

**EMOTIONAL APPEAL ON PURCHASE INTENTION FOR LOW
INVOLVEMENT PRODUCT IN NEPAL**

By:

Suman Bhandari

Exam Roll No: 725/19

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RECOMMENDATION

CERTIFICATION

DECLARATION OF AUTHENTICITY

I, Suman Bhandari, declare that this GRP is my own original work and that it has fully and specifically acknowledged wherever adopted from other sources. I also understand that if at any time it is shown that I have significantly misrepresented material presented to SOMTU, any credits awarded to me on the basis of that material may be revoked.

Signature:

Name: Suman Bhandari

Date: November 15, 2021

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Suman Bhandari

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ABBREVIATIONS

Ad Advertisement

e.g. Example

PI Purchase Intention

EXECUTIVE SUMMARY

Emotional Appeal plays a great role in changing the purchase intention of consumer towards a particular product. Emotional appeal helps to create positive intention for product, ultimately leading to the purchase of that product. Low involvement product is that product where consumer purchases spontaneously without taking information of product. The study seeks to analyze the impact of emotional appeal on purchase intention for low involvement product in Nepal. The study targets consumers of aging in between (20-45 & above) and their consumptions of low involvement products within Nepal. The study takes emotion of love, emotion of happiness, emotion of excitement, emotion of safety, emotion of humor. The study adopts descriptive research design considering the population of Nepal where it takes 384 samples. The study collects information through structured questionnaire.

A research indicates that male group, age group of 25-35, qualification of masters and above, lumbini province consumer, private schooling, and nuclear family group are more involved in purchase intention of low involvement product with emotional appeal advertisement. Similarly, there is positive correlation between emotional appeal and purchase intention. The study reveals that there is significant impact of emotional appeal on purchase intention for low involvement product. The studies show that humor in advertisement has more influence in emotional appeal factor towards low involvement product.

The finding of the study is beneficial for marketers and business owners that need to focus on designing strategies an investing resource to promote purchase intention with emotional appeal to make profit. The marketers can work on emotional appeal to attract consumers and influence purchase intention and product recall. The study is also important for consumers making them alert about their unintentional purchases and factors that drives towards making spontaneous purchase for low involvement product. The study also communicates a need for further research to be conducted on different product consumption patterns and at different context in future.

CHAPTER I

INTRODUCTION

1.1 Background of the study

Consumers are source of revenues and profits for the organizations. It is basic for marketers to comprehend customer behavior. Advertisement plays a great role to motivate to consumer their products. To attract consumers, marketers are using different types of advertising appeal to cause to notice their messages (Jovanovic, Vlastelica, & Kostic, 2016). Advertisement should be exceptional and need to give a positive impression about the product to the intended interest group (Akbari, 2015). There are mainly two types of advertising appeal that affect consumer behavior i.e. rational and emotional (Chandy, Tellis, Macinnis, & Thaiwanich, 2001).

Emotional appeal is an appealing aspect of consumer behavior for companies because emotions are a fundamental fixing to practically all choices. Emotional appeal and fulfillment has deserved great attention, and the idea of involvement with a particular product classification might be a valuable informative component (Calvo Porral, Ruiz Vega, & Mangin, 2018). These days, purchase intention, emotional variables are significant as classic functional aspects of product/service (Consoli, 2009). Enterprise with their marketing activities attempt to arouse the emotions for tying the customer to product of the company.

No matter how much consumers like to consider themselves as a rational, logical person- human beings are slaves to emotion. Consumers are continually consuming products in their consistently lives and encountering emotions identified with what they consume (Calvo Porral, Ruiz Vega, & Mangin, 2018). The various emotional advertising appeals like social appeal, humor appeal, and personal appeal are mostly used by company for the message of product (Mutugala & Wanninayake, 2019).

The significant point of emotional appeal is to reinforce the relationship on brand recall; this relationship with brand can be changed or strong tended frequently in consumer memory as indicated by the method of differentiation and positing pattern (Lee & Burns, 2014). Love, humor, happiness and excitement emotions has become a phenomenon worthy of attention in emotional appeal on advertising which helps to

attract consumer attention and engage them with their product (Kamran & Siddiqui, 2019).

Today there are many products for buy yet not all products are equivalent according to consumer. Marketers have developed a method of product classification outside of simply cost and type, by consumer involvement. The levels of involvement are illustrative of consumer preference or product significance as well as the amount of information necessary for a consumer to purchase intention. The level of involvement differs not only by product but rather may be from consumer to consumer.

Mostly, there are two types of product i.e. high involvement product and low involvement product. High involvement products convey more risks and compensation for consumers. They are generally more costly, however not generally, and they require more broad thought before buy than low-involvement product. Consumers of high involvement products spend more time for comparison of the products features, cost, and guarantees between comparable products (Jain & Monika, 2019).

Low involvement products are of relatively little significance to consumers and purchase intention depends on limited data or data gathered in the past. Consumers regularly take part in routine response behavior when settling on these sorts of choices. Low-involvement purchasing decisions may also be impulsive, with practically no planning or past idea included (Jain & Monika, 2019). Low involvement consumer have their disposition changed simpler, measure less data, assess only a couple attributes of the product and typically have explicit principles to choose which product to consume (Akbari, 2015).

Along with the globalization, the market structure and expansion in consumer's choices, trade and commerce has been changed in Nepal. Consumer behavior or purchase intentions to different low involvement products are highly influenced by an emotional advertising appeal in Nepal. Such appeal elements may be positive or negative impact because low involvement products are to some degree less expensive, non-durable product to which, the consumer are not so active in relation to high involvement products.

1.2 Problem Statement

A number of researches have done on studying factors influencing advertisement appeal on consumer purchase intention. But, there are limited research papers that give an integrated view on emotional appeal factors which make an impact on purchase intention on low involvement product.

The finding from the studies shows that positive impact of emotional advertisement on buying behavior of customer for high involvement products in Pakistan (Kamran & Siddiqui, 2019). Less attention has been paid towards Nepal from the prospective of purchase intention on low involvement product.

Distinctive advertisement appeal may contrastingly affect the customer's buying intention; in the event of ladies, the emotional appeal has a more impact while for men it is the rational appeal (Jovanovic, Vlastelica, & Kostic, 2016). This study narrow down the gap of the study and present the finding because the author has used focused group which may not be representative of entire target.

The reason for concentration of study on emotional advertisement on consumer purchase intention on low involvement products in Nepal is that many international brands like Cadbury, Kit-kat, Cello, Nike has made emotional advertising campaign and they are success for consumer purchase intention. Similarly, it has affected and using emotional Ad appeal in Nepalese brand like Wai-Wai, United Cement, Nabil Bank, FonePay and so many to attract consumer. So it is the reason whether the emotional appeal has made impact on consumer purchase intention in Nepal or not.

With the increasing numbers of products and the way of appeal, consumers are more involved in purchase intention. And, emotional advertisement on consumer purchase intention on low involvement product is the concern of the study. Hence; these untouched areas are to be covered by the proposed study.

1.3 Research Question

This study tries to answer the following questions

RQ1. Do emotions in Ads positively influence purchase intentions of low involvement product?

RQ2. Is there any significant relationship between impact of emotional appeals and purchase intention of low involvement product in Nepal?

RQ3. Which emotional appeal has the most influence on purchase intention low involvement product?

1.4 Objectives

General objective

The main objective of the study is to analyze the impact of emotional appeal on purchase intention of low involvement Product in Nepal.

Specific objective

The specific objectives of the study are:

- To assess the perception of emotional appeal in creating strong relationship with customer (in context of low involvement products in Nepal).
- To examine the relationship between emotional appeal and purchase intention for low involvement product.
- To asses most influential emotional appeal factor in low involvement product.

1.5 Hypothesis

Based on the various literatures, following hypothesis have been developed to test the validity of emotional appeal for purchase intention.

H1. Emotional appeal is positively associated with purchase intention of low involvement product in Nepal.

Emotional appeal is more effective for purchase intention, brand image, brand recall, and likeability (Srivastava, 2016). Emotional appeal has positive impact on purchase intention. The emotional appeal is measured in terms of happiness, excitement, humor, love, and safety (Belch, Belch, & Purani, 2013).

H1a. Emotion of love in advertisement is positively associated with purchase intention of low involvement product in Nepal.

Emotion of love is strongly, relatively and uncontrollable feeling that affects consumer's behavior which may change consumer purchase intention (Jovanovic, Vlastelica, & Kostic, 2016). Love appeal upgrade showing love and relationship put customer and assist them for remembering the product (Khanna, 2016).

H1b. Emotion of happiness in advertisement is positively associated with purchase intention of low involvement product in Nepal.

Customer reacted slowly to happiness appeal whether it is positive or negative expectation and that expectation drives the purchase intention (Barbosa, 2017). Also, the study by Ali, Rehman, Shakir, & Noorani (2020) concluded that happiness appeal results in positive towards purchase intention and also brand recall.

H1c. Emotion of safety in advertisement is positively associated with purchase intention of low involvement product in Nepal.

Safety is considered as the proxy for information because information flows in low involvement product regular which indicates that there is impact on purchase intention (Imtiyaz, Soni, & Yukongdi, 2021). According to Taylor (2020), safety appeal of the product leads to difference in information that is previously disclosed. Safety appeal tends to achieve higher purchase intention.

H1d. Emotion of excitement in advertisement is positively associated with purchase intention of low involvement product in Nepal.

Excitement appeal related variables entertain, message comprehension, trigger excitement, and communication goal which influence consumer intention towards low involvement product (Kamran & Siddiqui, 2019). When the consumers are more excited their emotions become more powerful and may be positive or negative impact on purchase intention (Patel, 2015)

H1e. Humor in advertisement is positively associated with purchase intention of low involvement product in Nepal.

Earlier studies by Akyuz (2015), Fatt (2002), Shimp & Andrews (2013) were set out to determine the impact of humor on purchase intention of low involvement product in different countries. The humor appeal is measured in terms of cultures, demographic, consumer and even among group (Ganapathy, 2009).

H2. Emotional appeal has positive impact on carrying enough information of the product.

According to Belch, Belch, & Purani (2013), systematic and impressive product advertisement influences impulse buying and purchase decisions. Similarly, (Kamran & Siddiqui, 2019) also supported that emotional appeal help to share the information of the brand.

1.6 Scope and significance of the study

The focus of the study is to analyze emotional factors and its influence on the purchase intention of low involvement products of Nepal. Whereas, factors like love, happiness, safety, excitement, humor can impact on purchase intention of low involvement products of Nepal. The targeted consumer group is biggest spender, they are novelists, materialistic, attracted by emotional based products and makes buying decision impulsively, therefore, those companies are likely to get an edge in the market that recognize these consumer trends.

Furthermore, research helps a company to gain an insight into the true reason behind different emotional appeal types on low involvement product. Many times a company they are unclear about why those factors are not accepted by the consumer.

1.7 Definition of terms

Emotional Appeal

Emotional appeal is the intentional utilization of persuasive messages that tap into human feeling to frame deep association with the consumer toward achieving the ideal outcome. Regularly, it appeals to a single emotion as it were. It tends to be fear, anger, joy, or whatever other human emotion or whatever other human feeling that is sufficiently able to impact decision making or desire an activity (Genete, 2020). (Eckler & Bolls, 2011) Portray the appeals for promotion utilizing appeal of emotion control consumers physiological, social and mental requirements and needs.

Low Involvement Product

Low involvement product are defined as more oftentimes purchased product for which buyer pay a base measure of time and cost. Low involvement product has less complexity contrast with high involvement product (Radder & Huang, 2008).

Purchase Intention

Purchase intention is a sort of decision making that study on the motivation to purchase a specific brand by consumer. Purchase intention is a circumstance where buyer tends to purchase a specific product in certain condition (Shah, et al., 2012). Purchase intention generally is identified with the behavior, perception and perspectives of buyers. Purchase intention might be changed under cost or quality and worth. Purchase intention is an important tool to analyze buying process (Gogoi, 2013).

Emotion of Love

Emotion like love is another central emotion which we expense for another human. Love isn't simply emotion it's more than emotion. Emotion of love is the feeling which makes solid relationship among buyer and brand and it impact buyer choice of purchasing (Khanna, 2016).

Emotion of Excitement

Excitement is a sort of feeling which is full of joy. There are numerous sorts of excitement however they all are exciting. Excitement helps for the attention of consumer. At the point when human is excited, consumer feel condition of excitement which implies their heart beat increments, and brain give sign to expanded the creation of hormones in body (Ali, Rehman, Shakir, & Noorani, 2020).

Emotion of Happiness

Advertiser want to relate their product with consumer's positive moment like joy, smile and happiness. Advertisement using appeal of happiness has capacity to offer to maximum number of consumer. Buyer who experience happiness while seeing an ad might make a buy to keep feeling good.

Emotion of Safety

Safety is one of the most influential factors in terms of shopping and consumption of convenience products. The safety attributes such as additives, pesticides, hormones, color, artificial ingredients, and safety certification affect in purchase intention towards product.

1.8 Structure of study

The study is divided and organized into five chapters. The first chapter is Introduction, the second chapter is about literature review and theoretical framework, the third chapter gives details about research methodology, the fourth chapter elucidates data analysis and finally the fifth chapter ends with findings and conclusions.

The introduction chapter includes background of the study, statement of problems, research question and objectives of the study hypothesis, scope and significance, definition of terms, limitations and an outline of the structure of the report.

The second chapter includes all the conceptual review of related literature and theoretical framework, and briefly explaining the measurement of variables. The third chapter comprises research design, population and sample, instrumentation, sources and methods of data collection, and data analysis. Under the fourth chapter, data are analyzed statically where results are presented and interpreted. At this phase, hypotheses are tested and the result are showcased and explained showing the relevance of result and finding fit with other research in the area. And, finally at the very last chapter, the significance of findings are discussed. The discussion consists of argumentation where researched phenomenon is studied from several different perspectives. And, at the concluding part consists of key facts from research finding to help explain result as needed. Research results are summarized, compared and evaluated in the context of existing theories where as under Implication part, suggestions are made according to the research findings in a certain practice.

1.9 Limitations

Although this report has valuable contributions, it also has some limitations that warrant consideration. And, one of the major constraints is that;

- The study also considered purchase intention of low involvement product only, not the other goods.
- All the cues of emotional factors are not considered to analyze its impact on purchase intention of low involvement product.

CHAPTER II

RELATED LITERATURE AND THEORETICAL FRAMEWORK

2.1 Literature Review

The study intends to analyze the impact of emotional appeal on purchase intention for low involvement product in Nepal. The emotional appeal includes emotion of love, emotion of humor, emotion of happiness, emotion of excitement, emotion of safety. To get more bits of knowledge into these emotional appeals and purchase intention on low involvement product, a various research paper and literature were reviewed. The intense review of literature review helped to provide foundation of knowledge on topics and to develop important hypothesis for the research purpose.

The knowledge about the product and service by the consumer play an important role on purchase intention (Jayachandra, Hewett, & kaufman, 2004). Purchase intention depends in a review between consumer's behavior and their intention, which makes factors important for research (Ghalandari & Narouzi, 2012). Intention is an applicable measurement in marketing literature, utilized by organization to forecast of new items or the repeated acquisition of existing items (Diallo, 2012). Consumers emotion with design and packaging influenced in purchase intention (Fung, Chong, & Wang, 2004). Celebrity endorsement play integral role on purchase intention but it should be related to the product and services (Silvera & Austad, 2004).

A customer's level of involvement towards a product could vary from low to high (Park & Keil, 2019). A customer's low level of involvement was reported as applying least effort while looking for different and extensive information when shopping (Handriana & Wisandiko, 2017). Under low involvement, decisions are made with no high respect or thought of product or brand. The purchase intention of a consumer relies upon their response to various conditions or upgrades under various cases of involvement (Montandan, Ogonowski, & Botha, 2017).

Many purchase intention depend on the craving to feel great emotions or to cause others to feel great emotion. Emotional appeal as a rule give some sort of occasion or genuine circumstance, in such a way making psychological needs for the advertised brand (Rizwan, Pirzada, Sohail, Nadeem, & Murid, 2013). Emotional appeal can be into positive and negative in accordance to their valence (Taute, McQuitty, & Sautter, 2011). Super adverse feelings are responsibility, dread, and disgraces are important in

emotional appeal (Keshari & Jain, 2014). Negative emotion with guilt, fear, and sadness (Kim & Franklin, 2015), positive feelings /emotion – love, pride, prestige, and joy play an important role in purchase intention (Keshari & Jain, 2014). Many purchase intention depend last emotion with patriotism, affection, nostalgia (Panda, Panda, & Mishra, 2013). Consumer's emotions with positive emotion as the ideal outcome – emotion are identified with the positive assumptions, hope, faith, courage, and trust (Kim & Franklin, 2015).

Consumer gives less time and gathers less information in purchasing of low involvement products. Consumer connects little thought of thinking in their buying process. This is fundamentally in light of the fact that low involvement product are frequently low price and convey minimal cost of disappointment. This article use stochastic model for purchase intention of low involvement product (Adhikari, 2019). The article suggest that in the case of low involvement product here is no needed of guider and they purchase product on impulsive.

Consumer regularly take part in routine response behavior when they settle on low involvement choices — that is, they make impulsive decision dependent on restricted data or data they have accumulated before. This process is called impulse buying. A company can attract consumer on low involvement product by customization, engagement, incentives, appealing to hedonic needs, creating purpose and, representation (Niosi, 2018) .

Emotional appeals are reported as more compelling, especially in the case of youngsters. Appeal pointed toward creating threat and fears are extremely famous and give response both positive and negative. However, a few examinations propose concern with their emotional appeals, because of target group find the threat of the message to be unrealistic or overstated, the source industry might experience a loss of credibility (Speck, 1987).

Emotion has power to make consumer positive and negative towards the product. Each advertisement delivers a loving reaction as normally all that we face on our everyday existence products generate an impulsive emotional reaction. The result from the survey shows that female consumer has positive relationship between emotional advertisement and consumer buying intention with a moderating effect of

consumer emotion management towards high involvement product (Shahid, Bilal, & Majid, 2016).

Curvelo, Watanabe, & Alfinito (2019), conducted a research on purchase intention of organic food under the influence of attributes, consumer trust and perceived value, under the descriptive quantitative research with 247 samples. He concluded that emotional value has positive relationship and sensory appeal has negative relationship with purchase intention under organic food. He added that gluttonous component, connected to emotional delight and the joy of consuming organic food, also had a positive relationship with the consumer purchase intention.

Jovanovic, Vlastelica, & Kostic (2016), conducted a research on impact of advertising appeal on purchase intention with student population. He concluded that different advertisement appeal have their own impact on purchase intention: for female emotional appeal and for male rational appeal are stronger where fear appeal proved that it may causes selective perception and rejection.

Zhang, Son, Liu, & King (2014), study the different impact of advertisement appeal for experience service and credence service in 2014. The result shows that an emotional advertising appeal led to prompt a higher purchase intention in the experience service condition, while a rational message created higher purchase intention in the credence service condition. Similarly, the study showed the moderating role of individual distinction in affect intensity. High affect intensity people revealed higher levels of brand idealness than did their low affect intensity partner when presented to promotion using emotional appeal. And conclude that there is no significant difference in the intensity of their emotional responses when presented to rational appeals.

Khuong & Tram (2015), examined the different factor of emotional marketing like meaning and form, emotional traits, cultural symbol, kinds of advertisement, symbols, self-identification for low involvement product in 2015 with 197 samples. The result showed that factors of emotional marketing were positively associated with consumers purchase intention. He added that brand recall, brand recognition and perceived quality of product affect purchase decision. Factors like kinds of

advertisement, meaning and form, cultural symbol indirectly may affect the purchase intention.

Emotional appeal are based on the psychological states or feelings directed to self (such as safety, pride, comfort, joy) as well as those with a more social orientation(such as recognition, status, respect, involvement) (Belch, Belch, & Purani, 2013). Visual and ad foundation are more significant in emotional appeal, making collaboration between this loads of components can really upgrade the influence of communication. So emotions are strongly, relatively and uncontrollable feeling that affects consumer's behavior which may change consumer purchase intention and also help in brand recall.

Grigaliunaite & Pileliene (2016), the research was intended to determine the impact of advertising appeal on print / outdoor advertising effectiveness with regards of convenience product category. In this research both emotional and rational advertisement appeal can influence consumer purchase intention but implicit as well as explicit attitude towards emotional appeal advertisement of convenience product category is more positive than to the rational appeal.

Happiness, anger, disgust, sadness, fear and surprise emotions can be used in emotional advertisement (Singh, 2017). He concluded that company needs to know the consumers felling while presenting advertisement because emotions creates a powerful memory in consume mind which motivate them to consume the products.

Advertisement campaign related to social sensitive product like condoms, hygiene products, and funeral services, etc a marketer use emotional appeal for brand positioning because marketer need more encourage consumer to be considering it (Panda, Panda, & Mishra, 2013).

There is importance of various advertisement appeal furthermore, gives illustration of storyboards of few FMCG items utilizing unique promoting requests. Advertisers are attempting to emotionally persuade or drive the clients (focusing on female clients) to make actuation of fair and lovely (Fair and Lovely) in order to fulfill their psychological condition of being attractive in order to acquire acknowledgement, status and regard on the society/ professional field in which they are working (Ambujakshan, 2012).

Akbari (2015), examined the different impact of advertising appeal for high and low involvement products in 2015. ANOVA, t-test and regression were applied to study. The finding of the study indicate that both appeal (rational and emotional) have a positive effect on purchase intention. Scholar used fear and pleasure appeals for low involvement products and pleasure and pride appeal for high involvement products. Though low involvement product have a more significant effect on advertising attitude, for a high involvemnt products rational appeals are more persusavie.

Consumer wants to connect their emotions and feelings with brand which must be conceivable by practicing distinct emotional gimmicks in advertisements. Emotion has a power which helps marketer to convience customer and sell their brands. The different appeal like love, humor, hapiness and excitement were tested for consumer buying behavior. Love, humor and hapiness shows the positive relationship influence on purchase intention for high involvement product (Kamran & Siddiqui, 2019).

The selection of an advertisement appeal is very most important while introducing any products. He concluded that negative emotional appeal leads to significantly more negative response and positive emotional appeal perform better in low involvement product. In low involvement product there is more competition in price, quality, durability and value. While introducing any new product, negative emotional appeal damages the product and their perception. In high involvement products information appeal is important but for low involvement product positive emotional appeal play well. So, a company can create emotional advertisement by psychological states and social orientated (Dens & Pelsmacker, 2010).

Concern on the effect of emotional and rational appeal on social advertising campaign with forty advertisement promotion attitudes and behavior related to social issue. The review shows that there is issue among theory and practical in social marketing considering the higher prevalence of rational appeal in the nations in the contexts where theory recommends emotional appeal for higher effectiveness (Casais & Pereira, 2021).

The different types of appeal in food and beverage which were large and the least were present in the case of toys and games. Emotional appeal like fun and happiness, jingles and slogans, humor were present. The result shows that fun and happiness are

valuable for emotional appeal in urban area children whereas emotion appeal of action and adventures has a strong influence in rural children (Khanna, 2016).

High involvement and low involvement product has a positive role in purchase intention (Srivastava, 2016). He studies in overall brand of low involvement and high involvement product with 202 sample which shows that emotional advertisement leads to a higher degree of purchase intention for low involvement products. He concluded that emotional advertisement is more effective than humor advertisement in terms of purchase intention, brand image, brand recall and likeability.

The impact of the combination of rational appeal and an expert spokesperson on the advertising attitude is more significant than the combination of emotional appeal and an expert spokesperson (Lin, 2011). Similarly, Ad appeal has positive impact on advertising attitude, and rational appeal rational appeals are more significant than emotional appeal. Likewise, advertising attitude has positive influence on purchase intention. Besides, the reason for concentration of study on emotional advertisement on consumer purchase intention on low involvement products is that whether there will be any change or not without using expert spokesperson. And, thus, the study is to be conducted in context of Nepal; especially with the focus on the consumers who are consuming low involvement product.

Factors affecting emotional advertisement appeal

The study shows that how products employ a variety of emotions in advertisement to enhance their effectiveness. Consumers are more experience with different types of emotions like safety, security, love, happiness, sentiment, excitement, pride, self-esteem, actualization, pleasure, status, respect, etc. In this research, there has been focused on the emotion of love, happiness, safety, excitement, humor in emotional advertisement (Belch, Belch, & Purani, 2013) (Kamran & Siddiqui, 2019).

- **Emotion of love:** Love appeal is one of the most essential and powerful appeal in the emotional advertisement. Bagozzi, Batra, & Ahuvia (2016) as indicate that in this 21st century product love is one of the significant things for buyer just as advertisers. According to Albert Einstein - People fall in love with different things and other person Gravity is not responsible for it. Martin

Luther King has said that love is the main force in this universe, which can change the impression of people.

The love ads elicited by different TV commercial are the most memorable advertisement which evoked the most positive feelings and were best understood (Mai & Schoeller, 2009). Love appeal in every commercial forming the base of appeal in commercial. Love is the valuable for emotional appeal in influencing the urban children and also helps in brand recall (Khanna, 2016).

Emotional appeal is a relationship which reviews the emotional connection of consumer with a product (Carroll & Ahuvia, 2006). The consumer preference of loving the product can be recognizing through the emotional attachment (Park, Macinnis, & Priester, 2006) .

Emotion of love is strongly, relatively and uncontrollable feeling that affects consumer's behavior which may change consumer purchase intention and also help in purchase intention (Belch, Belch, & Purani, 2013).

There is positive relationship between brand name and customer. Emotion of Love depict how the ads utilize the emotional appeal upgrade showing the love and relationship that put customer and assist them for remembering or recall the product name. The result shows that emotions of love in emotional appeal are very effective in home appliance product (Kamran & Siddiqui, 2019).

Casais & Pereira (2021), this examination allows to understand that love appeal marketing strategy in Portugal avoid stimulating emotions and join exceptional significance to sharing information both through text and narration, or even through sharing insights about the advertisement.

- **Emotion of happiness:** Happiness is motto in emotional appeal. Marketers are focused on trying to influence consumer activity of happiness by including promises of happiness in Ad (Barbosa, 2017).Happiness is kind of joy whenever consumers are safe or lucky or effective they become so much glad. The company and advertisers utilize the emotions of happiness to make a positive relationship with consumer and make loyal consumer (Ali, Rehman, Shakir, & Noorani, 2020).

In the Nepal, Coca-Cola has central theme of happiness advertising campaign from 2009 which has positive impact in consumer mind and help for brand

recall. Emotion of happiness helps to connect and engage consumer providing a positive feelings about the brands. Happiness appeal creates happy memories which help to connect and engage consumer and give positive feeling about the brands. The result shows a positive impact of happiness on influencing the purchase intention of the consumer towards home appliance brands (Kamran & Siddiqui, 2019).

Happiness appeals in every commercial forming the base of appeal in commercial. Happiness is the valuable for emotional appeal in influencing the urban children and also helps in brand recall (Khanna, 2016).

Happiness is strongly, relatively and uncontrollable feeling that affects consumer's behavior which may change consumer purchase intention and also help in brand recall (Belch, Belch, & Purani, 2013).

Bandyopadhyay, Septianto, & Nallaperuma (2021), the review inspects the chance of employing a mixed emotional appeal in luxury brand advertising. The result showed that blended emotional appeals (happiness and sadness vs. happiness alone) in a luxury brand advertisement could expand consumer purchase intention. Similarly, consumer experienced more significant levels of account transportation while assessing a luxury brand advertisement with a mixed emotional appeal (vs. happiness alone).

Casais & Pereira (2021), this examination allows to understand that love appeal marketing strategy in Portugal avoid stimulating emotions and join exceptional significance to sharing information both through text and narration, or even through sharing insights about the advertisement.

At whatever point consumer considers happiness as the main theme of an advertisement, consumer highest mind would be presumably Coca Cola organization. From 2009 to 2015, Coca Cola's launch ad campaign by the name of Open Happiness which was one of the best worldwide brand campaign which makes Coca Cola the image of American happiness, and customers of coca cola positive faith in coca cola brand (Kotler, Wong, Saunders, & Armstrong, 2008).

- **Humor:** Humor is effectively tools for emotional appeal when it is related to some certain interest which the consumer seeks for. It creates an emotional link with the brand. In the situation of low involvement product, humor appeal

motivate low consumer to process information and positive impact on purchase intention (Akyuz, 2015).

Fatt (2002), indicate that it is so much essential to understand that there are some circumstance where humor are more effective despite of increasing the number of humorous appeal. Humor appeals show their effectiveness among cultures, demographic, consumer and even among groups. Ads using emotion of humor are more effective than the advertisements which don't use of humor provided that when buyer's opinion about product is good (Shimp & Andrews, 2013).

Affiliative humor, self-enhancing humor, aggressive humor and self-defeating humor are the types of humor. (Ganapathy, 2009)the article shows that humor is a strong appeal for a product to grab the attention and purchase intention. Humor ad helps to watch, laugh, enjoy and also help to recall the brand. Humor elevates the consumer happiness and mood.

Emotion of Humor has the capacity to engage with the brands. It also helps to memorize the brand and may attract the consumer attention before purchasing those brands. The interesting videos, dialogs, picture draw attention towards brand. The result shows that there is positive impact of humor on purchase intention of consumer on home appliance products (Kamran & Siddiqui, 2019).

Humor significantly affect all measures of communication effectives and humor effect are generally but not universally positive. He added that if the brand wants to make communication effective and brand recall, then they should use humors appeal (Speck, 1987).

- **Emotions of Safety:** Safety is the primarily useful for creating brand for a particular product or service. Safety appeal can make consciousness to grab the consumer attention. A range of product whether high or low involvement product safety appeal can play a positive role (Belch, Belch, & Purani, 2013). Ad campaign of Condoms is some examples of safety appeal which are making positive purchase intention.

Safety is the importance appeal that influences the purchase intention of convenience food. Safety appeal makes awareness toward s consumer and they can analyze advantage and disadvantage of the products. The safety attributes includes additives, pesticides, hormones, color, artificial ingredients,

and safety certification. If the marketer can flow those information through their advertisement then it can play a positive role in purchase intention (Imtiyaz, Soni, & Yukongdi, 2021).

During the COVID-19 pandemic, role of safety appeal in processing advertisement and effectiveness of safety appeal is warranted. It was the platform for appealing the peoples for check-up and for vaccine (Taylor, 2020).

- **Emotions of Excitement:** A marketer needs to understand how excitement works before to understand how excitement affects marketing. Excitement make consumer more likely to act. When the consumers are more excited their emotions become more powerful and may be positive or negative impact on purchase intention (Patel, 2015).

To see how excitement appeals affect consumer purchase intention, firstly advertisers need to see how excitement exactly works in promotion. As indicated by (Patel, 2015)—Excitement is mental, however it impacts the entire body. The beginning of excitement is actually similar to different emotion in the product but excitement has positive physiological reactions to them.

Emotion of excitement motivates consumers to entertain and grave attention. Excitement appeals are better at achieving communication goals. This appeal helps to convince consumer to find out about the home appliance brand. The result shows that there is neutral of humor on purchase intention of consumer on home appliance products (Kamran & Siddiqui, 2019).

Products that use excitement appeal help consumer for brand recall. Company use excitement appeal so that, consumer feel positive behavior that the appeal provide some unique and stirring in the advertisement (Khanna, 2016). Emotions of excitement are strongly, relatively and uncontrollable feeling that affects consumer's behavior which may change consumer purchase intention and also help in brand recall (Belch, Belch, & Purani, 2013).

Consumer's feelings get incredible when they are excited and can influence their decision making capacities. At the point when consumers are excited they do more positive decision even they make bad decision sometime (Barbosa, 2017).

Nepalese products are also using excitement appeal which for achieving communication goal. With this appeal, product like Shalimar Cement, Dish Home, Leaves Fan, Coca-cola, Bonus noodles, etc helps for brand recall.

2.2 Research Gap

The growing number of advertisement and different appeal, creative ad are on trend. And, the marketers do everything possible to trigger consumer attention and influence them to purchase intention. However, the factor influencing purchase intention is not always under the control of marketer. There has been number of research done on analyzing the emotional appeal factor influencing purchase intention towards low involvement product. The different research shows there is positive relationship between emotional appeal and purchase intention.

These days Nepali market is changing from seller market to buyer market. Nepali advertisers are utilizing promoting as an instrument to advise consumer about products and convince them to buy their brands. Nepali advertiser has been using different advertisement appeal. The study is designed to test the impact of emotional appeal on purchase intention for low involvement product in Nepal. Therefore the main objective of this paper is to analyze the impact of emotional appeal on purchase intention of Low involvement Product in Nepal.

2.3 Conceptual Framework

Research framework is designed to demonstrate an understanding of theories and concepts that are relevant to the topics of the study. It is the structure that can hold or support a theory of a research study. Thus, after the thorough review of related literature, following research framework is developed which will guide the research work throughout.

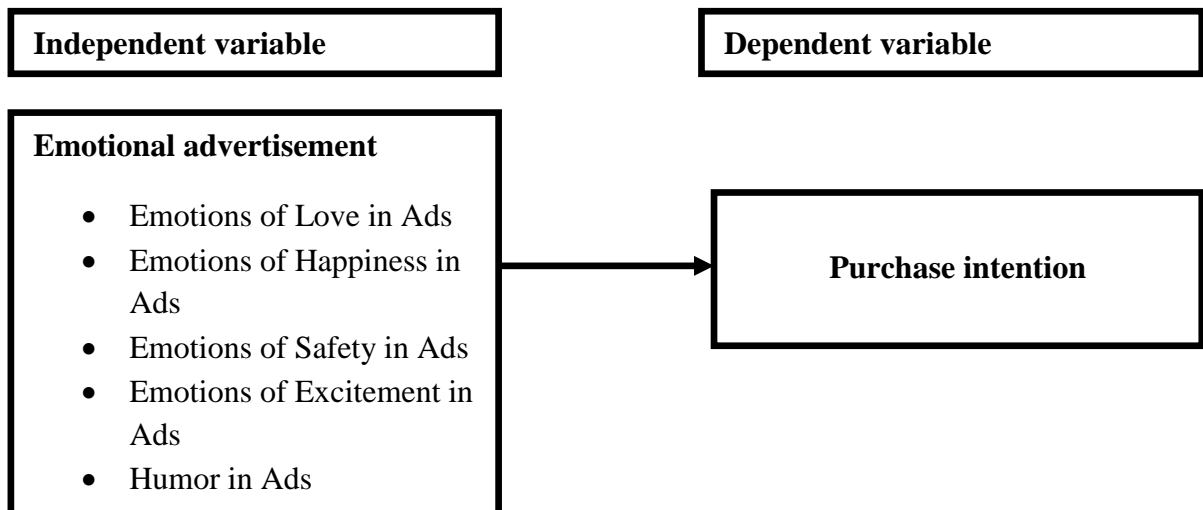


Figure 2.3 Research Framework

(Belch, Belch, & Purani, 2013)

(Kamran & Siddiqui, 2019)

Independent variable

The independent variable exerts the impact on the dependent variable in the research. Under this study, emotional appeals are considered as independent variables to examine its significant impact on purchase intention of low involvement product in Nepal. Emotional appeal include, love, happiness, humor, excitement, and security.

Measurement of independent variable

Independent variables are measured using various constructs. The Likert scale items are used as the construct for measuring the variable. Most of the constructs for measuring independent variable is taken from different articles.

- **Emotion of love**

To measure emotion of love appeal, component like attracting attention, nice feeling, liking, and creating association is being considered.

- **Emotion of Humor**

To measure emotion of humor appeal, component like recommendation, recognize competing brand, increase recall, and loyalty is taken into account.

- **Emotion of safety**

Emotion of safety is measured in terms of attracting attention, safe feeling, recognize competing feeling, and enhance message comprehension which insist consumer to make purchase intention.

- **Emotion of excitement**

Emotion of excitement is measured in terms of entertain, message comprehension, trigger excitement, and communication goal which influence consumer intention towards low involvement product.

- **Emotion of happiness**

Under Emotion of happiness, components like Positivity towards products, Create Happy Customer, Induce to purchase, and Build Memories with Brands and such are taken into account.

Measurement of Dependent Variable

Dependent variable is being tested, measured and is dependent on the independent variable. Under this research, purchase intention of low involvement product is taken as dependent variable which is affected by emotional appeal. Purchase intention is measured in terms of affecting emotional appeals factor, preference over others, increase consideration for purchase, cultivate rewarding shopping experience, repurchase, and such (Kamran & Siddiqui, 2019).

CHAPTER III

RESEARCH METHODOLOGY

This chapter illustrates how the research has been carried out with all specific procedures, techniques and statistical tools. This chapter allows the researcher to critically evaluate the study's overall validity and reliability. It shows the path through which researcher could formulate problems, objectives and present result from the data. It includes the research methodology of the study from the research objective to the result dissemination. For the emphasis, in this chapter, the researcher outlines research design, population and sample size determination, instrumentation, sources and methods of data collection and data analysis.

3.1 Research Design

The study is carried out with a purpose of examining significant impact of emotional Ad appeal on purchase intention of low involvement product in Nepal. On that note, the study follows Descriptive research design. Descriptive study is conducted for looking at the respondents' profile with the focus on who, where, how often types of questions to study the behavior of consumers who have consuming low involvement product regarding the emotional appeal.

The study is done by using single cross-sectional design as it is less costly, saves time and convenient. The research is based on Quantitative research approach in order to test hypothesis pertaining to phenomena and perform an empirical investigation of quantitative properties. Data collection is done with the application of close ended questionnaire. And, while collecting data using the questionnaire tools, the questions are kept as easily understandable and specific as possible.

3.2 Sample size and population

Sample size

As the research analyze the impact of emotional Ad appeal on purchase intention of low involvement product in Nepal, so, targeted population for the study is Nepalese; belonging to consumer who consume low involvement product. Since, the population estimate for the study is infinite and unknown (where the population is greater than

50,000), the following sample size formula by (Godden, 2004) is used to compute the representative number of respondents for sample size;

$$n = \frac{Z^2 \times p \times (1-p)}{M^2}$$

Where,

n= sample size for infinite population

Z= Z value (e.g. 1.96 for 95 percent confidence level)

P = Population proportion (expressed as decimal) (assumed to be 0.5 or 50%)

M= Margin of Error at 5 percent (0.05)

Using this sample size determination formula for the unknown population, the sample size for the study is determined as 384 respondents. The study population is heterogeneous in nature and hence, the population is likely to be highly varied.

Sampling technique

For the study, non- probability sampling method is selected. Under non-probability sampling method, Convenience sampling method is applied because under this method, samples are selected from the population only because they are conveniently available and to which the researcher has an easier access.

3.3 Sources and methods of data collection

Data for the study is collected mainly from Primary sources and the nature of data is quantitative. The research collected data through a close ended structured questionnaire where Likert scale is used in order to test the impact of emotional Ad appeal on purchase intention of low involvement product in Nepal.

3.4 Instrument

The researcher collected 30 respondents for the pilot study by distributing draft questionnaire through mails. Pilot survey was done for reliability and validity test. Reliability test of the questionnaire was done using Cronbach's Alpha method whereas KMO test was done to check the validity of the questionnaire. Furthermore, Confirmatory factor analysis of each factor was done in order to test the correlations and relevance of variables in explaining each construct (factor) based on prior

theoretical pattern of factor loading on perceived constructs which represent the actual data.

After the completion of pilot survey, the researcher distributed final questionnaire to the respondents for collection of 384 samples based on non-probability convenient based sampling.

The close ended structured questionnaire includes different types of questions: categorical questions and Likert scale questions. Total of 20 items are used to measure the emotional appeal which include Love, Happiness, Excitement, Humor, and Safety. Purchase intention for low involvement product which is measured by 5 items.

3.5 Data management and analysis tools

After the collection of responses, raw data is extracted into Microsoft excel sheet in an organized way. For the further analysis, data has been coded and analyzed with statistical package for social science software (SPSS 20). Similarly, Descriptive and Inferential statistical tool is used for the analysis of collected data. Under descriptive analysis, mean and standard deviation is calculated whereas for the inferential analysis, factor analysis, Pearson correlation analysis, multivariable regression analysis has performed in order to test hypothesis and obtain the result from the responses. The following equation present the regression equation of independent variables i.e. Emotions of Love in Ads, Emotions of Happiness in Ads, Emotions of Safety in Ads, Emotions of Excitement in Ads, Humor in Ads and dependent variable i.e. Purchase intention of low involvement product.

Regression equation for emotional appeal types and Purchase intention of low involvement product;

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \beta_5 X_5 + \beta_6 X_6 + \xi$$

Where,

Y= Purchase intention of low involvement product

β_0 = Constant;

$\beta_1, \beta_2, \beta_3, \beta_4$ are the coefficient of variables;

X1= Emotions of love in Ads

X2= Emotions of happiness in Ads

X3= Emotions of safety in Ads

X4= Emotions of excitement in Ads

X5= Humor in Ads

ξ = the error or the difference between the predicted and the observed value of Y.

3.6 Reliability and Validity of data

Validity

Validity is the degree to which the researcher has measured what he has set out to measure. It is the ability of an instrument to measure what it is intended to measure. It is vital for a test to be valid in order for the results to be accurately applied and interpreted. The researcher has to test different types of validity such as face validity, concurrent validity, and predictive validity, construct validity, convergent validity, and discriminate validity. Face validity might be established by asking other people whether or not the measure seems to be getting concept that is the focus of attention. The researcher ensured the face validity of the research and checked whether the measure apparently reflects the content of the concept in the questions. For this purpose, the researcher consulted with supervisor in order to test whether the content of the test appear to be suitable to its aims. With the suggestion from the supervisor, few questions were added. On the top of that, the very important issue in research is to test construct validity. Construct validity is the extent to which the measurements used, i.e. questionnaires, actually test the hypothesis or theory. So, the study tests convergent construct validity in order to analyze the relationship between the construct and a similar measure; which shows that constructs which are meant to be related are related. For this purpose, the researcher performs factor analysis and conducts KMO test for assessing construct validity.

Table 3.6.1

Construct Validity Test

Factors affecting emotional appeal	No. of statements	KMO value(>0.7)
Emotions of Love in Ads	4	0.753
Emotions of Happiness in Ads	4	0.786
Emotions of Safety in Ads	4	0.802
Emotions of Excitement in Ads	4	0.690
Humor in Ads	4	0.715
Purchase Intention	5	0.722

Pilot Test

Before the final questionnaire was designed, a pilot test was done to evaluate the accuracy and consistency of the questionnaire design. For a pilot study, 30 responses were collected in order to check validity and reliability of the measurement i.e. questionnaire.

Reliability

Reliability refers to how consistently a method measures something. It is the consistency of the measure of the concept. If the association in reliability analysis is high, the scale yields consistent results and is therefore reliable. Cronbach's alpha is a commonly used test of internal reliability. It essentially calculates the average of all possible split-half reliability coefficients. A computed alpha coefficient will vary between 1 (denoting perfect internal reliability) and 0 (denoting no internal reliability). A low value of alpha could be due to a low number of questions, poor interrelatedness between items or heterogeneous constructs. Similarly, if alpha is too high, it may suggest that some items are redundant as they are testing the same question but in a different pretext. The acceptable values for alpha ranges from 0.70 to 0.90 for a good research (Tavakol & Dennick, 2011).

Table 3.6.2

Reliability test

Factors affecting emotional appeal	No. of statements	Cronbach's value (>0.7)	Alpha
Emotions of Love in Ads	4	0.886	
Emotions of Happiness in Ads	4	0.852	
Emotions of Safety in Ads	4	0.891	
Emotions of Excitement in Ads	4	0.866	
Humor in Ads	4	0.882	
Purchase Intention	5	0.908	

3.7 Ethical consideration

Ethics are norms or standards of behavior that guide moral choices about our behavior and our relationships with others. The goal is to ensure that no one is harmed or suffers adverse consequences from research activities. There exist different ethical

issues related to participants. Edward & Rick (1978), devised ethical principle into four areas:

- Whether there is harm to participate
- Whether there is a lack of informed consent
- Whether there is an invasion of privacy
- Whether deception is involved

Under ethical consideration, the researcher did briefing on what issue, the information from respondents is to be collected so that the respondent gets the idea for what purpose and on what theme the responses are being delivered. Similarly, it is ascertained that the researcher obtained the informed consent of the participant before conducting the survey. It is also made certain that data collected from the participant are kept private and confidential which is to be used for academic purpose only. The research also makes sure there is no such question which invades one's privacy. Besides, the researcher attempt for a quality research where measurement and analysis tools are used to optimal scale in order to test hypothesis and draw a conclusion.

CHAPTER IV

ANALYSIS AND RESULTS

The main goal of this chapter is to extract results and bring into information by processing and analyzing data collected from the survey. This chapter presents the results and findings as obtained from the analysis of primary data collected from the survey of 384 consumers of consumer who consume low involvement product in Nepal. The analysis is solely focused to measure the impact of emotional appeal for purchase intention of low involvement product in Nepal.

Descriptive analysis is being used to evaluate descriptive profile of respondents where as factor analysis, correlation analysis and multiple regression analysis are being performed under inferential analysis methods in order to test the formulated hypothesis for the study. Thus, the analysis section facilitates to fulfill the objectives of the study.

4.1 Descriptive profile of the respondents

Descriptive statistics are used to describe the basic features of the data in a study. It helps to understand the data. They provide simple summaries about the samples and the measures. Descriptive statistics therefore enables to present the data in a more meaningful way, which allows interpretation of the data. It is used to repurpose hard-to-understand quantitative insights across a large data set into bite-sized descriptions.

This research emphasize on the descriptive statistics of demographic profile of the respondents. The demographic information of participants consists of gender and age groups specifically. Moreover, respondents' data are mostly related to the emotional appeal affecting purchase intention of low involvement product.

Table 4.1.1

Respondents' profile

	Demographic variables	No. of respondents	Percent (in %)
Gender	Male	213	55.5
	Female	171	44.5
Age	20-25	131	34.1
	25-35	190	49.5
	35-45	44	11.5
	45 & above	19	4.9
	Qualification	High School	5
	Secondary Level	13	3.4
	College Graduate	188	49
	Masers and above	178	46.4
Permanent Residence	Province 1	40	10.4
	Province 2	54	14.1
	Bagmati Province	90	23.4
	Gandaki Province	61	15.9
	Lumbini Province	108	28.1
	Karnali Province	18	4.7
	Sudur Paschim Province	13	3.4
Schooling	Private	274	71.4
	Government	110	28.6
Family Pattern	Nuclear Family	268	69.8
	Joint Family	116	30.2
	Total	384	100.00

Table 4.1.1 depicts respondents profile with the demographic variables such as gender, age group, qualification, permanent residence, schooling, and family pattern of consumers especially. The table presents that out of 384 respondents, male respondents account for 55.5% whereas female respondents account for 44.5%. The figure vividly shows the higher numbers of male respondents than female which may

indicates that males are more engaged in purchase intention for low involvement with emotional appeal. Similarly, the study targets purchase intention for low involvement with emotional appeal therefore; the study covers respondents aging between (20 to 45 & above years). The table demonstrates that 34.1% of total respondents belong to the age group (21 to 25) years, 49.5% of respondents belong to the age group (25 to 35) years. Similarly, age group (35 to 45) years and (45 & above) years account 11.5% and 4.9% respectively. The result infers that young population group; especially the consumers at their 20s and early 30s are more engaged in purchase intention for low involvement with emotional appeal.

Looking at the Qualification variable, the data shows 1.3% of the participants were High school, 3.4% were secondary level, 49% were College graduate, and 46.4% of the respondents were holding master's degree & above. The result infers that university students are more engage in purchase intention for low involvement with emotional appeal. Furthermore, permanent residence of Province 1, Province 2, Bagmati Province, Gandaki Province, Lumbini Province, Karnali Province, and Sudur Paschim Province account 10.4%, 14.1%, 23.4%, 15.9%, 28.1%, 4.7%, 3.4% respectively respondents were involved in purchase intention for low involvement product with emotional appeal. The result shows that Lumbini province and Bagmati province are more active in purchase intention of low involvement product with emotional appeal.

Looking at schooling variable, the data shows that 71.4% of the participants were private schooling and 28.6% of the respondents were from government schooling. Furthermore 69.8% of the sample participants were nuclear family and 30.2% were from joint family and shows maximum respondent of the results were from nuclear family. On the basis of demographic profiling of respondents, it is clear that the study is based on the actual population who has purchase intention of low involvement product within emotional appeal.

Table 4.1.2

General profile of the respondents

	Variables	Frequency	Percent
Frequency of purchase of low involvement product	Daily	86	22.4
	Weekly	146	38
	Monthly	93	24.2
	I don't switch until there is any major damage	59	15.4
	Total	384	100.00

Table 4.1.2 presents the general profile of respondents where respondents were asked about their frequency of purchase of low involvement product. For majority of respondents the frequency of purchasing low involvement products were 22.4% daily, 38% prefer to buy after weekly, 24.2% would make the decision after monthly and 15.4% would hardly switch unless they find a major damage. The result infers that consumers are more likely to purchase low involvement product on a weekly and monthly basis too.

4.2 Descriptive summary of variables

With an aim of examining impact of emotional appeal on purchase intention for low involvement product, independent variables; i.e. emotion of love, emotion of humor, emotion of happiness, emotion of excitement, and emotion of safety are measured through Likert scale for each component. The following table shows the calculation of mean and standard deviation of independent and dependent variables.

Table 4.2.1

Descriptive analysis of variables

Variables	Mean	Standard Deviation	T	df	Sig(2- tailed)	95%confidence interval of the difference		
						Mean difference	Lower	Upper
Emotional appeal								
1. Emotions of Love in Ads	3.74	0.766	95.675	383	0.000	3.740	3.664	3.8178
2. Emotions of Happiness in Ads	3.81	0.779	95.866	383	0.000	3.814	3.736	3.892
3. Emotions of Safety in Ads	3.80	0.728	102.253	383	0.000	3.799	3.726	3.872
4. Emotions of Excitement in Ads	3.64	0.731	97.564	383	0.000	3.642	3.569	3.716
5. Humor in Ads	3.62	0.744	95.485	383	0.000	3.626	3.551	3.701
Purchase intention of low involvement product	4.54	0.98	89.970	383	0.000	4.542	4.443	4.641

Table 4.2.1 depicts calculated value from mean and standard deviation of both dependent and each independent variable. The mean value of love, happiness, safety, excitement, and humor are 3.74, 3.81, 3.80, 3.64 and 3.62 respectively. The mean value below 3.5 unit value refers that respondent are more likely to be neutral or they agree to some extent on the statement that emotional appeal makes impact on purchase intention for low involvement product. The mean value of emotional appeal factors are above 3.5 units' value which indicates that respondents agree on the statement that emotional appeal makes impact on purchase intention for low involvement product. Similarly, Standard deviation shows how much variation or dispersion exists from the average (mean) or expected value. It is a measure of the average distance between the values of data set and the mean. Data points in a normal distribution area are likely to fall close in value to the means and with 95% level of confidence, 95% of all data points will be within (+)/- 2SD from the mean. Hence, with the SD value of love, happiness, safety, excitement, and humor are 0.766, 0.779, 0.728, 0.731, and 0.744 respectively which are below the value of 2SD unit. And, this ultimately indicates the SD value of situational factor is close to its mean value showing the dispersion among the data up to a limit.

And, Purchase intention of low involvement product comes with the mean value 4.54 and SD value 0.989 which point out that respondents are likely to be aware about their purchase intention of low involvement product whereas with the SD value 0.989 shows data points are not highly dispersed from the mean value.

Similarly, an independent samples t-test compares the emotional appeal factor and purchase intention. There was significant difference ($p=0.000$) in the mean score greater than 3.5 and standard deviation which are below the value of 2SD unit.

4.3 Factor Analysis

Factor analysis is a fruitful tool for investigating variable relationships for complex concepts and it allows researchers to investigate concepts that are not easily measured directly by collapsing a large number of variables into a few interpretable underlying factors.

It is an instrument to determine the extent to which shared variance i.e. the inter-correlation between measures exist between variables or items within the item pool for developing a measure. It ascertains to what degree individual items are measuring something in common, such as a factor. There exist two types of factor analysis tool; exploratory factor analysis (EFA) and confirmatory factor analysis (CFA).

Confirmatory factor analysis

It is most commonly used in social research. It is used to test whether measures of a construct are consistent with a researcher's understanding of the nature of that construct. It allows for the assessment of fit between observed data and a prior conceptualized, theoretically grounded model that specifies the hypothesized causal relations between latent factors and their observed indicator variables.

This study performs confirmatory factor analysis in order to authenticate the fit between factor and its indicator variables which mean this analysis tool confirms that indicator or items load only on the factors they were designed to measure according to a priori specified, theory driven hypothesized model.

Table 4.3.1

Factor Analysis

Indicators	Statements	Factor Loadings
Purchase Intention on Low Involvement Product	• I expect to purchase or repurchase Low involvement products using emotional appeal in advertisement.	0.726
	• Purchasing Low involvement products with Emotional Ad is rewarding.	0.673
	• The Probability that I would consider buying Low involvement products from Brands using emotional appeal is high.	0.712
	• I prefer to buy certain Low involvement products over others because of their emotional advertisement.	0.802
	• Emotional Advertisement of Low involvement products affects my buying decision.	0.725
Emotion of Love on Low Involvement Product	• Low involvement product Advertisement showing love and relationships put me in a good mood and I immediately have a nice feeling about Ad.	0.598
	• Love appeal in advertisement enhances liking of Low involvement products.	0.588
	• Ads with love emotion are the most memorable and create pleasant association with the Low involvement products brands.	0.592
	• I remember and retain the information contained in Ads with love appeal for a long time.	0.50
Emotion of Humor on Low Involvement Product	• I strongly recommend people buy Low involvement from the brands of humorous Ads.	0.619
	• The Humorous Ads made me recognize among competing brands.	0.55
	• Low involvement Brands with Humorous Ads helps me to recall its brand before shopping.	0.583
	• I discuss the variety of products offered by the Low involvement Brands of Humorous Ads.	0.558
Emotion of Happiness on Low Involvement Product	• Low involvement product Ads focuses on happy images of the people appeals to my senses.	0.665
	• Low involvement product Ads showing connecting and engaging people give me a positive feeling about the brand.	0.658
	• Low involvement product Ads that expresses a tone of joy and happy moments creates happy customers.	0.626
	• I can easily relate happy memories with Low involvement products Ads.	0.627
Emotion of Excitement on Low Involvement Product	• Low involvement products Ads designed to entertain and grab attention.	0.584
	• Low involvement products advertisements with excitement appeal enhance message comprehension.	0.747
	• I usually look for Ads that trigger feelings of excitement in me.	0.652
	• Excitement Appeals are better at achieving communication Goals.	0.781

In the table 4.3.1, factor loading of each item of every factor is calculated under confirmatory factor analysis. Factor loading demonstrates the relative importance or magnitude of collection of items or variables that collectively form a whole construct or factor. Factor loading represents the strength of relationship between unobserved factors (constructs) and observed variables (items).

As factor loading value range from -1 to 1 indicates that the variables strongly influence the factor. Loading close to 0 indicate that the variable has a weak influence on the factor. With principal component analysis under Confirmatory factor analysis method, the table aids to examine loading pattern to determine the factor that has most influence on each variable. Thus, here, lower loading item that is close to 0 shows that such item may not be an effective measure of its construct. However, it is evident from the table above, that each items of particular factor are strongly loaded to its respective factors. The items have large positive loading to its respective factors; as the factor loading values are closer to 1. Thus, the figure indicates that there exist a strong correlation between an item and its corresponding factor which eventually eliminates the need for removal of low loaded indicators.

4.4 Correlation

The bivariate Pearson Correlation produces a sample correlation coefficient, r , which measures the strength and direction of linear relationship between pairs of continuous variables and it checks whether a statistically linear relationship exists between two continuous variables. Correlations can take on any value in the range (-1, 1). Correlation value of -1 indicates perfectly negative linear relationship, 0 indicates no relationship and +1 indicates perfectly positive linear relationship..

The correlation among the variables is presented in the table .The relationship between the emotional appeal factor affecting purchase intention variables is depicted through Pearson correlation coefficient are presented in table below:

Table 4.4.1

Relationship between emotional appeal factors and purchase intention

	Purchase Intention	Love	Humor	Happiness	Excitement	Safety
Purchase Intention	1					
Love	.687**	1				
Humor	.705**	.710**	1			
Happiness	.706**	.764**	.742**	1		
Excitement	.636**	.644**	.729**	.691**	1	
Safety	.668**	.681**	.697**	.723**	.610**	1

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

The table 4.4.1 illustrates that Pearson's r value for the relationship between emotional appeal factor like Love, Humor, Happiness, Excitement, and Safety as an independent variable and purchase intention as a dependent variable is significant. With the positive correlation coefficient indicates that all the associations have positive signs representing the positive direction of associations among all the constructs tested. The Pearson correlation r , for the independent variables as in emotional appeal factor: Love, Humor, Happiness, Excitement, and Safety are 0.687, 0.705, 0.706, 0.636, and 0.668 respectively.

With the table, it is evident that emotional appeals factor and purchase intention have a significant linear relationship ($p < .001$). The direction of the relationship is positive which means emotional appeal and purchase intention are positively correlated, that also represents these variables tend to increase together (i.e. greater the use of emotional appeal, higher the possibility of purchase intention). However, the magnitude, or strength of the association is strong relationship because the value of Pearson correlation between love appeal and purchase intentions is 0.687.

Humor appeal and purchase intention have a significant linear relationship ($p < 0.01$). The direction of the relationship is positive (i.e. humor appeal and purchase intention are positively correlated) and this also infers that these variables tend to increase together (i.e. greater the influence from culture and demographics, higher the chance

of purchase intention). Besides, the magnitude or strength of the association between two variables is very strong as the value of Pearson correlation is 0.705.

Similarly, Happiness and purchase intention have a statistically significant linear relationship ($p < 0.001$). There is a positive direction of relationship which indicates that happiness appeal and purchase intention are positively correlated. And, it also shows that these two variables tend to increase together referring that if happiness appeal is effectively well organized and appealing, there is a higher chance of occurring purchase intention. Besides, there is strong correlation between two variables as the absolute value Pearson correlation between happiness appeal and purchase intention is 0.706.

From the value shown in the table, it is apparent that Excitement and purchase intention have a statistically significant linear relationship ($p < 0.001$). There exists a positive direction of relation which denotes that Excitement and purchase intention are positively correlated that means excitement entices a person to make purchases intention. The Pearson correlation r , value between excitement and purchase intention is 0.636 which shows strong strength or magnitude of the association between these two variables.

Similarly, Safety and purchase intention also have a statistically significant linear relationship ($p < 0.001$). And, both of these variables are positively correlated and they move in the same direction which means consumer with the safety appeal is more likely to purchase intention. The value of Pearson correlation also shows that there exists strong correlation between these two variables with 0.68 r value showing the strong magnitude of association between Safety and purchase intention.

Table 4.4.2

Relationship between Independent Factors (emotional appeal) and Dependent Factors (purchase intention)

	Purchase Intention	Emotional Appeal
Purchase Intention	1	
Emotional Appeal	.781**	1

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

Thus, in a nutshell, independent factors (i.e. emotional appeal) have statistically significant linear relationship with its dependent factor i.e. purchase intention. Additionally, variables are positively correlated and thus, they move into the same direction which means any positive changes in emotional appeal also demands positive changes in purchase intention. And, the figure presents high magnitude or strength of associations between independent variables (emotional appeal) and dependent variable (i.e. purchase intention) with the Pearson correlation value, r , and 0.781. In an overall case, there exist statistically significant linear relationship with strong correlation between the independent factors and dependent factor.

4.5. Impact analysis

Linear regression is the next step up after correlation. It is performed when the impact of independent variables is to be measured on the dependent variable. Multiple regression analysis is carried out to predict the single dependent variable by the sets of independent variables. To examine how well emotional appeal could predict purchase intention, both simple linear regression and multiple regression analysis were performed.

Multiple regression analysis can be presented in the following equation;

$$PI = \beta_0 + \beta_1 Lv + \beta_2 Ha + \beta_3 Sa + \beta_4 Ex + \beta_5 Hu + \beta_6 X_6 + \xi$$

Where,

PI= Purchase intention of low involvement product

β_0 = Constant;

$\beta_1, \beta_2, \beta_3, \beta_4$ are the coefficient of variables;

Lv= Emotions of love in Ads

Ha= Emotions of happiness in Ads

Sa= Emotions of safety in Ads

Ex= Emotions of excitement in Ads

Hu= Humor in Ads

ξ = the error or the difference between the predicted and the observed value of PI.

From the adjusted R² value, the percentage of variance in the outcome variable was explained. The regression analysis was performed between emotional appeal and purchase intention.

The result of multiple regression analysis is presented in the following way;

Table 4.5.1

Impact analysis of emotional appeal factor on purchase intention

Model	Unstandardized coefficients		Standardized Coefficients Beta	T	Sig.	Model Summary		ANOVA		Collinearity Statistics	
	B	Std. Error				R.	Adjusted R. square	F	Sig.	Tolerance	VIF
(Constant)	0.163	0.186	-	0.875	0.382					-	-
Love	0.248	0.070	0.192	3.558	<.001					0.352	2.841
Humor	0.3	0.076	0.226	3.972	<.001					0.318	3.145
Happiness	0.238	0.075	0.188	3.168	.02					0.292	3.145
Excitement	0.148	0.068	0.110	2.192	.029	0.612	0.607	129.124	<.001	0.411	2.434
Safety	0.240	0.069	0.177	3.498	<.001					.402	2.489

Table 4.5.1 showcased results obtained from multiple linear regression analysis. For the impact analysis, the variables come with un-standardized coefficient, standardized coefficients, t test value, R value, F value under ANOVA, and significance value. The value given in table performs the impact analysis of emotional appeal on purchase intention of low involvement product. So, it is evident that emotional appeal; Love appeal, Humor appeal, Happiness appeal, Excitement appeal, and Safety appeal have statistically significant impact on purchase intention with the overall significance value.

Moreover, the table above shows that for every 1 unit change in love appeal, the model predicts that purchase intention get changed depending on Un-standardized coefficients by 0.248 units holding other four independent variables (i.e. humor, happiness, excitement, and safety) fixed. Likewise, purchase intention changes by 0.3 units for every 1 unit change in the humor appeal including other independent variables constant. Similarly, it is evident that, for every 1 unit change in happiness appeal, the model predicts that purchase intention get changed by 0.238 positively holding other independent variables constant. Likewise, for every 1 unit change in excitement seems to have a change on purchase intention by 0.148 units. Whereas, purchase intention is changed by 0.240 values with every 1 unit change in safety holding other independent variables fixed.

The table also refers that humor appeal has the most significant impact on purchase intention at un-standardized coefficient value of 0.3 followed by love and safety appeal with the un-standardized coefficient value of 0.248 and 0.240 respectively.

Besides, the table also shows the model summary of R² and adjusted R². The value of R² is 0.612 and adjusted R² is 0.607 which indicates that 60.7% of variance on purchase intention is explained by emotional appeal (Love, Humor, Happiness, Excitement, and Safety). The table depicts the ANOVA summary between independent variables and dependent variable. The F value is 129.124 and the significance value is <0.001. Therefore, the value presents that the causal relationship between emotional appeal and purchase intention is overall significant.

Besides, the table also shows collinearity statistics in order to test multicollinearity. Multicollinearity in regression analysis occurs when two or more predictor variables are highly correlated to each other, generally (> 0.7) such that they do not provide unique or independent information in the regression model. And, there is one way to detect multicollinearity which is variance inflation factor (VIF). It measures the correlation and strength of correlation between the predictor variables in a regression model. Henceforth, in order to test presence of multicollinearity, collinearity statistics is obtained with tolerance level and VIF value. If value of tolerance is less than 0.1 and the value of variance inflation factor is above 5, it hints that there exists multicollinearity.

However, the value of tolerance for each situational factor is above 0.1 and the VIF value is also below 5, so it is evident that multicollinearity does not exist in dataset.

Table 4.5.2

Impact analysis of emotional appeal on purchase intention

Model	Unstandardized coefficients		Standardized Coefficients	T	Sig.	Model Summary		ANOVA		Collinearity Statistics	
	B	Std. Error	Beta			R.	Adjusted R. square	F	Sig.	Tolerance	VIF
(Constant)	0.141	0.183		0.774	0.440						
Emotional Appeal	1.182	0.048	0.781	24.434	<.001	0.781	0.609	597.034	<.001	1.00	1.00

In a nutshell, the table 4.5.2 performs the impact analysis of emotional appeal and its impact on purchase intention. And, it is vividly presented that emotional appeal have statistically significant impact on purchase intention with the p value <0.001. Besides,

it is shown that for every 1 unit change in emotional appeal, it brings change worth of value 1.182 unit changes in purchase intention. So, it is clear that emotional appeal has the most powerful influence on purchase intention.

Additionally, since the table also explains about model summary with R² value and adjusted R² value and they are 0.781 units and 0.609 units respectively. And, this infers that 60.9% of change on purchase intention is accounted by the independent variables (emotional appeal). The table also illustrates ANOVA summary between independent and dependent variables where F value is 597.034 with the significance value of <0.001. Hence, the result represents that the casual relationship between independent variables (emotional appeal) and dependent variable (purchase intention) is statistically significant in overall.

Additionally, the table also exhibits that the dataset does not exhibit multicollinearity as the value of tolerance is above 0.1 and VIF value is also less than 5.

Table 4.5.3

Hypothesis test from Regression analysis

Hypothesis	P-value	Results
H1. Emotional Appeal is positively associated with purchase intention of low involvement product in Nepal.	<0.001 (p<0.05)	Accepted
H1a. Emotion of love in advertisement is positively associated with purchase intention of low involvement product in Nepal.	<0.001 (p<0.05)	Accepted
H1b. Emotion of happiness in advertisement is positively associated with purchase intention of low involvement product in Nepal.	0.02 (p<0.05)	Accepted
H1c. Emotion of safety in advertisement is positively associated with purchase intention of low involvement product in Nepal.	<0.001 (p<0.05)	Accepted
H1d. Emotion of excitement in advertisement is positively associated with purchase intention of low involvement product in Nepal.	0.029 (p<0.05)	Accepted
H1e. Humor in advertisement is positively associated with purchase intention of low involvement product in Nepal.	<0.001 (p<0.05)	Accepted
H2. Emotional appeal has positive impact on carrying enough information of the product.	<0.001 (p<0.05)	Accepted

4.6 Major Findings

From the data presentation and analysis, the researcher has come up with the following key findings that aids for drawing conclusion. This section points out the key findings of the current research which are listed below:

- It is found that there is 55.5% of engagements by male respondents in comparison to 44.5% of female respondents which may refer that male are more likely to be engaged in purchase intention of low involvement product with emotional appeal. Thus, in low involvement product, males are potential buyers whose purchase intention tendency can be triggered easily.
- Since, the research is emphasizing on purchase intention of low involvement product with emotional appeal, the study considers respondent aging in between 20 to above 45 years old, where 34.1% of total respondents belong to the age group (20 to 25) years, 49.5% of respondents belong to the age group (25 to 35) years. Age group (35 to 45) years and (45 & above) years account 11.5% and 4.9% respectively. So, it is evident that people at their early 20s and 30s are more inclined towards making purchase intention for low involvement product decision because they are income generators and biggest spenders.
- Similarly, the majority of respondents were from college graduate and masters and above ie. 49% and 46.4% respectively while high school and secondary school account 1.3% and 3.4% respectively. Thus, it depicts those consumers who are university student they are more likely to make purchase intention of low involvement product because they are the income generator.
- Similarly, considering the permanent residence of consumer, 28.1% of the total respondents account from Lumbini province whereas 23.4% are from Bagmati province whereas 15.9% of them are from Gandaki province, 14.1 from Province 2, 10.4% from Province 1, 4.7% from Karnali province and 3.4% from Sudur Paschim province. So, it manifests that consumers who are from Lumbini, Bagmati and Gandaki province are more likely to purchase low involvement product with emotional appeal.
- Likewise, 71.4% of total respondents are from Private schooling whereas 28.6 % are from Government schooling. So, it is obtained that consumers are more likely to make purchase intention for low involvement product consumer who are from

private school. Hence, the more people are actively engaged emotional appeal, the greater is the chance of making purchase intention impetuously.

- In the same way, 69.8% of total respondents account from Nuclear family whereas 30.2% are from Joint family. This point out that consumer is more likely to make purchase intention for low involvement product which they have not even planned because of the influence from emotional appeal that drives consumers toward purchase intention.
- Similarly, considering the frequency of purchasing of low involvement product, 38% of the total respondents make purchase weekly basis whereas 24.2% of them purchase on a monthly basis whereas 22.4% of them purchase daily and only 15.4% of them purchase until the product get damage. So, it manifests that consumers are more likely to purchase product on weekly basis. Thus, it depicts that consumers are more likely to make purchase after completion of products in their home.
- With the mean value of determinants i.e. emotional appeals factors, above 3.5 and value of standard deviation below 2, indicates that respondents are likely to agree or have neutral thoughts on the statements about their purchase intention and about the factors they get triggered by. And, it also shows the value of data set are close to the average (mean) which means dataset are not widely dispersed indicating the reliability of data.
- Similarly, there is significant linear relationship with positive direction of association between emotional appeal and purchase intention with the correlation value ($r=0.781$) under which, love appeal ($r=0.687$), Humor appeal ($r=0.705$), Happiness appeal ($r=0.706$), Excitement appeal ($r=0.636$), and Safety appeal ($r=0.688$) have statistically significant linear relationship with purchase intention.
- According to the result obtained from Multiple Regression Analysis for impact analysis, it is obtained that emotional appeal factor has the significant impact on purchase intention with (p value= <0.001) consist of love appeal with (p value= <0.001), humor appeal with (p value= <0.001) and happiness appeal with (p value= 0.02), excitement appeal with (p value= 0.029), and safety appeal with (p value= <0.001), having significant impact over purchase intention.
- According to the result obtained from Multiple Regression Analysis for most significant impact on purchase intention, it is obtained that humor appeal has un-

standardized coefficient value of 0.3 followed by love and safety appeal with the un-standardized coefficient value of 0.248 and 0.240 respectively

CHAPTER V

DISCUSSION, CONCLUSIONS AND IMPLICATIONS

This chapter covers the discussions, conclusion and implication of the study. The first section includes discussions about the confirmation of the major findings of the study with the previous studies on the similar subjects. Then, the conclusions are derived from the findings. Further, the implications that could be drawn from the study are also discussed in this chapter.

5.1 Discussion

The main purpose of the study is to analyze the impact of emotional appeal on purchase intention for low involvement product in Nepal. Chapter two presented seven hypotheses for this study and explained the importance of these hypotheses. Each hypotheses produced and tested in this study is discussed here.

Emotional appeal provides strong incentives to make purchase intention and the current study found emotional appeal as a significant trigger to make purchase intention for low involvement product in Nepal. The result is supported by the literature claimed by Ali, Rehman, Shakir, & Noorani (2020), Kamran & Siddiqui (2019), Jovanovic, Vlastelica, & Kostic (2016), Khuong & Tram (2015), Calvo Porral, Ruiz Vega, & Mangin (2018) where the researcher states that emotional appeal contributes to modify and shape the emotional experience in product purchase intention. Emotional appeal can be taken as a positive factor that stimulates purchase intention. Emotion is affected by symbol, meaning and form, cultural symbol, and self-identification which also help for brand recognition and brand recall. Emotional appeal such as love, happiness, excitement, humor, and safety are more effective on purchase intention of customers. Thus, promotional offers such as price discounts, Reduced prices and such play a significant role in influencing consumers in product trial behavior which indirectly also attracts new consumers. Buyer emotion management acts as a moderator that if buyer can deal with their emotions and think rationally then their purchasing intention may be unique.

Emotions of Love depict how the advertisement utilizing the emotional appeal improve relationship with consumer and assist them with remembering the brand

name by framing an affiliation between the brand and customers. Consistent with the study of Belch, Belch, & Purani (2013), Kamran & Siddiqui (2019), Casais & Pereira (2021), Mai & Schoeller, (2009), Khanna (2016), Carroll & Ahuvia (2006), Park & Keil (2019) the current study also found that there is a significant impact of love appeal on purchase intention. A love appeal creates convenience for consumers to view and purchase those products impulsively. Love appeal utilized in commercials focuses on a strong connection between consumer, showing perfection and enhancement of their emotional bond is probably going to impact buyer's purchasing intention. The image show couples or connection between consumers, by developing strong feeling that is respected by the consumer. An effective love appeal can be arranged in such a way that motivates positive perception and increases the purchase intention. With the major changes in the memorable slogans, jingles, jargons and songs, which at present, gaining popularity among young generation by connecting story telling have the highest effect on purchase intention. Thus, purchase intention of consumers gets influenced by the fact that how the advertisement has been effectively organized and how the products have been displayed in the store.

Similarly, the current study also reveals that emotion of happiness also makes a significant impact on purchase intention. And the findings is also consistent with the study by Kamran & Siddiqui (2019), Khanna (2016), Belch, Belch, & Purani (2013) which addresses that emotion of happiness has positively significant impact on purchase intention. Emotions of Happiness depict a happy life interfacing consumer and assist with making loyal customer clients. Such feelings or emotion show an ideal topic that contacts the core of its consumers sustaining happy response. The meaning of happiness is not same for every consumer, and it especially doesn't give same meaning for every time. Companies should identify their customer segment which they want to reach when using happiness appeal in advertisement. Thus, the regression analyses show that those emotions of happiness have an increased tendency purchase intention.

Likewise, in consistent with the finding by previous researchers; Akyuz (2015), Ali, Rehman, Shakir, & Noorani (2020), Fatt (2002), Shimp & Andrews (2013), Kamran & Siddiqui, 2019), Khanna (2016) the current study also reveals that Emotion of Humor has a major role in purchase intention of consumers. Humor has power to enhance brand preference and using the humor helps for brand memorization and

recall before purchasing the products. For the emotion of humor there should be funny image, dialogues with engage the consumer. Emotion of Humor leaves the consumer with a good impression of the product, create bond, energizes consumer, and also provide emotional relief. Humor appeal shows their effectiveness among culture, demographics, consumer and even among the group. So, consumers prefer purchase intention for low involvement product having emotion of humor.

Similarly, the current study also reveals that emotion of excitement also makes a significant impact on purchase intention of low involvement product. And the findings is also consistent with the study by Belch, Belch, & Purani, (2013), Ali, Rehman, Shakir, & Noorani (2020), Patel (2015), Khanna (2016) which addresses that excitement has positively significant impact on purchase intention. Consumer with emotion of excitement, emotion becomes more powerful whether it may be positive or negative impact make them more likely for purchase intention. Excitement also helps for brand recall which plays a positive role in purchase intention. Thus, the regression analyses show that excitements have an increased tendency to make purchase intention.

The study considers Emotion of Safety that triggers purchase intention. As safety may strongly influence consumer to make purchase intention in order to afford something to indulge themselves stimulating and developing very strong emotional reactions within the consumers. And, Consumers may purchase to maintain, improve, or change mood. Buyers often make purchases when they feel particularly well or particularly bad. An emotion of safety could remind a consumer the pleasure he could have by making purchases so it tends to activate the individuals desire to buy. The current study also reveals that there is a significant impact of safety on purchase intention consistent with the conclusion made by, (Imtiyaz, Soni, & Yukongdi, 2021), (Taylor, 2020).

5.2 Conclusions

Advertisement has become more powerful way to promote and sell the product and services. Due to the different advertisement appeal, the purchase intention of consumer has become complex. The research was conducted to analyze the customer's purchase intention of low involvement product in Nepal with emotional appeal. The research accomplished the objective of analyzing the impact of emotional

appeal on purchase intention of Low involvement Product in Nepal. The results of the study showed that all five factors of emotional appeal (Love, Humor, happiness, excitement, and Safety) tend to have significant impact on purchase intention.

Based on the findings of this research, several valid conclusions can be drawn. In most of the respondents taken under study, Humor, Love, Safety, and Happiness are found to be key factor for purchase intention. Excitement also affects in purchase intention but it has less Beta value than other factor. Consumer who acts according to Humor, who has high humor motive should be the target of marketing efforts, as most of such consumers are more likely to get emotional with low involvement product and prefer to purchase. Particularly Humor appeal in promotion strongly impact consumer purchase intention and increment brand awareness. Emotions are the enchantment through which advertisers can sell everything. Hence, many low involvement products (for example Wai-Wai, Coca-Cola, Fonepay, Happydent) are taking on emotional appeal in ads to sell what they need them to sell. The major objective behind this advertisement strategy is to make positive attitude and emotions towards a brand and to revive or invigorate minutes to develop a strong relationship between Low involvement product and their consumer that make to buy more goods and embrace.

There is a positive correlation coefficient of Love, Humor, Happiness, Excitement, and Safety with purchase intention towards low involvement product. The findings of the study are very useful to the marketers to improve their marketing campaigns and analytical procedures, to trigger purchase intention. Marketers and companies may be wise to ensure that emotional appeal factors should be designed in a most effective manner that could attract consumer, aware the consumers about product and ease them while shopping.

In conclusion, this research has contributed to literature on the study of emotional appeal on purchase intention of Low involvement Product in Nepal. The current research contributes in the analysis of emotional appeal factors that determine individualities for purchase intention. The study will beneficial for production companies and business as it provides them, the information about customers' attitude and spontaneous purchasing behavior in the low involvement product. Henceforth, in

a highly competitive environment, with the growth of e-commerce industry, it would be useful to examine purchase intention among the consumer.

5.3 Implications

From a managerial perspective, marketers and business owners need to focus on designing strategies an investing resource to promote purchase intention with emotional appeal. Thus, we have contributed new insights to understanding the determinants of purchase intention for low involvement product. And, the finding of study can be useful for marketers and company in the following way;

- Since, the results found that roughly 38 % of consumer purchases low involvement product weekly basis in our study. This shows that at least in our sample Nepal consumers, we found that purchase intention was mostly prevalent. So, if consumers are mostly affected by emotional appeal; Humor, Love, Safety, Excitement, and Happiness then markets/retailers should give considerable attention on making these factors effective.
- Since Humor is found to have a highest effect on purchase which is an interesting finding because Nepalese product has seen major changes with the different advertisement appeal. Company should therefore continue to invest in improving emotion of humor, as it would allow consumer to spend more time in their product, which may trigger purchase intention. Thus, company should design humor appeal so tactfully in order to catch customer's attention.
- Emotion of Love, Safety, and Happiness are also considered as one of the most powerful tool to attract consumer's purchase intention. The higher the favorable emotions towards product are, the higher the likelihood consumers come and purchase intention will be. Therefore, it is suggested that low involvement product should use emotional appeal in special occasion also (for instance, Christmas, New Year's Eve, festive offers etc.) to gain attention from consumers and purchase intention. Moreover, emotional appeal can be implemented under various forms.
- Moreover, company could use basic methods such as creating an organized and most effective emotional appeal to get more attention, and purchase products from shoppers and enhancing salespeople's role in providing

shoppers with immediate, anticipated gratification through their courtesy, respect, helpfulness and charm.

- Similarly, consumer's purchase intention are derived by the needs for fun, novelty and surprise depending on personality traits, their need to satisfy their self esteem and desire to gain others' respect, for such consumers purchase intention has become a reward and not any utility resulting from the purchase. Thus, consumers who purchase according to their emotion possess high emotional motives and exhibit higher purchase enjoyment should be the target of marketing efforts. Advertiser should design advertisement in a way that emotionally engages the customers to such environment in a positive way.
- Additionally, there is positive relationship between emotional appeal factor and purchase intention. Hence, advertiser could develop interaction with consumer which can create positive feeling among them, making their mood happy or cheering them up, enhancing their excitement and arousing experience from quality shopping practice by emotionally.
- Thus the managerial implications of this analysis should be fairly obvious. If advertisers wish to promote purchase intention, they should create an environment where consumers can be relieved of their negative perceptions of purchase.
- Importantly, the study also offers options for consumers to control their purchase intention, if they choose to, or feel better about their purchase intention, by relieving their negative evaluation of product. Consumers should recognize that emotional appeals are not bad. Once consumers recognize that products are more than commodities and that they are buying to please their hedonic desires as well as their physical desires, they will feel more comfortable with the emotional appeal. Consumers should be more aware of advertisers' efforts to manipulate their moods to influence their purchase intention.

Theoretical Implication

The finding may be important from a theoretical perspective, because they contribute to a better understanding of emotional appeal on purchase intention of Low involvement Product in Nepal.

An overarching theme of this research is to gain a better understanding of the simultaneous effects of emotional appeal on purchase intention. The study offers an important contribution to research on purchase intention. This study contributes to an understanding of how emotional appeal factors affect purchase intention. It also highlights the fact that how consumers usually makes buying decision to come in and purchase apparel products through emotional appeal.

Implication for Future Research

There remains enough ground of scope in terms of data, models and methodology for studies in days to come. Some of the future scopes of this study are listed as below:

- For future research it is suggested to test this relationship with increased sample size and better sampling techniques to generalize the findings.
- This research is conducted without considering and moderating variables. Hence, future researches can be conducted taking potential moderating variables that may positively or negatively shape the relationship.
- The sample size and time period taken for the study is limited; so future study can be conducted by taking larger sample size and longer time period.
- The model used in this study is limited to simple linear regression models. Thus, other models and some advance statistical tools can be used to examine for further studies. For example, future studies can use non-linear statistical tools and bidirectional causality tools.

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APPENDICES

Questionnaire

EMOTIONAL APPEAL ON PURCHASE INTENTION FOR LOW INVOLVEMENT PRODUCT IN NEPAL

Dear Respondent(s),

I am Suman Bhandari of School of Management, Tribhuvan University. I am conducting an academic research titled “Emotional Appeal on Purchase Intention for Low Involvement Product in Nepal” as the requirement of the MBA degree from School of Management Tribhuvan University (SOMTU). This survey is a part of this academic research. I would like to request you to kindly take in this research.

I would also like to ensure you that your information and feedback on this questionnaire will be highly appreciated in completion of this research project. I assure you that all your response will be kept confidential. Your honest response to this questionnaire is highly appreciated.

Demographic Profile

1. Gender

- Male
- Female
- Others

2. Age

- 20-25
- 25-35
- 35-45
- 45 & above

3. Qualification

- High School
- Secondary Level
- College Graduate
- Masters and above

4. Permanent Residence

- Province 1
- Province 2
- Bagmati Province
- Gandaki Province
- Lumbini Province
- Karnali Province
- Sudur Paschim Province

5. Schooling

- Private
- Government

6. Family Pattern

- Nuclear Family
- Joint Family

7. Frequency of Purchase of Low Involvement Products

- Daily
- Weekly
- Monthly
- I don't switch until there is any major damage

Descriptive Statistics

Factors affecting Emotional Appeal (**Likert Scale**) from **1** being (**strongly disagree**) to **5** (**Being Strongly agree**).

8. Measurement of Emotion of Love on Low Involvement Product

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Low Involvement product Advertisement showing love and relationships put me in a good mood and I immediately have a nice feeling about advertisement.					

Love appeal in advertisement enhances liking of Low involvement products.					
Advertisements with love emotion are the most memorable and create pleasant association with the Low involvement products brands.					
I remember and retain the information contained in advertisement with love appeal for a long time.					

9. Measurement of Emotion of Humor on Low Involvement Product

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
The Humorous advertisement made me recognize among competing brands.					
I strongly recommend people buy Low involvement from the brands of humorous advertisement.					
Low involvement Brands with Humorous advertisement helps me to recall its brand before shopping.					
I discuss the variety of products offered by the Low involvement Brands of Humorous advertisement.					

10. Measurement of Emotion of Happiness on Low Involvement Product

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Low involvement product advertisement focuses on happy images of the people appeals to my senses.					
Low involvement product advertisement showing connecting and engaging people give me a positive feeling about the brand.					
Low involvement product advertisement that expresses a tone of joy and happy moments creates happy customers.					
I can easily relate happy memories with Low involvement products advertisement.					

11. Measurement of Emotion of Excitement on Low Involvement Product

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Low involvement products Ads designed to entertain and grab attention.					
Low involvement products advertisements with excitement appeal enhance message comprehension.					

I usually look for Ads that trigger feelings of excitement in me.					
Excitement Appeals are better at achieving communication Goals.					

12. Measurement of Emotion of Safety on Low Involvement Product

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Low involvement product showing products information put me in a secure and I immediately have a positive feeling about products.					
Safety appeal in Ad enhances to be safe for intended use of low involvement product.					
Low involvement products with safety Ad help me to recall its products before shopping.					
Safety appeal influence consumer perceptions, judgment and behavior responses towards a low involvement product.					

13. Measurement of Purchase Intention on Low Involvement Product

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
I expect to purchase or repurchase Low involvement products using emotional appeal in advertisement.					
Purchasing Low involvement products with Emotional Ad is rewarding.					
The Probability that I would consider buying Low involvement products from Brands using emotional appeal is high.					
I prefer to buy certain Low involvement products over others because of their emotional advertisement.					
Emotional Advertisement of Low involvement products affects my buying decision.					