

Impact of Emotional Appeal Advertising on Consumer Brand Relationship of Vicenarians: Mediating Effect of Consumer Attitude towards Advertisement

A F J S Dawood

Department of Marketing Management, University of Kelaniya, Sri Lanka
djiffry@gmail.com

H M R P Herath

Department of Marketing Management, University of Kelaniya, Sri Lanka
renukaherath@kln.ac.lk

The study was conducted to investigate the impact of advertising strategies, specifically emotional advertising, on consumer-brand relationships. Consumer-brand relationships are defined as initiating, developing, influencing, and nurturing relationships between existing consumers and potential consumers that comprise brand love, brand intimacy, brand passion, brand commitment, and brand loyalty. Advertising is a vital and necessary industry in marketing. Therefore, the impact should be measured in different areas. It has adopted a research model followed by a systematic literature review. As a quantitative research strategy, it used a structured questionnaire to obtain primary data for sampling. Because of that reason, the best uses of appeals in advertising, which are humor, romance, fear, and guilt, are measured using a systematic methodology to figure out the impact of emotional appeal advertising on consumer-brand relationships. An important finding the study figured out is that romance appeal adds rich and deeper meaning to the product and brand context when it is used in high intensity. Also, fear appeal is powerful, but in order to convert it into purchase intention, there are two factors to be met: the fear highlighted in the advertisement should relate to target group's personal phobias, and the solution, which is that the brand or product should be convenient to use and obtain. In the Sri Lankan context, the impact of emotional appeal advertising on the consumer brand relationship of vicenarians (20–29 years old) with special reference to the FMCG sector in Sri Lanka has yet to be better understood.

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