dependent variable (i.e., the regression model is a good fit of the data). F value is 102.787 and Sig value is <0.001 means there is less than one in a thousand chance of being wrong, hence, sig value is under 0.05 which shows model is fit and significant.

Table 12: Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients		Sig.
		B	Std. Error	Beta	t	
1	(Constant)	-.957	.234		-4.083	<.001
	Emotion Of Love	.300	.060	.230	5.025	<.001
	Emotion Of Humor	.234	.057	.199	4.083	<.001
	Emotion Of Excitement	.311	.064	.245	4.885	<.001
	Emotion Of Happiness	.352	.061	.285	5.802	<.001

a. Dependent Variable: Consumer Buying Behavior

Table 12 explained regression analysis that was used to determine the significance level, model fit and impact of independent variables (Emotion of Happiness, Emotion of Love, Emotion of Humor, Emotion of Excitement) on Consumer Buying Behavior. The connection between Emotion of Love in advertisements and Consumer Buying Behavior was significant with $t = 5.025$ and $sig = <0.001$, Demonstrating that the Emotion of love has positive significant influence on the Consumer Buying Behavior. The Emotion of Love in advertisements changes in direct proportion of Consumer Buying Behavior with a coefficient of .300. This clearly shows that a 1% change in the use love emotion in advertisement will take 30% change in the Consumer Buying Behavior. The connection between Emotion of Humor in advertisements and Consumer Buying Behavior was significant with $t = 4.083$ and $sig = <0.001$, showing that Emotion of Humor has positive significant impact on the Consumer Buying Behavior. The changes in the Emotion of Humor in advertisements is directly proportional to Consumer Buying Behavior with a coefficient of .234. This clearly explained that 1% change in the use of Emotion of Humor in advertisements will get 23.4% change the in Consumer Buying Behavior. The relationship between Emotion of Excitement in advertisements and Consumer Buying Behavior was significant with $t = 4.885$ and $sig = <0.001$, explaining that the use of Emotion of excitement in advertisements has positive significant impact on the Consumer Buying Behavior. The Emotion of excitement in advertisement changes in direct proportion of Consumer Buying Behavior with a coefficient of 0.311. This demonstrates that 1% change in the use of emotion of excitement will take 31.1% change in the Consumer Buying Behavior. The connection between Emotion of Happiness and Consumer Buying Behavior was significant with $t = 5.802$ and $sig = <0.001$, showing that the Emotion of Happiness in tea brands advertisements has positive significant impact on the Consumer Buying Behavior. The Emotion of excitement in advertisement changes in direct extent Consumer Buying Behavior with a coefficient of 0.352. This indicates 1% change in Emotion of Happiness in advertisement will take 35.2% change in the Consumer Buying Behavior.

4.6. Hypotheses Assessment Summary

Table 13: Hypothesis Assessment Summary

S.NO.	Hypothesis	Beta	t-value	sig	Empirical Conclusion
H1	Emotion of Happiness is positively associated with Consumer Buying Behavior for Tea brands in Pakistan.	.352	5.802	<.001	Accepted
H2	Emotion of Love is positively associated with Consumer Buying Behavior for Tea brands in Pakistan.	.300	5.025	<.001	Accepted
H3	Emotion of Humor is positively associated with Consumer Buying Behavior for Tea brands in Pakistan.	.234	4.083	<.001	Accepted
H4	Emotion of Excitement is positively associated with Consumer Buying Behavior for Tea brands in Pakistan.	.311	4.885	<.001	Accepted

According to my participant's emotional advertising having emotions of love, humor, happiness and emotion of excitement has positive association with their buying behavior. This is the finding of my research work for which data has been collected by the participants who are the consumers of tea in Pakistan and they think that there is positive significant impact of emotional advertising on their buying behavior. As we run data on SPSS and found that all the four independent variables (emotion of love, emotion of humor, emotion of excitement, and emotion of happiness) have Sig value less than 0.05, which means they are acceptable by my 300 respondents in my particular research on impact of emotional advertising on consumer buying behavior in context of tea brands in Pakistan.

Results demonstrated that emotional association with the customers produce significant results and emotional appeals helps to increase brand awareness, build positive brand image, increase brand recall, increase message comprehension, promotes feeling of accomplishment and motivation towards buying that advertised brand and even repurchase possibility becomes high in case of emotional engagement between brand and consumers.

5. Discussions, Conclusion, Practical

5.1. Discussion

For any industry, effective marketing is becoming the most important element to attract potential customers and to increase customer retention, which ultimately results in more profits and continuous growth. The identical situations goes with tea industry. The tea brands that focusses on emotional engagement with their customers tends to grasp the market shares and builds loyalty in consumers; as the tea is the part of Pakistani culture and consumers are frequently involve in purchasing of tea products so the ultimate goal of tea brands marketing team is to attract customers and encourage them towards buying. For attracting the consumers and motivate them towards buying, marketers works really hard as it leads to get high market share and results in long-term profits. As the utmost goal of the tea brands is to build strong relationship with customers to positively effect on their buying decision, and the consumer behavior is influenced by some particular kind of factors that need to be analyzed. Considering this significance, we took this as our area of focus in this study.

5.2. Conclusion

It is concluded from the research findings that emotional advertising significantly impact on consumer buying behavior by attracting customer attention, inducing viewer's interest, build desire for the brand and ultimately make them to take the purchasing decision for the brand. Hence, this study contribute in existing literature by evaluating the impact of emotional advertisement presented by tea brands on tea consumers in Pakistan and provides the knowledge of what are the most effective emotions in advertisements and why marketers used emotional appeal advertising and how existing and new players in tea market build their brand and positively influence on consumer buying behavior.

5.3. Practical Implications

This research will play a significant role in growing tea industry by demonstrating that how emotions are influencing on consumers buying decision. From the research results, it is demonstrated for the marketers that which kind of emotions must need to be focus to create positive association between brand and consumers. Marketers should be focus on happiness and love appeal in advertisements as they are highly associated with consumer buying behavior. Emotion of humor and excitement are also positively associated with consumer buying, so, the implication is that the marketers should carefully consider the cost of certain appeals in advertisements to confirm the desirable return on investment. Marketers must be used creative and innovative ideas for advertising the brand with appeals to develop positive brand image among viewers which can increase selling of the brand. Results of this

research will be helpful for the tea brands to make effective marketing strategies by focusing their on highly effective appeals like love appeal and happiness appeal.

5.4. Limitations and Area of Future Research

This research was conducted to evaluate the impact of emotional advertising on consumer buying behavior for Tea brands in Pakistan. As this research work is done for the academic purpose, therefore we selected small sample size to gather the data within the specified time, because we do not have much time to obtain the data from the large sample size and this may slightly differ the research findings. Besides only tea brands were selected from the vast variety of product categories to determine the impact of emotional advertising on consumer buying behavior, which may also cause limitation in research results.

Future recommendations includes; future research should be performed on different industries like in context of milk brands and spice brands, large sample size should be considered for future research, other variables like mediators could be added or other emotions like sadness, fear, and surprise should be studied in future research. Within the specified time limit, all requirements for the research were productively and successfully done.

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