

Impact of Different Advertisement Appeals on Chinese Teenage Consumers' Purchasing Behaviour

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Abstract: This research aimed to determine the impact of emotional, rational, sexual and humorous appeals on Chinese teenagers' purchase decisions for fashion brands with consumer sentiments as moderator. The aim of the research is to provide insights about the effectiveness of type of advertisement appeals for the fashion companies. The study employs a quantitative approach to research to obtain the results. The quantitative data was analysed using descriptive statistics and inferential tests. The results clearly revealed that rational and humorous appeals have a positive influence on consumers' purchase decision towards fashion products. Whereas the impact of emotional and sexual appeals was found to be insignificant. It is concluded that fashion brands in China would use rational and humorous appeals in ads of fashion brands.

Keywords: Advertisement; Chinese Teenagers; Purchasing behavior

1. Introduction

The effect of advertising appeals on the purchase decisions of fashion brands of Chinese teenagers could be enormous due to the impact of different appeals on their sentiments. Advertising has become essential to promote a product and influencing buyers' decisions. As Katke (2017) stated, advertising has a long-lasting impact on the viewer's mind; hence, the tool is widely used by companies and marketers. The advertisements contain different appeals ranging from emotional, rational, humorous and sexual etc. (Padole, 2021). The study suggests that different kinds of appeals may evoke different kinds of emotions in the viewers, which may effect their purchasing intention (Rizwan et al., 2018). To attract attention and place their offers in the minds of consumers, fashion industries use different kinds of advertisement appeals (Hussain et al., 2020). Chinese fashion industry valued at 6 billion dollars and generate employment valued at \$6.4 million annually (Fashion United, 2023). Chinese fashion market is extremely competitive with various foreign and local brands, along with the strong presence of small fashion retailers also (Nulimaimati, 2022).

The use of advertising appeals also differentiates a fashion brand from other competitors in the market (Clark, 2017); (Kim & Sullivan, 2019). In addition, the different kinds of appeals are an attempt by companies to establish a connection with consumers. Chinese fashion brands also use the different kinds of advertising appeals to create a positive attitude of the consumers towards the brand, which leads to the purchase intention (Grigaliunaite & Pileliene, 2016). While there is an abundance of research on the impact of emotional and rational appeals on consumer purchase intention, there is a lack of research on the impact of humour and sexual appeals (along with emotional and rational appeals) on Chinese teenagers.

The current study provides a vast explanation of the different kinds of advertisement appeals and their impact on Chinese teenagers (Wang et al., 2021); (Padole, 2021). The study will detail the specific issue identified in the research. The problem identified here is the lack of understanding about which appeal is more effective among Chinese teenagers in the fashion industry (Perdede, 2019). The purpose of the research is to address the gaps in the knowledge; hence the goals and objectives of the research would be to uncover these actions.

2. Method

This research employs research onion model by Saunders et al (2007) as its' chosen method. Research onion model, as explained by Saunders et al. (2007), illustrates the different stages involved in the development of a research. The model explains the different stages which are applied in the completion of research. The onion model is applied from the outer layer and moving towards the inner

layer. The current research will also apply the research onion model and the approaches of the research will also be used as mentioned in the model.

According to Saunders et al. (2012), research design is the actions undertaken to answer the main research question. Mainly, two methods are employed quantitative and qualitative. A qualitative research strategy is more suitable when the emotions or experiences of the individuals need to be reported. In contrast, the qualitative research strategy is more suitable for descriptive rather than exploratory studies. The main disadvantage of using qualitative data is that results are subjective to the views of the researchers and often lack credibility.

3. Data collection

In the current study, the researcher will collect primary data from the customers with fashion brands buying experience using questionnaires. Overall, 132 respondents participated but some could not pass filter questions, hence their responses were removed. Finally, there are total 120 participants were included in the study. Where 51.7% of responses comprised of males and 48.3% were females. For the statistical analysis of the current study, the researcher used a tool named SPSS 28 (Statistical Package for the Social Sciences), which can provide comprehensive analysis of enormous amount of data. Pallant (2016) proclaims descriptive statistics as a graphical and numerical approach for arranging, presenting, and evaluating the data. Additionally, the attitudes of Chinese teenagers towards different advertisement appeals will be explored through descriptive statistics. With the help of frequencies and descriptive statistics, the researcher explained the demographic information (age, gender, education, usage of phones etc, and related questions). In addition, normality test via Skewness and Kurtosis would be applied so that inferential statistics test like regression could be performed. Further, Fisher & Mashal (2009) explained that correlation finds the relationship between two and many variables. Hence, Pearson correlation has found relationship between all advertisement appeals, consumer sentiments, and purchase decision. Furthermore, it has been used to find that there is no multicollinearity problem exists. Kothari (2012) argues that regression analysis is used to examine the impact of independent variables on dependent variable. This research has found the impact of emotional, humour, sexual and rational appeals on purchase decision and consumer sentiments would be used as moderator.

4. Conclusion

The first objective of the research was to examine four major appeals (i.e., emotional, rational, sexual and humorous), which appeal impact the Chinese teenager fashion brand decision. The research found a significant impact of humorous and rational appeals on the purchase decisions of Chinese teenagers. However, contrary to the belief that sexual appeals may be effective in the fashion industry, the findings of the current dissertation revealed that Chinese teenagers' purchase decisions are not influenced by sexual or emotional appeal advertising.

Are customer sentiments mediate the relationship between advertisement appeals and consumer decision-making? They do. The group statistics show that the mean difference between emotional appeals and buying decisions consumer sentiments is high. Females show more inclination towards emotional appeals of ads of fashion brands. the study finds that the advertisement's content appeals to influence men and women differently. According to the study's findings, men respond slightly better to rational appeals, whereas emotional appeals have more influence on women.

The overall and major findings of the research indicated that the sentiments of Chinese teenage consumers for a fashion brand are mediated through only humour and rational appeals. The sexual and emotional appeals do not contribute significantly to the purchase decision of Chinese teenage consumers.

5. Practical recommendations

Based on research undertaken in the current study, the following recommendations may be given:

First, it is recommended that fashion brands apply humorous and rational appeals while advertising their products and services to customers in China. Along with the application of humorous and rational appeals, fashion brands must align the advertisement's content with the image, value and overall tone of the brand. This recommendation is particularly important for managing the brand reputation so that organizations achieve the desired objectives.

Fashion and glamour are the two sides of one coin. Hence, the insignificant impact of sexual appeal was unexpected and indicates a gap in a proper strategy. According to the findings of the study, it may also be stated that there are some gaps and a lack of effective content when fashion brands incorporate sexual appeals in their advertisements. Therefore, it may also be recommended to the fashion brands that they conduct a wider market research to find out what kind of glamorous or sexual appeals are liked by the consumers. The insignificant value found in our research may indicate that fashion brands still lack innovative content and way of advertising, and hence, it is recommended to use sexual or glamorous appeals for the fashion brands in a more innovative way. The strategic use

of visual content may also increase the efficiency of sexual appeal and positively impact the consumers' purchase decisions.

In addition, the practical implications of the research comprise aiding the fashion brands to develop their marketing campaigns more effectively for positively influencing their purchase decision. The current research findings also allow the academicians to add empirical evidence to their research and body of existing knowledge about fashion brands' communication and appeal strategies and their effectiveness. Our research findings also inspire fellow academicians to explore the other kinds of advertisement appeals (other than emotional, rational, humorous and sexual) that may impact the consumer purchase decision.

Appendix - Questionnaire

Age

- ☐ 18-20 Years
- ☐ 21-22 years
- ☐ Up to 23 years

Gender

- ☐ Male
- ☐ Female
- ☐ I do not prefer to say.

Are you fond of fashion and updated with new fashion trends?

- ☐ Yes
- ☐ No

If not, please do not continue.

How frequently do you purchase fashion brands?

- ☐ Weekly
- ☐ Two times a month
- ☐ Monthly
- ☐ Others

Do you notice advertisements for fashion brands?

- ☐ Yes
- ☐ No

Sl. No	Statement	5	4	3	2	1
	Humor appeals (Lee & Chen, 2013)					
	I like the ads that contain humor					
	I'm happy to see ad of fashion brands with funny content.					
	The messages of ads are entertaining.					
	Fashion ads containing humor are not boring.					
	Rational Appeal (Albers-Miller, and Stafford, 1999)					
	I like those ads that give me sensible information.					
	These ads also inform me about the brand's activities.					
	This ad communicates more functional features than the product's emotional features o					

References:

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