

Emotional Advertising: Its Impact on Consumer Buying Behaviour in Goa with Reference to FMCG Sector

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DECLARATION BY STUDENT

I hereby declare that the data presented in this Dissertation report entitled, "**Emotional Advertising: Its Impact on Consumer Buying Behaviour in Goa with Reference to FMCG Sector**" is based on the results of investigations carried out by me in the **Discipline of Commerce** at the **Goa Business School, Goa University** under the supervision of **Asst. Prof. Vishal K. Gaonkar** and the same has not been submitted elsewhere for the award of a degree or diploma by me. Further, I understand that Goa University or its authorities will not be responsible for the correctness of observations / experimental or other findings given in the dissertation.

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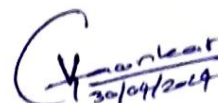
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ABBREVIATIONS USED

Entity	Abbreviation
Advertisement	Ad
Buying Behaviour	BB
Emotion of Excitement	E
Emotion of Fear	F
Emotion of Happiness	HA
Emotion of Humour	HU
Emotion of Love	L
Fast Moving Consumer Goods	FMCG
Standard Deviation	SD

Emotional Advertising: Its Impact on Consumer Buying Behaviour in Goa with Reference to FMCG Sector

Abstract

This study examined the impact of emotional advertising on consumer buying behaviour with reference to FMCG products. It also seeks to evaluate the most influential advertising appeal that influences consumers buying behaviour. A questionnaire-based survey was done with a sample size of 303 respondents to measure their responses to various emotional appeals such as love, humour, happiness, excitement and fear. To validate the proposed model, the Structural Equation Modelling (SEM) technique was used. The software used for analysis was Smart PLS 4 and Jamovi. The findings supported the hypothesis that there was a positive relationship between the dependent and independent variables and the buying behaviours of consumers. It has been found that the most persuasive emotion is fear, while excitement has little impact on consumers buying behaviour. This research shows that marketers should concentrate on those emotional appeals that capture viewers' attention.

Keywords: Emotional Advertisement, Advertising Appeal, Buying Behaviour, FMCG Sector.

CHAPTER 1: INTRODUCTION

1.1 INTRODUCTION

Advertising refers to calling the public's attention to something, usually a product or service (What Is an Advertisement and Why Are Important? | Adjust, 2024.) An advertisement's primary goals are to inform, persuade, and remind consumers about the items. Advertising acts as a link between businesses and their target audience. There are numerous platforms for advertising, including the internet, radio, newspapers, magazines, and television. Through the use of advertisements, we hope to raise awareness of the company's goods. Advertising plays a critical role in any corporate organization's promotional strategy (Kumar, 2016). Any company that wants to prosper needs to have a strong system in place for marketing, distributing, and selling its services (Bonney, 2014). Customers' preferences for or dislikes of the advertised goods typically have an impact on their purchasing decisions (Khandare & Suryawanshi, 2016). People are affected by emotions in different ways. The bond that the customer builds with the brand and the feelings that the good or service conveys are the most crucial components of the product sale (Consoli, 2010).

The human heart is considered one of the most vital organs in the human body, The afraid heart starts rising, when sad it feels heavy, and happiness causes it to feel calm and peaceful, the creator designed it that way to remind us what matters the most, yes emotions matter. Emotional advertising uses emotions to connect with consumers and encourage them to buy a product or service. This type of advertising appeals to the heart rather than the head, and it can be quite effective in leaving a lasting impact on customers. Informing your audience is important (Gartlan, 2023). Emotions such as love, humour, happiness, excitement and fear can all be used in advertisements to draw in customers and pique their interest in the company. Emotional advertisements are known to elicit strong feelings in viewers, even making them laugh or cry

(Algie & Rossiter, 2010). An emotionally charged commercial has the power to affect people's reactions by evoking strong emotions in them. (Jeon et al., 1999) suggested that emotional appeals try to elicit either happy or unpleasant feelings, which motivates purchasing.

The use of implementation platforms such as shame, guilt, and fear manipulate individuals into acting in ways that are appropriate or inappropriate. Advertisers primarily concentrate on emotional appeals since they allow them to connect with consumers' needs, interests, goals, and emotional states on a personal level. Since a consumer feels more connected to a brand if he can relate to the emotional appeal the brand raises, emotional appeal has a bigger influence than rational appeal. When a consumer impulsively buys anything at the buying stage, he acts more emotionally than logically and makes a subconscious decision about how to respond to the visuals or music that the business uses in its commercials (Singh, 2018).

It might be claimed that emotional branding, which seeks to build a strong emotional bond with customers, is preferable to perceptual branding, which concentrates more on projecting a particular image or perception of a company. (Akgün et al., 2013) provides the following arguments:

1. Emotional branding provides meanings that are more deeply ingrained in the consumer's life in areas like hobbies, life narratives, memories, and experiences.
2. Differentiating a brand based on the features and benefits of goods and services is getting harder and harder. It is becoming more and more difficult to express those characteristics and benefits, even if there is an actual advantage, in a world where marketing messages are everywhere. A distinct kind of competition is provided by emotional branding as opposed to emotional connections that improve the lives of customers.
3. Brands are positioned at the centre of consumers' lives through emotional branding, which encourages experience-based brand-consumer connections.

The triumph of Nike, the societal perception of Adidas, Apple's indispensability, and Gucci's alluring allure are the outcomes of astounding, attention-grabbing commercials. Companies establish their market by providing a straightforward or highly stylized, customised logo. Although a logo may appear straightforward and easy at first glance, it may have deeper, more nuanced connotations that support and shape how the general public perceives a company (Ameen et al., 2022). As per, Yadav, S. (2023) Customers' purchasing decisions are greatly influenced by emotional advertising, especially when it comes to fast-moving consumer goods (FMCG) products. According to research, consumers' decisions to buy can be influenced by emotional appeals in advertising, such as those that make references to love, humour, happiness, or excitement(-, 2023). Since emotion is seen as a vital component of creativity and effective communication, it plays a significant part in advertising (Shukla, 2023).

Considering how competitive the FMCG industry is, marketing and branding are essential for drawing in customers. Goa, a state located on the western coast of India, is known for its breathtaking beaches, lively culture, and colonial past. Like any other place, Goa has a market for FMCG (fast-moving consumer goods) items because of its beautiful beaches, lively culture, and thriving tourism sector. Goa's FMCG industry serves the requirements of both residents and visitors by providing a variety of goods, such as food and drink and personal hygiene products. Owing to its widespread appeal as a vacation spot, Goa experiences a substantial yearly influx of tourists. There are many opportunities for FMCG firms to sell their goods as a result, particularly those that are tailored to the needs of travellers and include snacks, packaged foods, beverages, personal care and toiletries. Residents of Goa depend on FMCG products for their daily requirements, as they are indispensable to their way of life. This covers groceries, cleaning supplies for the home, personal hygiene products, and more.

1.2 BACKGROUND

The idea of advertising is not entirely new. Voting with their ballots has long been a tactic used by street merchants and batsmen to draw attention to their goods. Public bulletins were one of their common uses. At the start of the 20th century, the Indian Advertising Agency was established as the country's first advertising firm (Somabhai, 2021). To promote the sale of goods and services and persuade people, advertising has changed over time to accommodate new mediums and audiences (Ezzat, 1999). In today's intensely competitive economy, businesses are becoming increasingly aware of the transformative power of emotional advertising in influencing consumer purchase behaviour. Advertisements' primary objectives are to educate, persuade, and remind consumers about a product and to make a substantial contribution to the achievement of objectives pertaining to various stages of the product life cycle (Pathirana et al., 2023). "Some writers assume that advertising is a work of art because creativity is central to advertising (Somabhai, 2021).

As Walter D. Scott said, "Advertisements are sometimes spoken of as the nervous system of the business world." The function of our nervous system is to notify us of the tastes, smells, sights, and other sensations of the environment we live in. An object becomes more familiar to us the more senses it stimulates in us. When a neurological system is not responding to sound or any other reasonable stimuli, it is dysfunctional. It's been claimed that the commercial world's nerve system is its commercials. That music instrument commercial is bad since it doesn't conjure up any images of sound. When food is advertised without any hint of flavour, it's a bad advertisement. The advertisement, like the nervous system, must evoke in the reader as many different kinds of imagery as the item itself can since the structure of our neurological system is made to present us with any experience imaginable that an object can provide (p.34) (*The Atlantic*, 1904.).

Throughout our lives, emotions play a crucial role since they can make practically any difficult event better by bringing out the best or worst in it. Emotions are viewed as a complete experience made up of the following elements: behavioural reactions, noteworthy outcomes, physiological reactions, and subjective experiences. We may better grasp what makes us like dealing with any other form of product by knowing the process of emotion, such as how emotions are evoked. However, not much is understood about how people react emotionally to things or what features of the design or user experience make them feel that way (Khuong & Tram, 2015). A crucial component of marketing techniques, emotional advertising is typified by its ability to arouse strong emotions in viewers. Knowing how deeply emotional advertising affects consumer choices is crucial for businesses looking to engage, persuade, and keep customers (Kamra, 2017). Emotional marketing is a relatively new concept in marketing that emphasises the importance of an emotional connection between the business and the customer that is influenced by the system and method of the typical values and desires of millennial and modern consumers, which in turn forms a new way of consuming culture (Chandak & Joy, 2019). Fourie, Lynnette & Froneman, Johannes. (2022) says, that due to its ability to appeal to consumers' emotions and sway their decisions, emotional advertising has grown in importance in the marketing industry. To capture viewers' attention and align with the importance of advertising, emotional content is becoming increasingly prevalent in advertisements (Khuong & Tram, 2015).

Emotional advertising is not just for certain products or sectors of the economy; it can also be used to market everyday items and set distinct products apart from one another. Emotional advertising has developed over time and is today seen as a potent instrument for influencing the behaviour and decision-making processes of consumers (David, J., Grüning, Thomas, W., Schubert, 2022). The right emotional appeal can touch people's cores, making it easier for them to recall your sales message later. New parents are protective of their families, for example, so

an automobile manufacturer could appeal to this consumer group with a series of television commercials featuring real-life customers discussing how the car's safety features protected their families during dangerous accidents. These stories could have a significant impact on new parents, convincing them to choose that brand of car over its competitors (Kamra, 2017). The fast-moving consumer goods (FMCG) sector ranks fourth in the Indian economy, with home and personal care accounting for half of all FMCG sales in the country. Increasing consciousness, more accessibility, and evolving lifestyles have been the primary growth catalysts for the sector (Jain, 2019).

FMCG companies can benefit from low penetration and low per capita categories such as packaged drinks, skincare, shampoo, oral care, and deodorant. In addition to this category, which has a strong penetration rate, the low per capita use of soaps and detergents might also indicate a healthy rise in level. When marketing items to younger consumers, emotional appeals are frequently successful, whereas rational appeals are more effective when targeting an older demographic (Ambujakshan, 2013). The purpose of the study is to examine how emotional advertising affects consumers' intentions to buy healthy drinks. This paper aims to investigate the effects of various emotions on consumers' intentions to buy health drinks. It also concludes which emotion works best in health drink advertisements.

The study focuses on five kinds of emotion that are present in all advertisements, including (Chandak & Joy, 2019). Previous research has not fully investigated how consumers view various products, particularly low-involvement products, about affective messages. There hasn't been much research done on how emotional content influences consumers' perceptions of low-involvement products or items that consumers don't spend the time or effort to consider carefully before making a purchase. In contrast to high-involvement products, which consumers examine thoroughly before purchasing, emotional messages might influence low-involvement product purchases more (Anwer et al., 2021).

1.3 RATIONAL VERSUS EMOTIONAL APPEALS

Marketing and marketing aim to communicate themselves and shape people's actions through various forms of appeals. Certain advertisements are made to appeal to the logical and analytical side of the human decision-making process, but other commercials could try to elicit particular desired feelings (Somabhai, 2021). Emotional appeals that portray sociality and rational appeals that highlight the uses and benefits of the product have both been found to have an impact on consumers' purchasing decisions when it comes to the impact of advertising (Rahman & Pial, 2019). A product or service's functional and practical aspects are frequently marketed as logical arguments. Rational appeal draws attention to a product's attributes and advantages, highlighting its unique selling points so that buyers can make logical decisions. Reasonable arguments highlight the fundamental qualities and related advantages of the good or service. They are educational, centred on the rationale and justifications for purchasing the goods, and emphasise how appropriate the product is (Mogaji, 2018).

It has been suggested that a significant aspect of the consuming experience is emotion. As customers, we experience both good emotions (like love and joy) and bad emotions (like grief and contempt). Our quality of life as individuals and as citizens is strongly impacted by these emotional aspects of consuming. The study of consumer behaviour has shown an increasing interest in comprehending the function of emotion in persuasive appeals. A large portion of this corpus of work has been devoted to creating a typology of emotional reactions that differ in terms of arousal and valence. Certain emotions elicit a strong positive response, while others may have a less noticeable effect on the attitude of the consumer and yet others may have a negative effect (Panda & Mishra, 2013).

The psychological and social requirements of an individual for the purchase of particular goods and services are connected to an emotional appeal. Since many consumers are emotionally influenced or driven to make specific purchases, advertisers seek to capitalise on this

attractiveness. This is especially effective in situations where there is little variation in the offerings of several product brands (Ambujakshan, 2013). Emotional appeals help brands become more recognisable by highlighting their unique qualities. A brand's emotional connection to its audience gives it greater sway over customers. For intermittent innovations to be accepted, customers must alter their current behaviour. For example, significant adjustments to usage patterns are necessary for online shopping. Emotional appeals might be a tactic to break through this wall of reasoning and encourage the changed usage behaviour, since consumers' associations with the previous product or service may be founded on valid reasons (Garg, 2022).

1.4 RESEARCH QUESTIONS

1. What is the impact of Emotional advertisement on consumer buying behaviour for FMCG products?
2. Which emotional appeals have the most effects on consumer behaviour with reference to FMCG products?

1.5 RESEARCH OBJECTIVES

1. To Examine the impact of emotional advertisement on consumers' buying behaviour for FMCG products in Goa.
2. To assess the most influential emotional appeal in FMCG products.

1.6 RESEARCH HYPOTHESIS

Alternative Hypothesis:

Hypothesis 1: Emotion of Love in advertisements is positively associated with consumer buying behaviour for FMCG products in Goa.

Hypothesis 2: Emotion of Humour in advertisements is positively associated with consumer buying behaviour for FMCG products in Goa.

Hypothesis 3: Emotion of Happiness in advertisements is positively associated with consumer buying behaviour for FMCG products in Goa.

Hypothesis 4: Emotion of Excitement in advertisements is positively associated with consumer buying behaviour for FMCG products in Goa.

Hypothesis 5: Emotion of Fear in advertisements is positively associated with consumer buying behaviour for FMCG products in Goa.

1.7 SCOPE OF THE STUDY

The purpose of this paper is to determine how emotional advertising affects consumers' propensity to buy FMCG products in Goa. Prior studies have not thoroughly examined consumers' perceptions of different items, especially low-involvement products, in connection to emotional messages. Research on how emotional messaging affects customers' opinions of low-involvement products or things that consumers don't take the time or make the effort to analyse before making a purchase has been scant. Compared to high-involvement products, which customers carefully analyse before buying, emotional messages may have a greater impact on low-involvement product purchases. The study will be useful to the companies in determining the type of advertising that customers find most appealing. Even the sort of emotional appeal that functions best in an FMCG advertisement will be made simple by this study. Its goal is to examine the effects of various forms of advertising appeal on the efficacy of advertising. Narrowing down on research projects to close the gaps in the literature by looking at each individual, The five emotions: Love, Humour, Happiness, Excitement and Fear are evaluated as well as how they affect consumers buying behaviour towards FMCG products in Goa. The capacity of companies to sustain current consumers over an extended period. It implies that consumers have plenty of options available to them in the market given the competitive environment of today. Consumers find it difficult to make judgements due to the multitude of options available to them, and commercials only make matters more difficult by

giving a multitude of alternatives and information. Consumers in the FMCG sector may find it challenging and time-consuming to make selections about what to buy because of the deluge of options and advertising that is available to them. Because of increased competition, businesses need to concentrate on innovative ways to hold onto existing customers.

CHAPTER 2: LITERATURE REVIEW

2.1 THEORETICAL FOUNDATIONS AND HYPOTHESIS DEVELOPMENT

A creative concept, or big idea, is the foundation of any successful advertisement. It helps to differentiate the message, draw in viewers, elicit a response, make the advertisement memorable, and distinguish the marketed product from its rivals (Garg, 2022). Commercials for pharmaceuticals, cookware, and cleaning supplies frequently employ rational appeals, which persuade customers to purchase goods by using reasoning, data, and facts. They put the customer's realistic, functional needs and utility for the good or service front and centre. It emphasizes the functional advantages, problem-solving capabilities, or problem-avoidance attributes of the product (Saurav, 2021).

As stated by Zig Ziglar (best-selling author and motivational speaker) “People don’t buy for logical reasons. They buy for emotional reasons.” Emotional appeals have the potential to forge strong bonds between consumers and brands. Marketers can reach consumers' deepest needs, wants, and anxieties by appealing to their emotions. This can also instil a feeling of urgency in consumers, motivating them to take action. Customers can more easily identify a product with their emotions when they see an emotive commercial. It has the ability to uplift or depress individuals. Even though it's common knowledge that alcohol and sugary meals are bad for us, Pepsi and Coca-Cola advertising don't address diabetes, fat, or calories. Rather, the focus is on youth, vitality, and enjoyable moments. Chocolate is associated with luxury, pleasure, and comprehension. Other positive feelings are used to market a variety of goods, including video games, insurance, and laundry detergent (Anwer et al., 2021).

All advertisements elicit a warm response because, very naturally, everything we see in our day-to-day existence prompts an instantaneous emotional response (Shahid et al., 2016). Emotional advertising is a powerful marketing tactic that draws in customers and influences

their attitudes, feelings, and perceptions of a specific good or service. Additionally, he says that emotionally charged advertising is simple to comprehend, grabs consumers' attention, and creates lasting impressions of a company. These memories linger in the recesses of the buyer's memory, and they serve as a catalyst for the client to make a final purchase choice. Even these sentimental ads have the power to persuade consumers to purchase a costly or unnecessary item. These days, marketers make heavy use of emotions in their ads in an attempt to appeal to consumers' feelings and increase sales (Moore & Harris, 1996).

The success of a marketing campaign as a whole depends in large part on the use of emotions in modern advertising (Kamran & Siddiqui, 2019a). Customers' reactions to purchasing decisions will thus be influenced by these familiarities. Customers are happier and retain advertisements that feature live events and engage and connect people longer. When viewers encounter an emotional advertisement, they attempt to connect it to a familiar experience from their own lives (Duncan & Nelson, 1985). Keshari & Jain, (2016) Claimed that emotional appeal is an effort to elicit either happy or unpleasant feelings that can spur a purchase.

William, P. (2000) stated love, happiness, humour, excitement, sadness, fear, and wrath are just a few of the many emotions that people naturally experience. People's purchasing decisions and emotional advertising are significantly correlated. Due to increased exposure, consumers are more receptive to emotional cues than to rational ones. Emotional marketing improves brand recall and encourages both initial and repeat purchases. Use an emotional element in your advertisement to draw in viewers, pique their curiosity, arouse their desire, and persuade them to complete the purchase (Khan et al., 2012).

2.1.1 Buying Behaviour

Researchers have found that emotional advertisements have the potential to influence consumers buying behaviours during the past ten to fifteen years(Allen et al., 1992), (Jasper et al., 2014). According to Ul Abideen, Zain & Saleem, Salman. (2011) Analysing consumer

behaviour can assist in identifying patterns in product development, qualities of alternate communication methods, and the general direction that consumer behaviour is anticipated to go. According to consumer behaviour analysis, the consumer is seen as an additional uncontrollable variable in the marketing process, one that will interpret the product or service not just in terms of its physical attributes but also in light of its image in relation to the social and psychological characteristics of the individual or group of consumers. A study of humorous advertisement vs emotional advertisements on consumer behaviour towards brands and even the purchase behaviour towards the particular brand came to the conclusion that people were more likely to buy the products of emotional advertising than the funny ones. This study found that likeability and brand memory were more positively impacted by emotionally charged advertisements (Srivastava, 2015).

Buying behaviour is not a sudden action, purchasing decisions require planning because it comprises several steps. According to the American Marketing Association (AMA), consumer behaviour is the result of a dynamic interplay of behaviour, cognition, and environmental events that guide how people exchange aspects of their lives with a variety of social and psychological factors at play (Pathirana et al., 2023). In today's cutthroat market, advertising has emerged as one of the key business endeavours. Businesses think that because commercials convey messages about a certain brand and its products, customers will buy their products (Long Yi, 2011). The study of people, groups, or organisations and the methods they employ to choose, secure, utilise, and discard goods, experiences, or concepts to meet requirements, as well as the effects these methods have on the consumer and society, is known as consumer behaviour (Pathirana et al., 2023).

In order to accurately measure "advertisement liking and purchase intent," it is vital to use emotions and emotional responses in today's world to determine the success of commercials (McDuff et al., 2015). The best method to affect customer purchasing behaviour is to create an

eye-catching and compelling message, as businesses are now afraid of competition. There are differences in the ways that consumers can interpret advertising (McDuff et al., 2015). It is impossible to overlook the significant contribution that advertising makes to providing consumers with news and essential product information that improves their decision-making (Xiong & Bharadwaj, 2013).

2.3.2 Emotion of Love in Advertisements

Emotional branding has a huge influence when consumers develop an overwhelming connection to the brand, similar to feelings of connection, camaraderie, or love (Kamra, 2017). Marketing professionals frequently look for patterns in data related to love in relation to family, friendship, independence, and enjoyment. Businesses appeal to consumers' emotions and foster a feeling of belonging to their products by using love-based messaging (Ito, 2023). The concept of love varies depending on one's age, knowledge, and connections (Fernandes, 2017). Among the most popular emotional marketing strategies employed by businesses to persuade consumers to purchase their goods is the love appeal. Approved of the portrayal of strong relationships with feelings like love, which strengthens the emotional link and is likely to influence consumers' purchasing decisions (Khanna, 2016).

The "How Far Will You Go for Love" marketing advertisement from Dairy Milk Silk, which aims to appeal to today's youngsters, is sure to make you smile. The message of the advertisement remains timeless. The commercial depicts how a passionately in love couple elevates a routine moment to a unique experience. To put it plainly, the romantic advertisement emphasises the need to show someone we care by our deeds (How Far Will You Go for Love? This Beautiful Cadbury Silk Ad Will Leave You Smiling Ear to Ear | Watch, 2021).

Surf Excel's inaugural "Daag Acche Hain" commercial. The younger sister sobs as she steps into a small muddy pool. The elder brother acts as any parent would if their child was harmed by an inanimate object after witnessing his younger sister's distress. In addition, he apologises

on behalf of the puddle, and no doubt that this innocence continues to make the audience smile even now (Sharma, 2021). Love appeal focuses on fostering deep emotions that are encouraging and valued rather than just showcasing relationships and the bonds among a couple (Khanna, 2016). Love can transport people back to a nostalgic, emotional period. Love is not always associated with partnerships, but rather with a strong feeling that is motivating and idealised (Middleton & Middleton, 2022).

Love Marks, which are brands based on emotions, support the premise that love plays a significant role in brand growth. Without question, this is one of the most distinctive techniques of business development. Although this sort of trade has been employed for many years, marketers have only lately given it a distinct name (Koschembahr, 2014). Expressions of Love shows how emotional appeal in commercials improves viewer relationships and aids in brand memorization by creating a connection between the company and its customers. The pictures depict couples or relationships between individuals by fostering intense emotions that the audience finds admirable (Kamran & Siddiqui, 2019a).

H1: Emotion of Love in advertisements is positively associated with consumer buying behaviour for FMCG products in Goa.

2.3.2 Emotion of Humour in Advertisements

Humour can assist in communicating a perspective or serve as a wonderful approach to convey the emotions that the company wants to the target audience. Humour can also vary across the clock, regions, and populations. Sometimes the finest fun occurs when only the intended audience understands the jokes (Robertson, 2023). Humour serves as both a soothing tool for difficult circumstances and a source of entertainment. Humour promotes optimism, which is vital for the retention of customers. An advertisement that makes viewers laugh is more memorable and is more likely to lead to a purchase (Pathirana et al., 2023).

Humour is widely used in consumer product advertisements across radio, television, and publications due to its current popularity (Srivastava, 2015). Advertisements may include humorous sketches with artists delivering jokes to educate the audience about what's being sold and associate the firm with humour. Humour may provide levity for what could have been a monotonous and predictable advertisement. The correct type of humour will capture your audience's attention and encourage natural participation (Middleton & Middleton, 2022). One example of a humorous advertisement can be five stars Cadbury five stars “Do Nothing campaign” The concept seems to have been designed to please youngsters, capitalising on the current generation's mentality and validating it with a plot that suggests that it might occasionally be enjoyable to do nothing but relax (Dhar, 2021). Hilarious advertisements can capture a viewer's focus as well as generate their curiosity about the item being advertised (Weinberger & Gulas, 1992). Humorous advertisements have a higher recall because they increase customers' enjoyment and mood. Companies utilise humour to break the ice and compel the audience to watch and enjoy the advertisement, thereby helping them remember the brand. Humour can be used in a variety of ways, including using a comedian, capitalising on current events, or utilising idea-based humour.

Humour is also frequently employed in advertising directed at youngsters because it is thought to have a strong emotional appeal to them. It is worth mentioning that humour is not restricted to specific product categories and can appear in a variety of commercials (Khanna, 2016). The successful application of humour in marketing raises the product's acceptance, which influences the decision to buy. Research has also been conducted on the effects of humorous ads on purchasing decisions, brand awareness, perception of commercials, and memory of a product. Altogether, humour appeal is a crucial component of advertising that has a big impact on how consumers think and act (Thannikkottu et al., 2023).

H2: Emotion of Humour in the advertisement is positively associated with consumer buying behaviour for FMCG products in Goa.

2.3.4 Emotion of Happiness in Advertisements

Happiness is an inner experience that includes feelings of excitement, joy, peace of mind, and completion. While happiness can be defined in a variety of ways, it is commonly associated with pleasant feelings and feelings of contentment in life. As the majority talk of happiness, they presumably mean how they sound at the moment (MSEd, 2022). Throughout advertising history, brands have used happiness to entice consumers to purchase what they offer (Pathirana et al., 2023). Coca-Cola's worldwide promotion, "Open a Coke, Open Happiness," delivered an upbeat image regarding Coke embracing everything nice and pleasant. The ad helped to maintain the company's favourable reputation and proved to be a popular worldwide marketing promotion (Coke Marketing Strategy: Their Recipe for Success (+5 Achievable Strategies), 2024). Happiness is a significant subject for everybody, and scholars in the field of advertising, are increasingly interested in it. It has been well-proven that human feelings play a crucial role in customers' responses, influencing their assessments, reviews, and behaviours (Barbosa, 2017). Advertisers prefer for customers to associate their businesses with positive emotions, such as laughter and joy. Brands that prioritise happiness, connection, and engagement produce satisfied consumers (Kamran & Siddiqui, 2019a). Advertisement that shows joyful and happy people surrounded by their loved ones are seeking to create a favourable emotional reaction from customers. This positivism stimulates curiosity in both the goods and the advertisement altogether. Adorable pets and kids also elicit positive emotions (Pathirana et al., 2023).

Happiness is such a vital component of advertisement that the term is frequently used as a catchy phrase or tagline in many advertisements and marketing efforts (Ali et al., 2021). Happiness happens to be one of the most essential variables that describe advertisement content. Present day where customers are the source of profit, numerous companies are

attempting to captivate their target audience by guaranteeing happiness through their commercials (Mogilner et al., 2012). Emotions that are favourable in advertisements have an effect on customers' actions, influencing their views towards both the marketing message and the company (Ali et al., 2021). Arguably the most significant subject concerning advertising is how emotions influence consumer decisions. Much research has been done to prove that empirical purchases affect the consumer's pleasure (Bagozzi, 1991). Happiness covers positive themes such as love, travel, innocence, and closeness with family, as well as the previously discussed youthfulness and luxuries. It is the most prominent and common emotion, featured in a great deal of advertisements (Kamra, 2017).

***H3:** Emotion of Happiness in advertisements is positively associated with consumer buying behaviour for FMCG products in Goa.*

2.3.5 Emotion of Excitement in Advertisements

A particular kind of emotional state that is joyful is excitement. Excitement comes in different forms, but it is always exhilarating. People become interested in thrills, for example, If you're excited about watching a film and are eager to start doing so (Ali et al., 2021). Even though a large number of professional athletes, artists, stars, and other celebrities market items, their influence is still noticed. In order to boost the appeal of goods, famous individuals, athletes, and prominent influencers are frequently used as spokespersons, even though they had little to no involvement in the design, development, or industry understanding of the items (Middleton & Middleton, 2022).

One example of excitement in advertisement can be the campaign “No Lay’s, No Game.” In a Television Commercial, Mahendra Singh Dhoni sets out on an interesting mission, knocking on doors to see if supporters have enough Lay's in their homes so that they can take in every heart-stopping boundary, every thrilling wicket and each second of pure bliss on the pitch.

Dhoni receives a range of amusing responses as he knocks on various doors, from surprise to excitement and even panic search for Lay's ('Dhoni Pays Surprise Home Visits to Fans for Lay's - Exchange4media') Sprite's advertising character embodies excitement in a joyful, vibrant, and enthusiastic manner (2017). According to Jennifer Aaker's research, a particular element of the brand's character is excitement. This company's character construct consists of five dimensions: honesty, competence, sophistication, roughness, and so on. The study established a theoretical foundation for the characteristics of a brand's character and discovered that one key factor influencing customer choice is excitement (Aaker, 1997).

Establishing a reputation and remembering the brand for a particular service or good can be achieved with great success by using excitement appeal. Advertising's excitement or appeal encourages consumers to purchase the company's products in order to experience something incredible and exhilarating. Advertisers' emotional appeal clarifies the purposes of their products and services and improves content understanding (Khanna, 2016). An exciting commercial may encourage customers' curiosity and involvement, resulting in free advertising through word-of-mouth (Mira et al., 2014).

H4: Emotion of Excitement in advertisement is positively associated with consumer buying behaviour for FMCG products in Goa.

2.3.6 Emotion of Fear in Advertisements

Fear appeal is an effective communication strategy which uses the threat of imminent danger or injury to try and incite fear with the goal of influencing behaviour. An argument based on fear identifies a threat, highlights how vulnerable a person is to it, and offers a recommended course of action. Commercials use fear to try to make viewers anxious so they would buy the good or service in order to allay their worry (A. Mishra, 2014). Fear is a common tool used to

discourage individuals from engaging in risky activities like alcohol or cigarette usage (Kamra, 2017). Glascoff, D. W. (2000) states that fear appeals are frequently employed in advertising for services, products, causes, or concepts. For generations, educators, leaders, and advertisers of all stripes have propagated the idea that "certain specific terrible events will take place when you avoid doing this (purchase, cast a vote, believe, aid, acquire knowledge, etc.).

Advertisement that uses fear appeals are frequently used to draw viewers' attention and make them more compelling. Studies have indicated that fear appeals, as opposed to warm cheerful or emotionally neutral advertisements, can be more successful in drawing viewers' interest and enhancing their ability to recollect (Snipes et al., 1999). The main themes of the Dettol commercial are moms, kids, and the importance of a hygienic home and environment. Dettol uses this strategy to reach out to consumers and households of every age with the products they sell. These commercials arouse emotions or fear of security, health, and a sense of community in their target viewers by appealing to family emotions (Raghava, 2021). One of the most common strategies utilised for convincing individuals to assist themselves is the fear of consequences (Bagozzi & Moore, 1994).

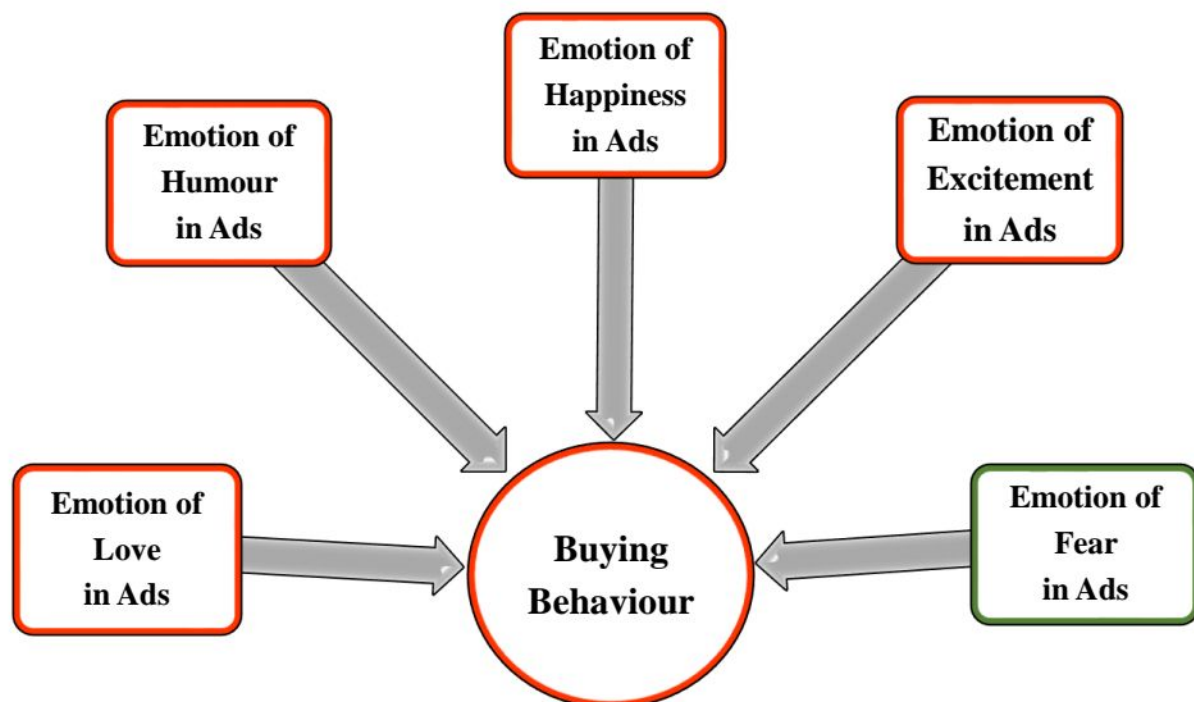
The secret to a successful fear appeal advertisement is to portray the problem in a manner that convinces viewers that it poses a genuine risk to themselves or those they care about. To make them think, "That might happen to them." To inspire individuals to take action, the advertisement must also offer a course of action or solution (How Fear-appeal Advertising Works, 2024). The people surveyed were both encouraged to buy the product and frequently had their purchasing decisions altered by fear appeal presented in commercials. In addition to making the commercials alarming, the fear appeal also gives them vitality and creativity (Motwani & Agarwal, 2014).

H5: Emotion of Fear in advertisement is positively associated with consumer buying behaviour for FMCG products in Goa.

2.2 RESEARCH GAP

Previous research indicates that several studies have been conducted both domestically and internationally. However, no research has been conducted in the state of Goa regarding emotional advertisement and its impact on FMCG products there as of yet. The current study thereby closes this gap in the wealth of literature. Additionally, this research included a fear appeal to the existing emotions. Also, this study adds to the existing literature as there are very limited studies in quantitative approach and low involvement products.

CONCEPTUAL MODEL



Source: (Kamran & Siddiqui, 2019a) and (Chandak & Joy, 2019)

Figure 2.1: Conceptual Framework

CHAPTER 3: METHODOLOGY

3.1 INTRODUCTION

This chapter's main goal is to examine the procedures and clarify the research methodology used inside the parameters of the current research. The crucial steps in this process are choosing a certain approach and the methods to be used for gathering data and doing the analysis that follows. It acts as a stand-ins for deciding on a thorough summary that effectively foreshadows the study's conclusions. Therefore, the main focus of this chapter is to give a detailed analysis of how the research that will be done on the present issue under consideration will be conducted, all based on the research procedures that have been selected. Essentially, the study uses this assessment view to guide its investigating journey, making sure that the procedures used are in line with the research's goals and, ultimately, open the door to strong conclusions.

3.1.1 Primary Data

According to Bryman, A., Bell, E. (2015) The term "primary data" describes the genuine or original information that the researcher has gathered for a particular purpose, usually for the very first time. It mostly complies with the goals and intentions of the research under consideration and might be either quantitative or qualitative data. if there's not enough prior or easily accessible data relevant to the particular study question, this data is usually collected (Garg, 2022). For this reason, primary data was used in the present study.

3.1.2 Sampling Technique

This study focuses on consumers of the FMCG sector in the state of Goa, a difficult-to-quantify community because of the scarcity of available data. As a result, barely anything is known about the composition and size of the population. The researcher chose convenience sampling and snowball sampling, which is a non-probability sampling strategy, to deal with this uncertainty. This method is useful for collecting data from people who are simple to contact or

reach inside the state since it selects participants based on their accessibility. Convenience sampling provides a workable technique to gather insightful data considering the limitations of the study, even though it might not guarantee an accurate representation. In snowball sampling, the referral from current participants is used to find the samples needed for a research study.

3.1.3 Research Instrument

The survey was divided into two sections: one section collected demographic data, including location, age, gender, education, marital status, income level, occupation, and purchase frequency, and the second section consisted of 25 statements that are connected to the study variables, which include love, humour, happiness, excitement, fear and buying behaviour.

3.2 DATA COLLECTION

This study used a quantitative research design, employing structural equation modelling (SEM) with the Smart PLS 4 software to look into relationships and impacts among variables. Data were collected between January and February of 2024. Complex interactions between latent variables and observable indicators are investigated using SEM. Research subjects were recruited for the study using convenience sampling and snowball sampling approaches. Google forms were circulated and respondents were reached through various channels such as Facebook, Instagram, Snapchat and WhatsApp. 327 people offered their time to participate in all, and 303 of those responses were used in the study. On a 5-point Likert scale, with 1 representing strongly disagree, 2 representing disagree, 3 representing neutral, 4 representing agree and 5 representing strongly agree, the effect of emotional advertisement on consumers buying behaviour was evaluated. For factor analysis, the sample size needs to be at least ten times the total number of variables or items, as suggested by (Jr et al., 2018). This study used 25 indicators (25 x 10) out of which 22 were used for the analysis.

3.3 THE MEASUREMENT SCALES

This study used acknowledged and reliable measurement scales that have been verified by multiple scholars in the literature. The use of previously validated scales which had been modified slightly to meet the unique needs of the study was made possible by a thorough investigation of relevant literature. The item scale was adapted from (Kamran & Siddiqui, 2019b) for emotions of love, humour, happiness, and excitement. Emotion of fear with a four-item scale from (Sajid et al., 2022) and (A. Mishra, 2014). For buying behaviour Five item scale from (Kamran & Siddiqui, 2019b).

3.4 DATA ANALYSIS

This study utilised the method of partial least squares (PLS)-based structural equation modelling or SEM, for data analysis. The SEM approach was selected because it allows for an evaluation of every hypothesis in a single study (Anthony et al., 2023). Marketers frequently examine links between latent variables, which are assessed by sets of observed data, in an effort to gain a deeper understanding of consumer behaviour. For the analysis of such correlations, partial least squares structural equation modelling, or PLS-SEM, has gained popularity. The method's popularity was aided by the release of SmartPLS, a comprehensive software program including a user-friendly graphical interface (Sarstedt & Cheah, 2019). Moreover, PLS uses a component-based estimate approach as a latent SEM technique. As a result, PLS-SEM offers two analyses: the structural model assessment, which verifies the relationships between model variables, and the measurement model assessment, which assesses construct validity and reliability (Ketchen, 2013a). PLS is a frequently used technique in the social sciences that is suitable and useful for complex models. It is also not necessary for PLS to assume a normal distribution of the data or a big sample size. PLS-SEM was chosen for this research because of its appropriateness and capabilities (J. F. Hair et al., 2014). According to Murat, Doğan, Şahin., Eren, Can, Aybek. (2019) A flexible tool for performing descriptive and demographic statistics

is Jamovi. the essential elements of the Jamovi software for researchers at the undergraduate and graduate levels who work in the field of educational measurement. Demographic profile and descriptive analysis were performed using the software Jamovi.

CHAPTER 4: ANALYSIS AND CONCLUSION

4.1 DESCRIPTIVE STATISTICS

4.1.1 Demographic Profile

The distribution of genders According to the data, 55.4% (168) of respondents are female and 44.6% (135) of respondents are male. A significant percentage of respondents 57.8% in the age distribution fell into the 20–29 age range, making this the age group most represented in the responses to the questionnaire. Considering the education distribution a significant proportion of respondents have completed graduation 58.7% (178) and post-graduation 29.0% (88). This implies that the sample is made up of people with more educational attainment, which may have an impact on how they respond and make decisions. According to the data on the distribution of marital status, 33.3% (101) of the respondents are married, while 66.7% (202) are single. Marital status is a significant demographic element that should be taken into account in research because it might affect consumer behaviour and preferences. The respondents' purchasing power is revealed by the income distribution. According to the data, 39.6% (120) of people make less than ₹30,000, while 27.1% (82) make between ₹30,001 and ₹50,000. Targeting particular customer groups and segmenting the market are made easier with an understanding of income levels. According to the occupation statistics, a sizable fraction that is 40.6% (123) of respondents are working and 40.6% (123) are students. This data is essential for comprehending the target audience's lifestyle and preferences. The data distinguishes between residents of North Goa and South Goa in terms of location distribution, with 42.9% (130) and 57.1% (173) representation, respectively. Given its potential to impact consumer behaviour, tastes, and market dynamics, location is a crucial demographic aspect to take into account while doing research. Taking into account how frequently FMCG products are purchased can reveal information about customer purchasing patterns. According to the research, most respondents buy FMCG products on a weekly basis (44.2%), with daily

purchases (19.1%) coming in second. Comprehending the frequency of purchases facilitates the development of marketing plans and product lines.

Table 4.1: Results of Demographic Profile

Demographic Profile			
	Frequency	% of Total	Cumulative %
Gender			
Male	135	44.6 %	44.6 %
Female	168	55.4 %	100.0 %
Age			
Below 20	31	10.2 %	10.2 %
20 - 29	175	57.8 %	68.0 %
30 - 39	37	12.2 %	80.2 %
40 - 49	36	11.9 %	92.1 %
50 & above	24	7.9 %	100.0 %
Education			
Up to 10th	11	3.6%	3.6%
Up to 12th	17	5.6%	9.2%
Graduation	178	58.7 %	68.0 %
Post Graduation	88	29.0 %	97.0 %
Professional	3	1.0 %	98.0 %
Other	6	2.0 %	100.0 %
Marital Status			
Married	101	33.3 %	33.3 %
Unmarried	202	66.7 %	100.0 %
Monthly Income			
Below ₹30,000	120	39.6 %	39.6 %
₹30,001 - ₹50,000	82	27.1 %	66.7 %
₹50,001 - ₹1,00,000	76	25.1 %	91.7 %
Above ₹1,00,000	25	8.3 %	100.0 %
Occupation			
Student	123	40.6 %	40.6 %
Employed	123	40.6 %	81.2 %
Home Maker	27	8.9 %	90.1 %
Retired	4	1.3 %	91.4 %
Own Business	18	5.9 %	97.4 %
Other	8	2.6 %	100.0 %
Location			
North Goa	130	42.9 %	42.9 %
South Goa	173	57.1 %	100.0 %

Frequency of Purchase of FMCG Products			
Daily	58	19.1 %	19.1 %
Weekly	134	44.2 %	63.4 %
Fortnightly	56	18.5 %	81.8 %
Monthly	55	18.2 %	100.0 %

Source: Compilation based on Primary Data

4.1.2 Descriptive Statistics of Measurement Items

The results of Table 4.2 indicate that the mean values are more than 2.5 on a 5-point scale. Additionally, the SD indicates that responses from respondents are narrowly spaced rather than broadly distributed because it displays a narrow gap between the mean (Anthony et al., 2023). All of the variables (L, H, HA, E, F, AND BB) have mean scores that vary from 3.2 to 3.7, which suggests that respondents' opinions of emotional advertising are usually favourable. The respondents' responses appear to be closely spaced rather than broadly distributed, as indicated by the SD's limited spread between the mean. Love appeal in emotional advertisements is highly effective, as seen by the mean of (L), which runs from 3.5 to 3.66 and indicates that respondents have a positive influence towards the feeling of love. According to the mean scores for (HU), which vary from 3.51 to 3.6, consumers are pleased when it comes to funny advertisements. The average result for (H) is 3.59 to 3.63, indicating that customers have a positive influence on the emotion of happiness. The mean of (E) is 3.34 to 3.5, indicating that advertisements that pique consumers' interest again have a positive impact on their purchasing choices. (F) is 3.21 to 3.27, indicating that customers have a positive attitude towards the emotion of fear. Finally, the dependent variable of the study (BB), which ranges from 3.270 to 3.68, shows that most respondents agreed that emotional advertising has a good impact on consumers buying behaviour. Furthermore, the data was examined to verify normalcy by looking at the skewness and kurtosis values. When using SEM, values for skewness and kurtosis should fall between -3 and + 3 and -10 and +10, respectively (Griffin & Steinbrecher,

2013). The Skewness and Kurtosis values of the items were within the recommended bounds.

Thus, the distribution of the data is normal.

Table 4.2: Descriptive Statistics

	Mean	SD	Skewness	Kurtosis
L1	3.62	1.21	-0.859	-0.0706
L2	3.59	1.08	-0.729	-0.0554
L3	3.66	1.05	-0.55	-0.4085
L4	3.5	1.09	-0.52	-0.2837
HU1	3.52	1.22	-0.408	-0.8469
HU2	3.6	1.21	-0.573	-0.6088
HU3	3.51	1.18	-0.493	-0.6567
HA1	3.59	1.16	-0.586	-0.4934
HA2	3.63	1.1	-0.647	-0.1962
HA3	3.63	1.21	-0.522	-0.7706
E1	3.47	1.13	-0.489	-0.504
E2	3.5	1.07	-0.527	-0.2423
E3	3.35	1.11	-0.408	-0.5356
F1	3.34	1.16	-0.404	-0.5595
F2	3.27	1.17	-0.287	-0.7997
F3	3.21	1.22	-0.278	-0.8782
F4	3.27	1.14	-0.338	-0.5933
BB1	3.43	1.11	-0.438	-0.4924
BB2	3.27	1.14	-0.202	-0.8221
BB3	3.43	1.16	-0.462	-0.5914
BB4	3.4	1.1	-0.49	-0.4292
BB5	3.68	1.26	-0.609	-0.7303

Source: Compilation based on Primary Data

4.2 MEASUREMENT MODEL

Testing the factor loadings, construct reliability, and validity is the first stage in assessing the model that was developed using confirmatory factor analysis (CFA) to validate the relationship between the model's constructs (Ketchen, 2013b). The degree to which variables yield consistent and error-free results is known as reliability. Similar to this, validity describes how a variable varies from other variables in the same model in terms of assessing the intended outcome (J. F. H. Hair et al., 2018) (J. F. Hair et al., 2019). To ensure the accuracy of the data, the outer loading for every item in the six constructs was measured using the Smart PLS

technique. Each item is closely related to the associated construct with the factor loading is 0.70 (Henseler et al., 2009). Cronbach Alpha (CA), Composite Reliability (CR), and Average Variance Extracted (AVE) were used to examine the construct reliability and convergent validity. Cronbach's α evaluates the dependability of the items in a set and shows a positive correlation between them (J. F. Hair et al., 2019). As can be observed, the Cronbach alpha for each of the six constructs was higher than the 0.70 significance level. Convergent validity is demonstrated since the AVE values for all six constructs remain over 0.50. Discriminant validity assessment aids in determining the degree of difference between a group of variables and their own measurements within the structural model (Fornell & Larcker, 1981).

Table 4.3: Factor Loading

Constructs	Indicators	Outer loadings
Buying Behaviour	BB1 <- BB	0.824
	BB2 <- BB	0.816
	BB3 <- BB	0.832
	BB4 <- BB	0.838
	BB5 <- BB	0.824
Excitement	E1 <- E	0.825
	E2 <- E	0.798
	E3 <- E	0.833
Fear	F1 <- F	0.810
	F2 <- F	0.834
	F3 <- F	0.823
	F4 <- F	0.763
Happiness	HA1 <- HA	0.870
	HA2 <- HA	0.857
	HA3 <- HA	0.825
Humour	HU1 <- HU	0.842
	HU2 <- HU	0.859
	HU3 <- HU	0.823
Love	L1 <- L	0.850
	L2 <- L	0.888
	L3 <- L	0.835
	L4 <- L	0.806

Source: Compilation based on Primary Data

Table 4.4: Cronbach's alpha, Composite Reliability and AVE

Constructs	Cronbach's Alpha	Composite Reliability (ρ_c)	Average Variance Extracted (AVE)
BB	0.884	0.915	0.684
E	0.754	0.859	0.670
F	0.822	0.883	0.653
HA	0.809	0.887	0.724
HU	0.794	0.879	0.708
L	0.867	0.909	0.715

Source: Compilation based on Primary Data

Table 4.5: Fornell-Larcker Criteria

Constructs	BB	E	F	HA	HU	L
BB	0.827					
E	0.669	0.819				
F	0.734	0.592	0.808			
HA	0.694	0.711	0.550	0.851		
HU	0.685	0.709	0.562	0.778	0.841	
L	0.751	0.742	0.626	0.774	0.733	0.845

Source: Compilation based on Primary Data

4.3 STRUCTURAL MODEL

In order to verify the links between the variables, the structural model is tested in this second phase. PLS-SEM in SmartPLS 4 was used to analyse the structural model, as was previously indicated. When assessing the collinearity of formative indicators, the variance inflation factor (VIF) is frequently employed. Critical collinearity problems between the indicators of formatively measured constructs are indicated by VIF values of 5 or above. Nevertheless, problems with collinearity can also arise at lower VIF values of 3 (Becker et al., 2015; J. F.

Hair et al., 2019; Mason & Perreault, 1991). Multicollinearity is therefore not an issue for the model.

Table 4.6: VIF

Constructs	VIF
E -> BB	2.740
F -> BB	1.772
HA -> BB	3.388
HU -> BB	3.057
L -> BB	3.421

Source: Compilation based on Primary Data

To proceed, the endogenous construct, R2 value must be examined. The explanatory power of the model is measured by the R2, which quantifies the variance explained in each of the endogenous constructs (Shmueli & Koppius, 2011). Higher values of the R2 indicate a larger explanatory capacity. The R2 ranges from 0 to 1. R2 values of 0.75, 0.50, and 0.25 are generally regarded as significant, moderate, and low (J. F. Hair et al., 2019). Finding the Q2 value is an additional method of evaluating the predictive accuracy of the PLS path model (Geisser, 1974). The predictive relevance of the PLS-path model is shown as small, medium, and large by Q2 values greater than 0, 0.25, and 0.50 (J. F. Hair et al., 2019). The degree to which a model can adequately explain variations in the dependent variable is indicated by the coefficient determination (R2). The R2 value of Buying behaviour is 0.704, and the value of Q2 is 0.688 hence can be considered moderate.

Table 4.7: R- Square & Q- Square Values

Constructs	R-square	R-square Adjusted	Q² Predict
BB	0.704	0.699	0.688

Source: Compilation based on Primary Data

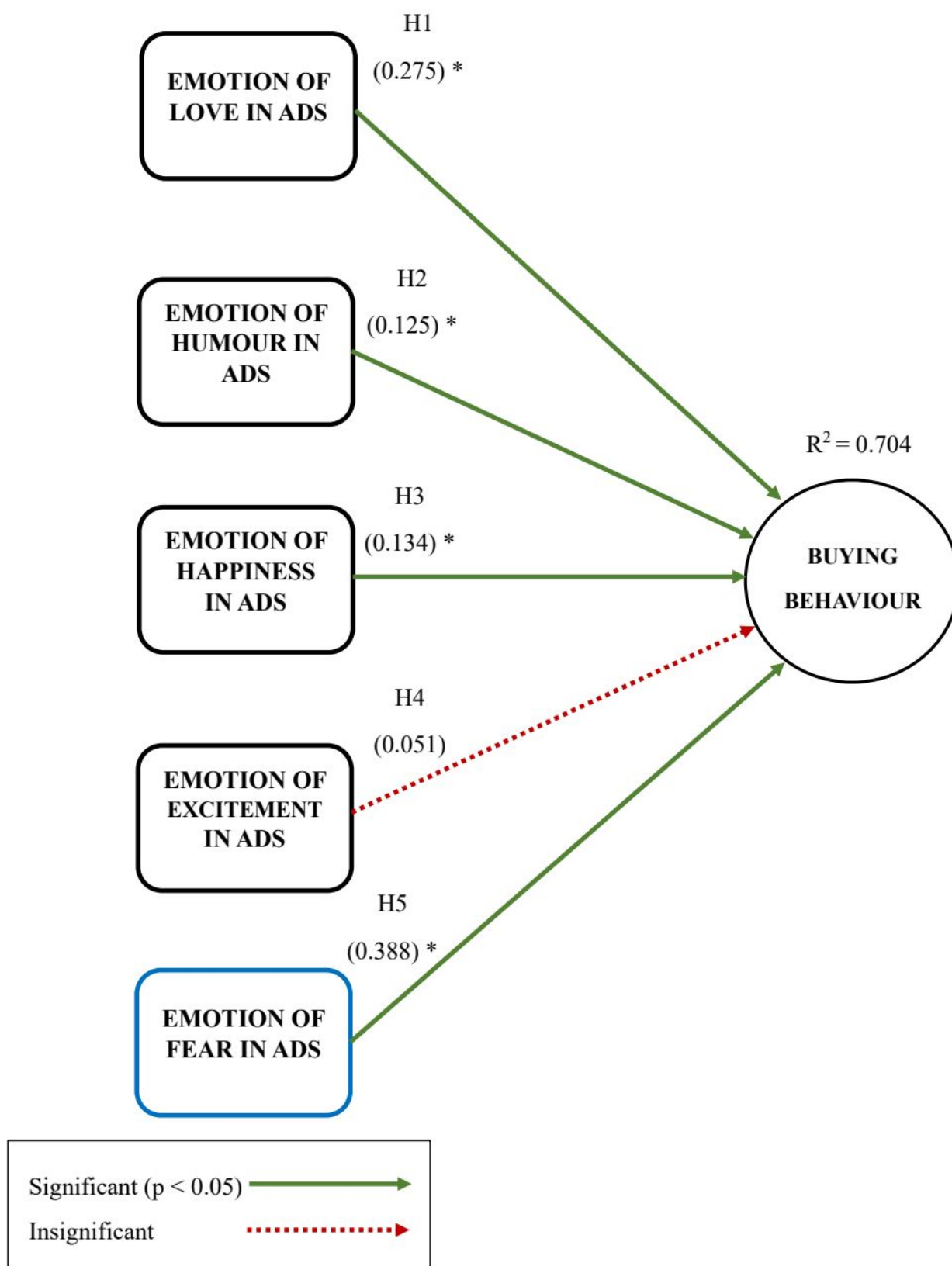
Table 4.8: Results of Structural Model and Hypothesis Status

Constructs	Path coefficient	Standard deviation	T statistics	P Values	Hypothesis Supported
L -> BB	0.275	0.069	3.979	0.000	Yes
HU -> BB	0.125	0.064	1.965	0.049	Yes
HA -> BB	0.134	0.059	2.256	0.024	Yes
E -> BB	0.051	0.063	0.807	0.420	No
F -> BB	0.388	0.049	7.926	0.000	Yes

**Significance at 0.05*

Source: Compilation based on Primary Data

To evaluate the statistical significance of each hypothesis, a two-tail bootstrapping test was carried out. The path coefficient (β) is used to examine the structural model and indicates the relationship between variables based on their significance level (p-value, which is significant if $p = < 0.05$) (J. F. Hair et al., 2019). The above Table 4.8 outlines the notable influence of Emotional Advertisement indicators on the consumers buying behaviour for fast-moving consumer goods. The P-value quantifies the importance of the data at a significance level of 5%. The research findings have been acknowledged and supported by H1(0.000), H2(0.049), H3(0.024), and H5(0.000). On the other hand, it has been demonstrated that H4(0.420), which claims that the Emotion of Excitement in advertisement is positively associated with consumer buying behaviour for FMCG products in Goa, is insignificant. Emotions of Love, Humour, Happiness and Fear significantly impact the Buying Behaviour at 0.05% significance level. On the other hand, the emotion of Excitement does not impact Buying Behaviour and is insignificant at 0.05% significance level.



Source: Author's own compilation

Figure 4.1: PLS-SEM results for the proposed research model.

4.4 DISCUSSIONS AND CONCLUSION

This research makes a significant addition to existing research on emotional advertising's impact. The results support the claim, therefore H1 is accepted. The love appeal is one of the most widely used emotional marketing techniques used by companies to entice customers to buy their products. Acceptable is the representation of solid relationships with emotions like love, which deepens the emotional connection and is likely to affect customers' decisions to buy (Khanna, 2016). As a feeling, love fosters strong emotional bonds and loyalty to a brand. This correlation is consistent with attachment theory, which suggests that consumers form emotional bonds with brands similar to those they would with real relationships (Whan Park et al., 2010). Such appeals can be depicted in the recent advertisement of FMCG products (Dairymilksilk, Surf Excel etc.).

The outcomes validate and accepts H2 as well. Funny commercials have the power to draw in viewers and pique their interest in the product being promoted. (Weinberger & Gulas, 1992). The use of humour in advertising improves attention, fondness, and brand recollection. It is important to note that humour may be found in a wide range of advertisements and is not limited to just one category of products (Khanna, 2016). Consumers and brands develop a strong bond as a result of emotional advertising because people associate the brand with their feelings, which shapes their decision to buy FMCG products. Particularly, FMCG commercials that highlight people's pleasure and include joyful moments shared by consumers affect their propensity to purchase.

The findings lend credence to the hypothesis and accepts H3. Happiness is a powerfully positive feeling that positively influences customers' purchasing decisions. Ad material must take into account emotions as one of the important variables (Kamran & Siddiqui, 2019b). One example can be the advertisement of dairymilk silk, The visuals enhance the overall quality, perfectly capturing the essence of a joyous, loving family during a different occasion.

Excitement and enjoyable emotions can also increase brand recall and awareness, which boosts customer loyalty and forges solid brand relationships. Companies that use excitement or a fun appeal in their advertisements keep viewers interested and persuade them to purchase the product in order to experience something special (Khanna, 2016). One example of excitement in advertisement can be the campaign “No Lay’s, No Game.”

The study's findings, however, contradict H4 as p value is insignificant. In order to optimise the impact of emotions, creative and strategic design is essential for emotional advertising campaigns. It not only offers a means of boosting sales volume but also contributes significantly to the development of brand equity (Kamran & Siddiqui, 2019b). Fear-based arguments highlight possible dangers or consequences in order to influence behaviour. In accordance with the concept of fear appeals, while messages that incite fear might motivate people to act, too much fear can cause defensive responses (Witte & Allen, 2000), advertisements of home & personal care product mainly focuses on hygiene and uses fear appeal to attract consumers attention.

The findings support the widespread use of fear appeal in emotional advertisements, which has a significant impact on consumers' purchasing decisions, hence H5 is accepted. The purpose of this study was to investigate how emotional advertising affects consumer buying behaviour, particularly in the fast-moving consumer goods (FMCG) industry in the state of Goa. The goal of the study was to determine which emotion is most useful in the FMCG sector and how various emotions conveyed in commercials affect customers.

The study finds the emotion of fear as the most influential appeal among respondents. Five main emotions were the focus of the analysis: fear, excitement, humour, happiness, and love. Each of these emotions was examined to understand their distinct effects on consumer behaviour.

4.5 Theoretical Implication

This study significantly adds to the body of literature already available on the effects of emotional advertising. Additionally, we have added the variable emotion of fear in an attempt to bridge the difference. Studies have demonstrated that emotional advertising directly affects consumers' attitudes about the product, also using variables such as celebrity endorsements and also using theories. There is less literature available for quantitative research on this area. Further this study used Smart PLS 4 and Jamovi to analyse demographic profile and descriptive statistics to test the effectiveness of emotional advertisement on consumers buying behaviour.

4.6 Managerial Implication

Respondents are more likely to interact with an advertisement and be convinced to make a purchase if they have a more positive reaction to it. As a result, using ads that appeal to a broad audience makes them more convincing and likeable. This emphasises how crucial it is for advertisers to evaluate these appeals' costs to make sure they provide a respectable return on investment. It is imperative for marketers to utilise creativity while making advertising appeals in advertisements in order to foster a good attitude among viewers and ultimately enhance product sales. To put it simply, matching audience preferences to advertising techniques maximises the impact of marketing initiatives and propels company success. In essence, the key to an advertisement's success is its capacity to grab viewers' interest and elicit an emotional reaction that forges a deep bond with the company. In order to accomplish this, advertisers need to pay close attention to details like the messaging's tone, content, and distribution strategy, customising it to appeal to the unique tastes and sensitivities of various target segments. Advertisers can produce emotionally charged commercials that evoke strong feelings in viewers and encourage recurring business by getting to know the particular requirements and preferences of their target audience. Customers are drawn to engaging material that emotionally connects with them, strengthening their bond with the business. The

quality of the message's formulation and delivery to the intended audience determines how effective advertising communication is. There are a few important aspects to consider when creating emotional messaging for a variety of target audiences. This model can be expanded to classify other variables related to the effectiveness of distinct emotional appeals. This would help marketers identify the emotions that have the most impact upon particular decision-making types. It's crucial to remember that even if the model has been tested in a broad context with general ads, the outcomes may vary depending on the product category. Thus, more investigation into these differences across various product categories may be necessary.

4.7 Limitation and Future Research

Despite this research's important theoretical and applied contributions. There are restrictions on this current report of research. First, the study's data was collected using a convenience and snowball sampling technique that was drawn from a particular geographical location Goa, India. As such, it may not be possible to apply universally the paper's conclusions. The results would be more reliable and broadly applicable if future research were to include a bigger and more varied sample size from a range of industries. Researchers can investigate how emotional advertising affects consumer behaviour in various marketplaces by incorporating a wider range of industries than FMCG, leading to a more thorough understanding of its effects. In order to get a more complex picture of customer responses, researchers should also think about including response characteristics other than buying behaviour. Brand outlook, celebrity endorsement, satisfaction, service quality, brand loyalty, and desire to recommend are a few examples of variables that may provide important insights into the wider effects of emotional advertising tactics. But it's important to recognise that precisely measuring emotions is inherently difficult. Since emotions are purely subjective and can differ greatly from person to person, it is challenging to accurately measure their impact. Because emotional responses are diverse and multifaceted, research in this area sometimes produces inconsistent or unclear

results. Notwithstanding the endeavours to investigate the impact of emotional advertising, it is plausible that this study, comparable to many others in the domain, may not provide a definitive response to the primary inquiry. It is difficult to provide conclusive answers due to the complexity of human emotion and behaviour; this emphasises the necessity for ongoing investigation and improvement of research approaches in this field.

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Appendix I: QUESTIONNAIRE

Kindly refer the below table for examples of emotional advertisements before answering the questionnaire:

Sr. No.	CATEGORY	EXAMPLES
1.	HOME CARE	Surf Excel (Happiness, Love) GODREJ – Good knight, Hit (Fear, Love) RB – Mortein (Fear, Humour)
2.	PERSONAL CARE	HUL– Pears, Santoor (Excitement, Love, Happiness) JOHNSON & JOHNSON (J&J) – Baby soap, Oil, Shampoo (Happiness, Love) Parachute, Indulekha Hair oil (Fear, Love, Happiness)
3.	FOOD & BEVERAGES	MONDELEZ- Cadbury-5STAR (Humour), Dairy milk Silk (Love, Happiness) Coca-Cola (Happiness) PEPSICO- Lays (Excitement, Happiness)
4.	ALCOHOL & CIGARETTES	ITC IMFL (Indian-made foreign liquor) (Fear, Happiness)
5.	OFFICE & SCHOOL SUPPLIES	Hindustan Pencils Pvt. Ltd- Apsara (Happiness, Excitement) Pidilite Industries- Fevicol, Fevikwik (Humour)

PART I: DEMOGRAPHIC PROFILE

Gender	Male			Female		Other
Age	Below 20	20 - 29	30 - 39	40 - 49	50 & above	
Education	Up to 10 th	Up to 12 th	Graduation	Post Graduation	Professional	Other
Marital Status	Married			Unmarried		
Monthly Income	Below ₹30,000		₹30,001 - ₹50,000	₹50,001 - ₹1,00,000		Above ₹1,00,000
Occupation	Student	Employed	Home Maker	Retired	Own Business	Other
Location	North Goa			South Goa		

Frequency of Purchase of FMCG products	Daily	Weekly	Fortnightly	Monthly
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Have you experienced these emotions in advertisement?

- ☐ Love
☐ Humour
☐ Happiness
☐ Excitement
☐ Fear

PART II: FACTORS INFLUENCING CONSUMER BUYING BEHAVIOUR WITH RESPECT TO EMOTIONAL ADVERTISEMENTS

Kindly select the appropriate number ranging from 1 to 5 in each of the factors provided where 1 is Strongly Disagree, 2 is Disagree, 3 is Neutral, 4 is Agree, 5 is Strongly Agree for a particular factor.

1	EMOTION OF LOVE	1	2	3	4	5
	FMCG Advertisement showing love and relationships put me in a good mood and I immediately have a nice feeling about ad.	(Kamran & Siddiqui, 2019a)				
	Love appeal in advertisement enhance liking of FMCG products.					
	Ads with love emotion are the most memorable and create pleasant association with the FMCG products.					
	I remember and retain the information contained in ads with love appeal for a long time.					
2	EMOTION OF HUMOUR	(Kamran & Siddiqui, 2019a)				
	I strongly recommend people buy FMCG products of humorous ads.					
	The Humorous ads made me recognize among competing brands.					
	FMCG products with Humorous Ads helps me to recall its brand before shopping.					
	I discuss the variety of products under FMCG of Humorous ads.					

3	EMOTION OF HAPPINESS	(Kamran & Siddiqui, 2019a)
	FMCG Ads focuses on happy images of the people appeals to my senses.	
	FMCG ads showing connecting and engaging people gives me a positive feeling about the brand.	
	FMCG Ads that express a tone of joy and happy moments creates happy customers.	
	I can easily relate happy memories with ads of FMCG products.	
4	EMOTION OF EXCITEMENT	(Kamran & Siddiqui, 2019a)
	FMCG Ads designed to entertain and grab attention.	
	FMCG 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.	
5	EMOTION OF FEAR	(Sajid et al., 2022) (A. K. Mishra, 2014)
	Fear inducing advertisements emotionally affects me and I feel like buying that product.	
	I feel anxious about the potential risk to my own life after viewing advertisement that evoke fear and it induces me to buy that product.	
	I feel anxious about the potential risk to the lives of those I care about after viewing advertisement that evoke fear and it induces me to buy that product.	
	I feel that the element of threat in the advertisement is an important factor in making purchase decision for FMCG products.	
6	BUYING BEHAVIOUR	(Kamran & Siddiqui, 2019a)
	I expect to purchase or repurchase FMCG products using emotional appeal in advertisement.	
	Purchasing FMCG products with Emotional ad is rewarding.	
	The Probability that I would consider buying FMCG products from Brands using emotional appeal is high.	
	I prefer to buy certain FMCG products over others because of their emotional advertisement.	
	Emotional Advertisement of FMCG products affect my buying decision.	

Appendix II: Measurement Model

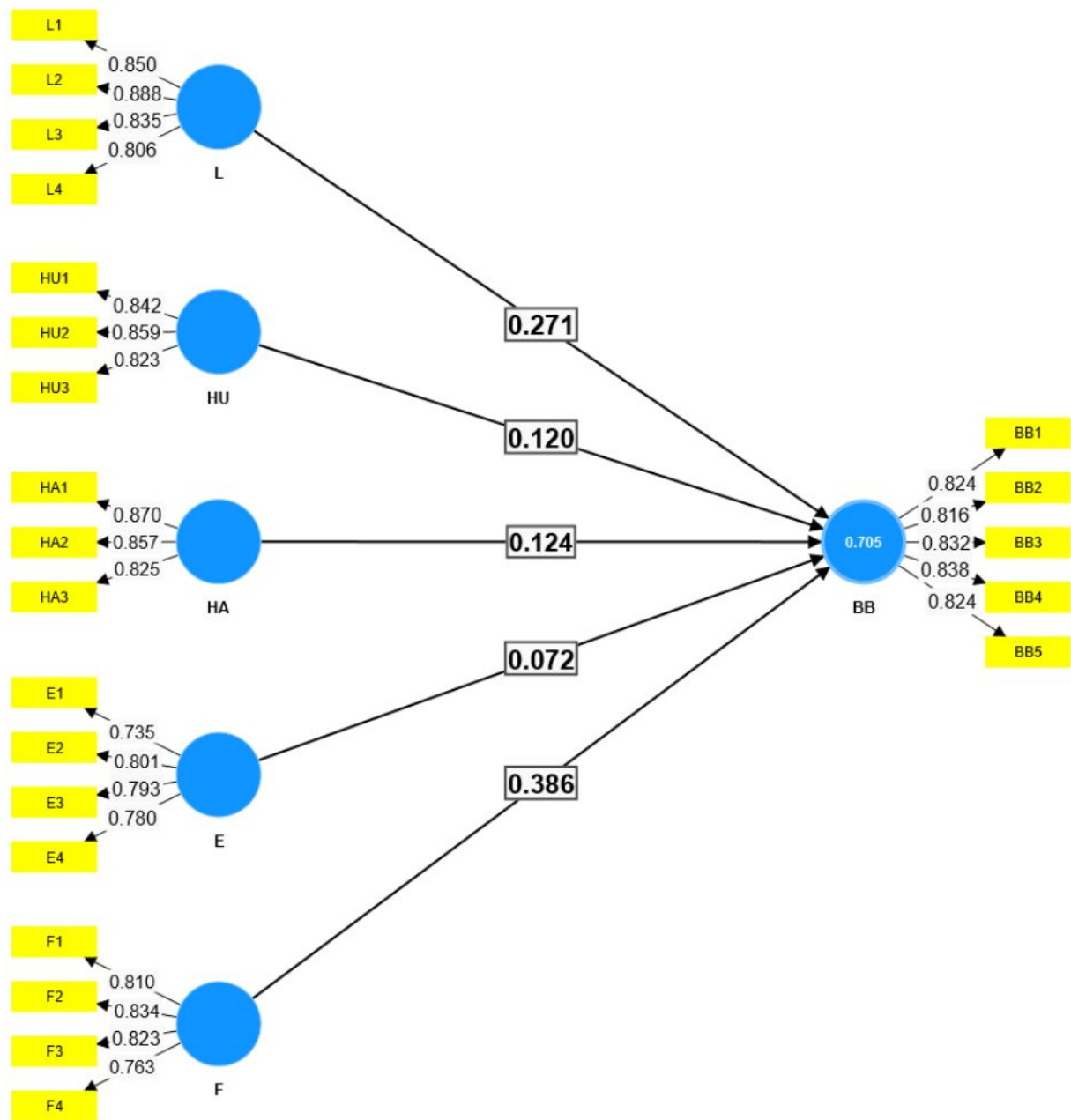


Figure 4.2: Results of the PLS SEM algorithm.

Appendix III: Structural Model

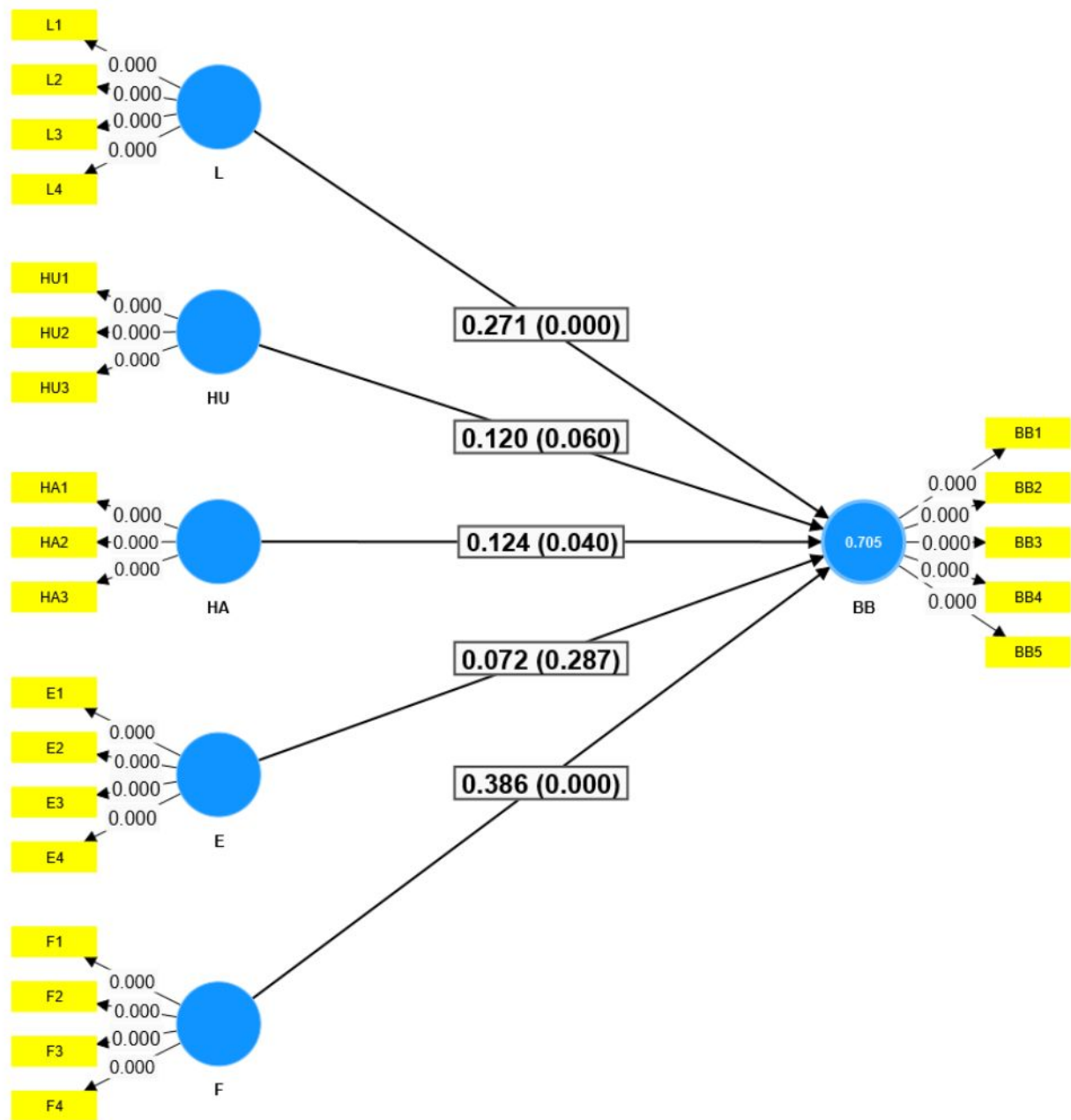


Figure 4.3: Results of path coefficient analysis from bootstrapping.