

Relationship between the Emotional Appeal Advertisement and Brand Recall

D.G.I.S. Rupamala and T.S.L.W. Gunawardana*

Faculty of Management and Finance, University of Ruhuna

Abstract

The purpose of the present study was to investigate the relationship between emotional appeal advertisement (social appeal, personal appeal, humor appeal, fear appeal) and brand recall. The study broadens previous research by focusing on the emotional appeal advertising researches and consumer behavior variables with special reference to personal appeal, social appeal, fear appeal and humor appeals researchers.

The Lanka Bell communication company had been used emotional appeal television advertisement as strategy. The researcher selected one advertisement among advertisement series. That advertisement based on cut the jack tree for surveyor land. The survey was distributed to implement a total of 120 Lanka bell southern province consumer participated in this study. The questionnaire design was scale items for measures of 5 point - Likert scales (Strongly Agree – Strongly Disagree) used to measure the construct dimensions.

The results indicated that the researcher justify the positive relationship between emotional appeal advertisement and brand recall. There is a significant positive relationship between the personal appeal advertisement and brand recall ($r=0.83$, $t=3.30$) hypothesis and fear appeal advertisement and brand recall ($r=0.82$, $t=3.30$) hypothesis. Other two hypotheses were a partially positive relationship between the social appeal advertisement and brand recall ($r=0.87$, $t=1.91$) hypothesis and the humor appeal advertisement and brand recall ($r=0.77$, $t=1.42$). The findings of the present study emphasize on the importance of emotional appeal advertisement and touching consumers' mind. The results also suggest to marketers to use emotional advertisement strategy when they aim to change consumers' attitudes towards their brands.

Key words: *emotional appeal advertisement, social appeal, personal appeal, humor appeal, fear appeal, brand recall*

* tslw2013@gmail.com