



EMOTIONAL OR RATIONAL? THE DETERMINATION OF THE INFLUENCE OF ADVERTISING APPEAL ON ADVERTISING EFFECTIVENESS

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Abstract

In prevailing competition-based market economy, organizations have to search factors influencing advertising effectiveness. This research aims at developing the model of the influence of advertising appeal on advertising effectiveness. While achieving the aim of the article, the analysis and synthesis of scientific literature is provided. Furthermore, traditional marketing research methods as well as neuromarketing research methods are applied in order to determine the influences of different advertising appeals on advertising effectiveness. As a research result, the model of the influence of advertising appeal on advertising effectiveness is elaborated. Accordingly, this research fills the gap in scientific literature by determining the influences of emotional and rational appeals on print / outdoor advertising effectiveness in the context of convenience product category. Moreover, by answering the research question, the contribution to the field emerges in integrating both marketing theory and neuroscience in order to analyze and evaluate consumer behavior.

Keywords: advertising appeal, eye-tracking, advertising effectiveness, structural equation modeling

JEL classification: M310, M390

1. INTRODUCTION

The main mechanism of market economy – competition – has forced organizations to search factors influencing advertising effectiveness. One of the advertising elements that is said (Rizwan *et al.*, 2013) to have influence on the all of the advertising effectiveness aspects (attention, awareness, attitude, and behavior) is advertising appeal. Consequently, choosing the right advertising appeal becomes crucially important when creating effective advertising campaigns.

Authors (Armstrong, 2010; Lantos, 2015) argue that emotional appeals are more relevant for hedonic products, while rational appeals are more relevant for utilitarian products. On the other hand, many authors (Belch and Belch, 2004; Berman and Blakeman,

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2009; Blakeman, 2015) support the view that appeals to consumers' emotions work better at selling brands that do not differ markedly from competing brands. Thus, according to this view, emotional appeals are more relevant for brands that have little differentiation from competing brands, while rational appeals are more relevant for differentiated brands, since rational differentiation of them is simple.

Nevertheless, when taking into account convenience product category, the contradiction between latter two views is evident, as many brands / products in convenience product category fall into utilitarian products' category and they have little differentiation from competing brands as well. In such case, the implementation of both rational and emotional appeals to one advertisement would seem to be an option, but, according to Armstrong (2010), print / outdoor advertisements that do not mix rational and emotional appeals have better recall. Hence, it could be stated, that for print / outdoor advertising of convenience product category, emotional or rational advertising appeal should be applied, but there is no agreement among the researchers which one of latter appeals can enhance advertising effectiveness. Consequently, the *object* of this research is the influence of advertising appeal on print / outdoor advertising effectiveness in the context of convenience product category. The scientific *problem* analyzed in the research is formulated by a question: what is the influence of advertising appeal on advertising effectiveness?

The *aim* of the research is to determine the influence of advertising appeal on advertising effectiveness.

To meet the aim of the research following *tasks* were set:

- To elaborate the theoretical model of the influence of advertising appeal on advertising effectiveness;
- To provide an empirical research;
- To analyze the influences of different advertising appeals on advertising effectiveness;
- To elaborate the model of the influence of advertising appeal on advertising effectiveness.

Research methods: the analysis and synthesis of scientific literature, eye tracking experiment, implicit-association test (IAT), questionnaire research, descriptive and inferential statistical analysis, structural equation modeling (SEM) using partial least squares path modeling methodology (PLS), the PLS multi-group analysis, and logical analysis.

2. SCIENTIFIC SUBSTANTIATION

There can be found many researches regarding advertising appeal theme in the scientific literature. Keshari and Jain (2014) argued that there are various models which explain the response of consumers to advertisements. Latter models can be classified into two broad categories: Cognitive Information Model and Pure Affect Model. Cognitive Information Model is based on cognitive response. This model assumes that consumers' preferences are not changed by advertising and that consumers' decisions are only rational. Advertising provides only information and / or utility. Pure Affect Model focuses on affective responses, the familiarity and feelings advertisements may evoke. According to this model, consumers form their preferences on the basis of elements such as liking, feelings, and emotions induced by the advertisement or familiarity triggered by mere exposure to the advertisements, rather than product / brand attribute information. As a result, advertising appeals are normally categorized as emotional and rational, and are used interchangeably as mood / logical or transformational / informational in different contexts.

Nevertheless, [Du Plessis \(2008\)](#) stated that just as with all things we experience, exposure to a brand / advertisement triggers all its related feelings, associations and memories to create an initial emotional response that then shapes our more considered reaction. The origin of these associations does not matter – it can be nostalgia created by childhood experiences, antipathy based on who we see using the brand, or simply a positive reaction to the look of the product. All of these things have the potential to shape our more rational consideration of a purchase. Consequently, according to this view, consumers' response to advertising is neither fully rational nor fully emotional; it tends to be rationalized based on our emotional reactions. Thus, both emotional as well as rational advertising appeals can influence consumers' response, only in different ways.

Emotional appeals

[Keshari and Jain \(2014\)](#) define emotional appeal as “an attempt to stir up either negative or positive emotions that can motivate purchase”. [Panda et al. \(2013\)](#) argued that emotional advertising appeals are mostly used for the product categories, where it is hard to rationally substantiate the benefits of the product.

Many purchasing decisions are based on the desire to feel good emotions or to make others feel good emotions ([Cavanaugh and Fredrickson, 2010](#)). Emotional appeals usually provide some kind of event or real life situation, in such a manner creating psychological need for the advertised product ([Rizwan et al., 2013](#)). According to [Davies \(1993\)](#), the aim of emotional appeal is to encourage consumers to get a positive reward or to avoid punishment, thus emotional appeals used in advertising can be classified into positive and negative in accordance to their valence ([Taute et al., 2011](#)).

[Keshari and Jain \(2014\)](#) stated that main negative emotions are guilt, fear, and shame. [Kim and Franklin \(2015\)](#) complemented latter emotions with anger, sadness, frustration, and hopelessness.

[Keshari and Jain \(2014\)](#) suggested positive emotions – love, pride, prestige, joy. [Panda et al. \(2013\)](#) complemented latter emotions with patriotism, affection, nostalgia. [Kim and Franklin \(2015\)](#) stated, that many scientific researches view positive emotions as the desired result – emotions are related to the positive expectations, hope, faith, courage, and trust. It could be stated, that such a result emphasized in the advertisement can lead consumers to purchase the advertised product. [Panda et al. \(2013\)](#) indicated, that advertisements based on positive emotions causes good feelings and positive associations for the consumers regarding the advertised brand.

Nevertheless, the influence of different emotional appeals on consumers' choice is unequal. [Bülbül and Menon \(2010\)](#) argue, that the influence of emotional appeal on consumers' decisions is explained more easily when two types of emotional influence are separated – abstract (when the situation is shown from the side, the essence of the object or event is reflected instead of details, relating to emotions such as hope, trust, gratitude) and specific (adapted to specific situation, the details and specificity of the situation is reflected, relating to emotions such as joy, elation, excitement).

Rational appeals

Informational / rational appeals focus on the consumers' practical, functional, or utilitarian need for the product or service and emphasize features of a product or service and / or the benefits or reasons for owning or using a particular brand. The content of these messages emphasizes facts, learning, and the logic of persuasion. Rational-based appeals tend to be informative, and advertisers using them generally attempt to convince consumers

that their product or service has a particular attribute(s) or provides a specific benefit that satisfies their needs. Their objective is to persuade the target audience to buy the brand because it is the best available or does a better job of meeting consumers' needs (Belch and Belch, 2004). Keshari and Jain (2014) argued that advertising can be considered as rational appeal advertising if the advertisement contains one of these information cues: price of the product or service, quality, function, material, purchasing time and place, any research data about the product, packaging. If the advertising contains none of the above information, it is regarded as emotional appeal advertising.

Davies (1993) stated, that informational / rational appeals can reflect the relationship between price and value, to provide special offers, guarantees (elements of sales promotion).

Heath *et al.* (2009) research revealed that emotional appeal advertising attracts less consumers' attention than the rational one. Rizwan *et al.* (2013) showed that rational advertising appeal has more influence on the positive consumers' attitude toward the advertisement than emotional appeal has. After the analysis of the advertisements regarding service sector, Albers-Miller and Stafford (1999) concluded that rational appeal advertising reduces consumers' doubts and uncertainty about the service. On the other hand, there is a view that rational, information-based appeals are dull, not attention-grabbing contrarily to emotional appeals, and considering that advertising cannot be effective when not noticed, latter appeal is ineffective (Belch and Belch, 2004).

Sadeghi *et al.* (2015) classify rational appeals into one-sided (when only one attitude is presented), two-sided (for the skeptical audience, arguments and counter-arguments are presented), and comparative (when attributes of the product are compared with the ones of competitor's product). The choice of argumentation level highly depends on the product attributes and the characteristics of the target market.

Theoretical model of the influence of advertising appeal on advertising effectiveness

Summarizing types of advertising appeals found in scientific literature, Albers-Miller and Stafford (1999) provide possible classification of advertising appeals (see Table no. 1). This classification is not finite, but it can be seen, that there are much more emotional appeals found in the scientific literature, than rational appeals.

Table no. 1 – Classification of advertising appeals

Rational appeals	Emotional appeals	
Effectiveness	Exclusivity	Popularity
Convenience	True to tradition	Magic
Cheapness	Pleasure	Relaxation
Naturalness	Youth	Maturity
Sophistication	Modesty	Morality
Productivity	Openness	Humility
Obedience	Adventure	Fragility
Independence	Freedom	Indomitable
Health	Abjection	Carelessness
Longevity	Status	Sexuality
Modernity	Upholding	Protection
Use of technologies	Family	Membership
Safety	Beauty	Assistance
Cleanliness	Intimacy	Sociality

Source: Albers-Miller and Stafford (1999)

In order for the advertisement to be effective, first it must attract consumers' attention. Attention to the advertisement develops brand awareness, which can be assessed through brand / advertisement recall and recognition. Brand / advertisement awareness developed by attention to the advertisement forms attitude toward the advertisement, which influences attitude toward the brand and purchase intentions, and influenced attitude toward the brand in turn influences purchase intentions as well (Chang and Chang, 2014; Muda *et al.*, 2014; Tolley and Bogart, 1994). Moreover, as analysis and synthesis of scientific literature revealed, emotional and rational appeals can have different influences on the attention to the advertisement, brand / advertisement awareness, attitude toward the advertisement and the brand, and purchase intentions (see Figure no. 1).

This model corresponds to the three stages of individual response to advertising, directly related to the three functions of advertising (inform, create attitudes or feelings toward the advertised object, and provoke a behavior or action in individuals): 1) cognitive stage (attention, knowledge, and understanding); 2) affective stage (attitude); 3) conative stage (behavior). Many techniques to measure advertising effectiveness are classified according to these three stages of individual response to advertising (Martín-Santana and Beerli-Palacio, 2013).

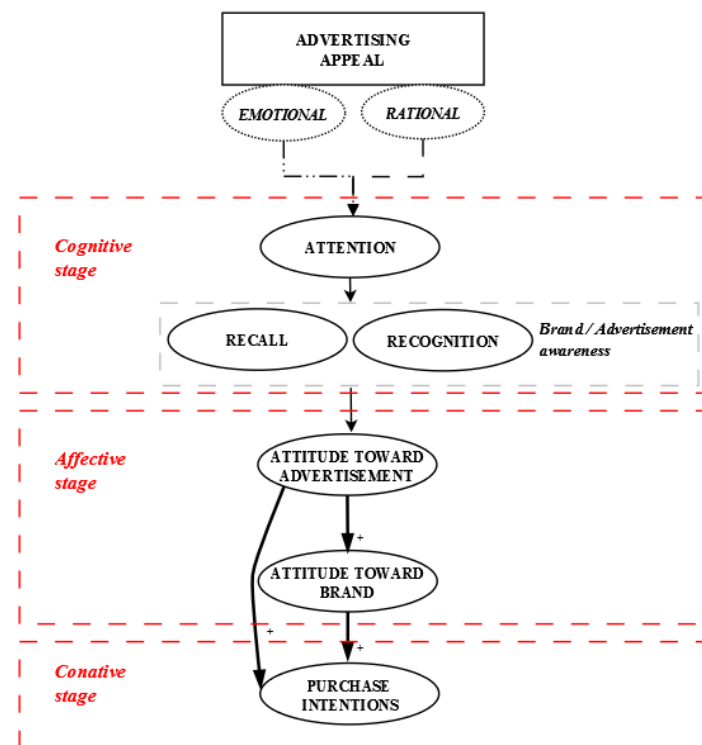


Figure no. 1 – Theoretical model of the influence of advertising appeal on advertising effectiveness

Rizwan *et al.* (2013) indicated that first of all advertising appeals are used to attract consumers' attention to the advertisement, and then to influence attitude toward the brand / product. According to Panda *et al.* (2013), emotional appeals are used more often than the

rational ones to attract consumers' attention. Contrarily, [Sadeghi et al. \(2015\)](#) declared that even though emotional appeals are more vivid, but rational appeals are more relevant, providing clear, product-related information, thus rational appeals attract more consumers' attention. Hence, there is no consensus among the researchers regarding the question which advertising appeal attracts more consumers' attention, especially in the case of convenience product category.

[Panda et al. \(2013\)](#) specified that positive emotions elicited by advertisement (using positive emotional appeal) develop higher level of recognition, but this has very strong relation to the category of advertised product.

When analyzing the influence of advertising on the consumers' attitude, [Sadeghi et al. \(2015\)](#) detailed that attitude influenced by advertising can have two components – cognitive (grounded on thinking) and affective (grounded on emotions). Consequently, it could be stated, that consumers' attitudes can be formed by applying either rational or emotional (or both) advertising appeals.

Attitude toward the advertisement is a continuous reactive orientation, affected by specific advertising elements and reflecting what consumer likes or dislikes, what is good and what is bad according to consumer ([Rizwan et al., 2013](#)). [Sadeghi et al. \(2015\)](#) stated that clear, product-related information, which is characteristic to rational appeal advertising, helps to form better attitude toward the advertisement. Moreover, [Manyiwa and Brennan \(2012\)](#), after the analysis of fear appeal in advertising, indicated that perceived advertising compliance with ethical norms have strong influence on consumers' attitude toward the advertisement. It could be stated, that for using such emotional appeals as fear, sex, or horror in advertising, first it should be assessed whether it will not have negative influence on consumers' attitude. Nevertheless, [Moore and Hoenig \(1989\)](#) research revealed, that when considering the context, negative emotional advertising appeals can have a positive influence on consumers' attitude toward the advertisement.

Consumers' attitude toward the advertisement has a direct influence on consumers' attitude toward the brand ([Sadeghi et al., 2015](#)). According to [Panda et al. \(2013\)](#), positive attitude toward the advertisement positively directly influences attitude toward the brand, which in turn positively directly influences purchase intentions.

[Panda et al. \(2013\)](#) specified that effectiveness of advertising appeals highly depends on the product category and culture (consumers' segment) for which the advertisement is allocated. [Sadeghi et al. \(2015\)](#) research revealed that rational advertising appeals are more effective when the advertised product belongs to high-involvement product category, because such products are associated with high risk and consumers' needs strong convincing arguments. [Dubé et al. \(1996\)](#) suggested using informational / rational appeals in the advertisements of the products, which require thinking, and emotional appeals in the advertisements of the products, which require emotions.

Nevertheless, this distinction for using emotional and rational appeals became longstanding in the prevailing competition. There are many high-involvement product advertisements using emotional appeal, and many rational; as well as there are many low-involvement product advertisements using emotional appeal, and many rational.

Consumers' purchase decisions are often made on the basis of both emotional and rational motives, and attention must be given to both elements in developing effective advertising ([Belch and Belch, 2004](#)). On the other hand, according to [Armstrong \(2010\)](#), print / outdoor advertisements that do not mix rational and emotional appeals have better recall, meaning that latter advertisements develop higher brand / advertisement awareness.

Thus, it could be stated, that for print / outdoor advertising of convenience product category, emotional or rational advertising appeal should be applied, but there is no agreement among the researchers which one of latter appeals can enhance advertising effectiveness when compared with the other. However, according to [Dong-Jenn et al. \(2010\)](#), whichever appeal is applied, it must fit the product in order to positively affect consumers' attitude and improve purchase intentions – receive advertising effectiveness.

3. RESEARCH METHODOLOGY

As convenience product category was chosen for the research, mineral water was chosen to be the product representing latter category. In order to eliminate the influence of the current attitudes toward existing mineral water brands during the experiment, two new non-existing brands were created. The first brand was presented in five different created advertisements (brand presented on the product) containing information about the quality and the price of the product, little colour spectrum, few visualizations – rational appeal advertisements. The second brand was presented in other five different created advertisements (brand presented on the product) containing no information, only appealing / humorous / attractive visualizations and the slogans – positive emotional appeal advertisements. Thus, total of 10 advertisements (5 rational appeal advertisements and 5 emotional appeal advertisements) were used for 3-step research containing eye-tracking experiment, implicit-association test, and questionnaire research, which are described in detail below.

Eye-tracking experiment

The eye-tracking experiment was held regarding outdoor advertising, thus all of the advertisements created for the research were printed. The advertisements' paper size used for the research was A4 (210:297 millimeters), because the participants' walking distance from the advertisements was 1 meter $\pm$ 30 centimeters. Accordingly, with the bigger distances the advertisements' paper size respectively has to be bigger in order to capture consumers' attention.

All of the advertisements were hung upon the university wall in a random order. Participants looked (or did not looked if did not noticed) at the advertisements at their own pace. The experiment was conducted using Tobii Eye-Tracking Glasses – mobile video-based eye tracker recording monocular gaze data from the right eye at a sampling rate of 30 Hz. This eye tracker has an accuracy of 0.5°. The system has a camera to record a scene video with a resolution of 640x480 pixels; maximum recording angles are 56° of visual angle in horizontal and 40° of visual angle in vertical direction.

Each of the participants put on the glasses and performed a standard nine point calibration. All of the participants were volunteers and had not been paid for the participation in the eye-tracking experiment. Before the experiment each of the participants was informed in detail about the experiment. The experiment was held in Lithuania, Vytautas Magnus University, May, 2016.

30 participants' (26 females) data appropriate for the analysis were obtained. All of the participants were right-handed with normal or normal-to-corrected vision. All of the participants were at the age group of 18-55 years.

For the analysis of eye-tracing results Tobii Studio v.3.2.3 software was applied. [Pieters et al. \(2002\)](#) stated that consumers extract information from advertisements and their elements during eye fixations, which reflect the moments of visual attention. [Meghanathan](#)

et al. (2015) confirmed that fixation duration is sensitive to the amount of attention deployed to a fixated location. Moreover, the frequency of fixations is a measure of the intensity of visual attention and the information in advertisements and advertisements' elements (Pieters *et al.*, 2002). Thus, advertisements' total fixation duration (average duration of all fixations within the specific advertisement) and fixation count (average number of times the participants fixated on the specific advertisement) regarding different criteria were calculated. IBM SPSS Statistics v.20 software package was applied for the statistical analysis of the results obtained from the Tobii Studio v.3.2.3 software.

Implicit-Association test

After the eye-tracking experiment, participants were asked to attend the Implicit-Association Test (IAT). IAT provides a measure of strengths of automatic associations (strength of association is understood as the potential for one concept to activate another) (A. G. Greenwald *et al.*, 2003) IAT measures relative attitudinal preferences between two categories. In the course of a typical IAT, participants only use two response keys to sort stimuli of four different categories, two target categories (in this research – emotional advertisements and rational advertisements), and two attribute categories (in this research – positive and negative). The stimuli appear in the center of computer screen, and the names of the categories remain in the upper corners of the computer screen. For the inference of implicit preferences there are two critical steps in the IAT procedure, namely, two combined blocks. During these steps one target category and one attribute category share the same response key, and the two remaining categories share the other response key. For each stimulus presentation (trial) the response time is assessed. During the second combined block, response assignments are switched for the target, but not for the attribute categories. The difference between the average response times during these two blocks is referred to as the IAT effect, which in turn is considered to be an indicator of implicit preferences (Frieze *et al.*, 2006). The usefulness of the IAT in measuring association strength depends on the assumption that when the two concepts that share a response are strongly associated, the sorting task is considerably easier than when the two response-sharing concepts are either weakly associated or bipolar-opposed (see A.G. Greenwald *et al.*, 2002).

Bearing in mind that consumer behavior is not the consequence of entirely rational cognitive processes, especially where fast-moving-consumer-goods are concerned and when it became evident that also emotions and unconscious motives needed to be taken into consideration in understanding responses to advertising and other aspects of consumers' choice, the IAT was applied for marketing researches and was proved to be reliable and valid indicator of implicit consumers' attitudes / preferences (Frieze *et al.*, 2006; Maison *et al.*, 2001).

Thus, the Implicit-Association Test is a widely-used cognitive-behavioral paradigm that measures the strength of automatic (implicit) associations between concepts in people's minds relying on latency measures in a simple sorting task. The strength of an association between concepts is measured by the standardized mean difference score of the 'hypothesis-inconsistent' (target A with attribute B and target B with attribute A) pairings and 'hypothesis-consistent' (target A with attribute A and target B with attribute B) pairings (d-score). In general, the higher the d-score the stronger is the association between the 'hypothesis-consistent' pairings. Negative d-scores suggest a stronger association between the 'hypothesis-inconsistent' pairings.

In this research Inquisit's Picture IAT by Millisecond Software was applied. Target stimulus A were emotional advertisements (the same five used in the eye-tracking

experiment), target stimulus B – rational advertisements (the same five used in the eye-tracking experiment), attribute A – positive words (quality, value, advantage, beauty, good), attribute B – negative words (horror, nonsense, boredom, worthless, bad). Inquisit calculates d-scores using the improved scoring algorithm as described in [A. G. Greenwald *et al.* \(2003\)](#). Error trials are handled by requiring respondents to correct their responses according to recommendation. The sequence of the steps applied is as follows:

1. Target Category sorting training;
2. Attribute sorting training;
3. 1. Test Block of hypothesis-consistent pairings with 20 trials (half the participant start with inconsistent pairings);
4. 2. Test Block of hypothesis-consistent pairings with 40 trials;
5. Target Category sorting training with targets switching sides;
6. 1. Test Block of hypothesis-inconsistent pairings with 20 trials;
7. 2. Test Block of hypothesis-inconsistent pairings with 40 trials.

The summary of IAT scoring procedure by [A. G. Greenwald *et al.* \(2003\)](#) is as follows:

1. Delete trials greater than 10.000 ms;
2. Delete subjects for whom more than 10 percent of trials have latency less than 300 ms;
3. Compute the “inclusive” standard deviation for all trials in Stages 3 and 6 and likewise for all trials in Stages 4 and 7;
4. Compute the mean latency for responses for each of Stages 3, 4, 6, 7;
5. Compute the two mean differences (Mean Stage 6 – Mean Stage 3) and (Mean Stage 7 – Mean Stage 4);
6. Divide each difference score by its associated “inclusive” standard deviation;
7. D = the equal-weight average of the two resulting ratios.

The experiment was held in Lithuania, Vytautas Magnus University, May, 2016. Participants sat in front of the computer screen, where the instruction for them about the IAT procedure was presented. They were told that positive and negative words as well as pictures of emotional and rational advertisements would be presented on the screen. Their task was to classify these words and pictures by pressing one of two keys (the response keys were ‘E’ and ‘I’). Participants were informed that each stimulus would remain on the screen until a correct classification had been performed.

19 participants’ (15 females) data appropriate for the analysis were obtained. All of the participants were at the age group of 18-55 years. IBM SPSS Statistics v.20 software package was applied for the statistical analysis of the results obtained from the Inquisit software.

Questionnaire research

Having finished the IAT / eye-tracking, participants were instructed to fill out a questionnaire. The questionnaire consisted of three main parts:

- Unaided and aided brand recall, and advertising recognition (regarding both emotional and rational advertisements);
- Explicit attitude toward advertisements and brands (regarding both emotional and rational advertisements);
- Purchase intentions (regarding brand in emotional advertisement and brand in rational advertisement).

Attitudes were measured on semantic differential scale (11 indicators for each attitude, i.e. for attitude toward the advertisement and attitude toward the brand), thus revealing the strength and direction of a persons’ attitude toward the specific object. 7-point Likert scale

was used to measure purchase intentions regarding brands advertised in advertisements with different advertising appeals.

Based on the 2 reasons (non-normally distributed data and small sample size), the partial least squares structural equation modeling (PLS-SEM) is preferred and applied in this research in order to test the causal relationships between attitude toward the advertisement, attitude toward the brand, and purchase intentions, which are grounded on the theoretical framework. Latter hypothesized relationships are expressed by two structural equations, which must be analyzed in three cases: general model; the model of the influence of emotional advertising appeal on advertising effectiveness; the model of the influence of rational advertising appeal on advertising effectiveness (1-2):

$$1. \text{Attitude toward the brand} = \beta_{20} + \beta_{21} \text{Attitude toward advertisement} + \zeta_2$$

$$2. \text{Purchase intentions} = \beta_{30} + \beta_{31} \text{Attitude toward advertisement} + \beta_{32} \text{Attitude toward brand} + \zeta_3$$

All three latent variables (attitude toward the advertisement, attitude toward the brand, purchase intentions) are measured by their corresponding manifest variables. The mode of the measurement model is reflective, because manifest variables are manifestations of the constructs (not the defining characteristics of the construct), changes in the construct do cause changes in the indicators, indicators share a common theme, dropping an indicator do not alter the conceptual domain of the construct and indicators covariate with each other (Petter *et al.*, 2007).

The questionnaire research was held in Lithuania, Vytautas Magnus University, May, 2016. As the number of respondents in IAT procedure / eye-tracking experiment was not sufficient for the questionnaire research, the advertisements were shown for the additional number of students and they were asked to fill the questionnaire (participated only in this part of the research). Finally, the total sample size was 80 (25 male, 55 female; 71 respondents were at the age group of 18-29 years, 9 respondents were 30 and more years). As it is suggested using a minimum sample size of ten times the maximum number of paths aiming at any construct (Hair *et al.*, 2012), hence, the sample of this research is considered appropriate to reach the aim of the research.

IBM SPSS Statistics V.20, SmartPLS V.3 (Ringle *et al.*, 2015), and XLSTAT 2014 software products were used for the statistical analysis of the questionnaire research results.

4. ANALYSIS OF THE RESEARCH RESULTS

Participants' total fixation duration (mean viewing time, s) and fixation count (times) for emotional and rational advertisements are presented in Table no. 2.

All of the results are calculated including zeros (including respondents who did not fixate on the advertisement being analyzed), thus enabling the comparison of the results between the different advertisements. As it can be seen, the average viewing time to the emotional appeal advertisements is 4.02 s, while to the rational appeal advertisements – 6.01 s (fixation count corresponds to the mean viewing time). The average viewing time to the brand / product presented in the emotional appeal advertisements is 0.77 s, while to the brand / product presented in the rational appeal advertisements – 1.05 s (fixation count corresponds to the mean viewing time as well). The mean viewing time and the trajectory of fixations reveal that participants read the text about the beneficial attributes and the price of

the product presented in the rational appeal advertisements; watched at the picture (unknown advertising spokesperson) in the emotional appeal advertisements. Thus, as reading takes longer time, viewing time regarding rational appeal advertisements is longer.

Table no. 2 – Mean viewing time (s) and fixation count for the emotional and rational advertisements

Advertisement		Mean	S.E.	95% C.I. for Mean		Median	S.D.	Min	Max	Fixation count
				Lower bound	Upper bound					
	Emotional appeal									
I	Ad	3.98	0.55	2.85	5.11	4.35	3.03	0.03	8.45	120.53
	Product	0.81	0.17	0.45	1.16	0.47	0.94	0.00	2.87	24.47
II	Ad	4.13	0.28	3.54	4.71	3.96	1.57	2.43	6.61	124.40
	Product	0.57	0.12	0.32	0.81	0.23	0.66	0.00	1.77	17.33
III	Ad	4.19	0.30	3.57	4.8	4.33	1.64	1.94	6.81	126.40
	Product	1.04	0.19	0.64	1.43	0.48	1.04	0.03	2.90	31.43
IV	Ad	3.50	0.34	2.79	4.20	3.21	1.88	0.57	7.15	105.63
	Product	0.60	0.09	0.40	0.80	0.50	0.53	0.00	1.50	18.07
V	Ad	4.34	0.31	3.70	4.99	4.44	2.94	2.36	8.15	130.83
	Product	0.86	0.10	0.63	1.08	1.06	0.59	0.00	1.97	26.10
AVERAGE	Ad	4.02	0.32	3.36	4.68	4.43	1.76	0.03	8.45	121.56
	Product / Brand	0.77	0.05	0.67	0.88	0.63	0.28	0.00	2.90	23.48
	Rational appeal									
I	Ad	4.04	0.48	3.05	5.03	3.94	2.64	0.14	7.57	121.77
	Product	1.21	0.16	0.88	1.54	1.28	0.88	0.00	2.67	36.97
II	Ad	4.82	0.53	3.71	5.92	4.99	2.94	1.17	9.55	145.27
	Product	1.14	0.21	0.69	1.58	1.08	1.18	0.00	3.54	24.50
III	Ad	8.19	0.94	6.25	10.13	7.82	5.20	2.17	14.77	246.33
	Product	0.79	0.13	0.51	1.07	0.53	0.74	0.00	2.1	23.80
IV	Ad	5.54	0.59	4.32	6.74	5.1	3.23	1.46	10.11	166.63
	Product	0.38	0.07	0.22	0.54	0.27	0.42	0.00	1.47	11.70
V	Ad	7.47	0.96	5.50	9.44	6.21	5.27	1.34	17.88	225.17
	Product	1.74	0.42	0.87	2.60	1.25	2.31	0.00	7.66	52.63
AVERAGE	Ad	6.01	0.66	4.65	7.37	6.05	3.64	0.14	17.88	181.03
	Product / Brand	1.05	0.10	0.82	1.27	0.71	0.60	0.00	7.66	29.92

The mean viewing time to the separate emotional and rational appeal advertisements of the experiment is visualized in [Figure no. 2](#). Mean viewing time to the four out of five rational appeal advertisements is substantially longer. Nevertheless, mean viewing time to the brand presented in rational appeal advertisements has no substantial difference when compared to the brand presented in the emotional appeal advertisements.

As the data of eye-tracking experiment are non-normally distributed, Wilcoxon Signed Ranks Test is applied in order to evaluate the difference between two dependent samples (see [Table no. 3](#)).

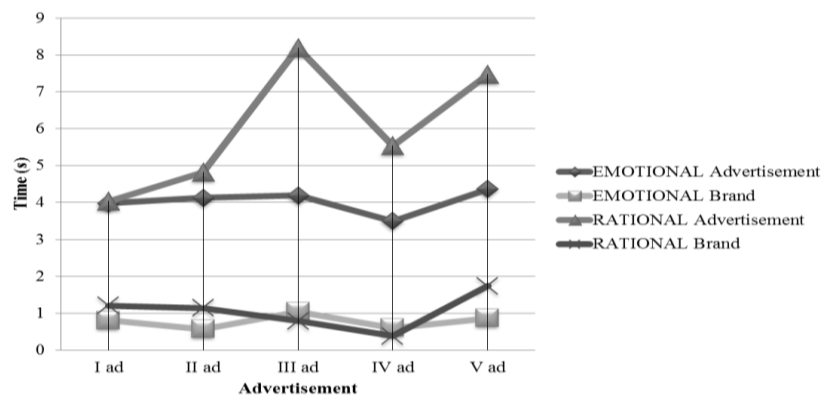


Figure no. 2 – Mean viewing time to the advertisements of the experiment

As it can be seen in Table no. 3, viewing time to the rational appeal advertisements is statistically significantly longer than viewing time to the emotional appeal advertisements. Despite this, there is no statistically significant difference in viewing time to the brand presented in the rational appeal advertisements and to the brand presented in the emotional appeal advertisements. Hence, it is confirmed, that participants read the text about the beneficial attributes and the price of the product presented in the rational appeal advertisements, consequently it took longer viewing time compared to the pictures' viewing time, but it made no difference for brand viewing time regarding emotional and rational appeal advertisements.

Table no. 3 – Wilcoxon Signed Ranks Test

Criteria	Statistics	
	Z	p-value
Rational appeal advertisement – Emotional appeal advertisement	3.884	0.000*
Brand in rational appeal advertisement – Brand in emotional appeal advertisement	1.535	0.125

Note: * $p < 0.05$.

The results of implicit-association Test (IAT) are presented in Table no. 4. Comparison of the reaction times in the task in which one category (emotional appeal advertisements) was paired with positive words with those obtained in the task in which the other category (rational appeal advertisements) was paired with positive words, provides a measure of implicit attitudes toward the two categories. Faster reaction times for one category together with pleasant words indicate a more positive implicit attitude toward that category (Maison *et al.*, 2001). As it can be seen from Table no. 4, when emotional appeal advertisements was paired with positive words and rational appeal advertisements – with negative words, the average reaction time was 1396 ms; while when rational appeal advertisements was paired with positive words and emotional appeal advertisements – with negative words, the average reaction time was 1761 ms. When analyzing separately, it could be seen, that when emotional appeal advertisements was paired with positive words, the average classification time was 1306 ms, while when rational appeal advertisements was paired with positive words, the average classification time was 1684 ms. As the data of latency measures in a sorting task obtained through IAT procedure are non-normally distributed, Wilcoxon Signed

Ranks Test is applied in order to evaluate the difference between two dependent samples. Latter test revealed, that reaction time to the emotional appeal advertisements paired with positive words is statistically significantly shorter than reaction time to the rational appeal advertisements paired with positive words. Moreover, reaction time to the rational appeal advertisements paired with negative words is statistically significantly shorter than reaction time to the emotional appeal advertisements paired with negative words. This finding indicates that participants, in general, had more positive implicit attitudes toward emotional appeal advertisements than rational appeal advertisements. This is substantiated by the final D score, which was positive (average 0.55) for 16 participants (out of 19), indicating that they have more positive implicit attitude for emotional appeal advertisements, and negative (average -0.456) for 3 participants (out of 19).

Table no. 4 – Results of Implicit-Association Test (IAT)

No.	LATENCY (ms)				D score	Preference	Average D for Emotional (N=16)	Average D for Rational (N=3)
	Emotional/ Positive	Rational/ Negative	Emotional/ Negative	Rational/ Positive				
1	1614.8	1795.6	2588.5	2041.8	0.27	Emotional	0.550	-0.456
2	854.6	1221	1368.1	1216	0.69	Emotional		
3	2035.7	1757.9	941.2	1124.8	-0.92	Rational		
4	1130	1052.4	1613.9	1822.6	1.05	Emotional		
5	795.6	1018.6	1779.8	2250.4	1.2	Emotional		
6	1622.2	1691.6	2524.6	2516.4	0.27	Emotional		
7	1180.1	1056.6	1972.4	1631.7	0.39	Emotional		
8	1495.6	2660.4	2529.3	3233	0.56	Emotional		
9	1718.8	2932.8	2664.7	1980.2	0.09	Emotional		
10	1365.8	1155.1	1446.0	1328.6	0.39	Emotional		
11	2132.6	2030.6	3372	2927.1	0.73	Emotional		
12	888.4	1193.1	1411.4	1220.2	0.59	Emotional		
13	832.0	877.0	1041.8	844.1	0.17	Emotional		
14	1240	1192.2	1215.3	804.4	-0.35	Rational		
15	1686.0	1964.4	2427.4	1941.2	0.36	Emotional		
16	781.2	797.9	1887.6	1558.6	1.22	Emotional		
17	1278.2	2261.4	1879.2	1329.8	-0.1	Rational		
18	796.4	776.8	948.0	1085.2	0.56	Emotional		
19	1366.2	806.1	1321.8	1143.2	0.27	Emotional		
average	1306.0	1486.4	1838.6	1684.2	0.391	-		
	1396.2		1761.4					
Wilcoxon Signed Ranks Test	Rational appeal / Negative – Emotional appeal / Positive						Z = 1.207; p-value = 0.227	
	Emotional appeal / Negative – Emotional appeal / Positive						Z = 3.018; p-value = 0.003*	
	Rational appeal / Positive – Emotional appeal / Positive						Z = 2.455; p-value = 0.014*	
	Emotional appeal / Negative – Rational appeal / Negative						Z = 2.495; p-value = 0.013*	
	Rational appeal / Positive – Rational appeal / Negative						Z = 1.288; p-value = 0.198	
	Rational appeal / Positive – Emotional appeal / Negative						Z = 1.771; p-value = 0.077	

Note: *p < 0.05.

Interestingly, the same number of respondents, who recalled the brand (regarding both rational and emotional appeal advertisements), recognized the advertisements. From the 80

respondents, 65 recalled the brand and recognized the advertisements regarding emotional appeal; and 55 recalled the brand and recognized the advertisements regarding rational appeal.

Descriptive statistics of explicit attitudes and purchase intentions evaluations are presented in Table no. 5. As it can be seen, attitude toward the emotional appeal advertisements and to the brand presented in the emotional appeal advertisements are more positive than attitude toward the rational appeal advertisements and to the brand presented in the rational appeal advertisements. On the other hand, purchase intentions are higher for the brand presented in the rational appeal advertisements than to the brand presented in the emotional appeal advertisements.

Table no. 5 – Descriptive statistics of explicit evaluations

Variables	Min	Max	Mean	S. D.
Attitude toward emotional appeal advertisement	3.09	6.18	4.7943	0.76345
Attitude toward rational appeal advertisement	2.36	6.64	4.4284	0.89788
Attitude toward brand presented in emotional appeal advertisement	2.64	6.73	4.8795	1.17367
Attitude toward brand presented in rational appeal advertisement	3.09	5.91	4.4852	0.84019
Intention to purchase product presented in emotional appeal advertisement	1.00	6.50	3.9750	1.72638
Intention to purchase product presented in rational appeal advertisement	1.00	7.00	4.1250	1.86829

The data obtained through questionnaire research are non-normally distributed, thus Wilcoxon Signed Ranks Test is applied in order to evaluate the difference between two dependent samples (see Table no. 6). As it can be seen, attitude toward emotional appeal advertisements is statistically significantly more positive than attitude toward rational appeal advertisements, which supports the results obtained by implicit-association test. Thus, implicit as well as explicit attitude is more positive toward the emotional appeal advertising than the rational one regarding convenience product category.

Table no. 6 – Wilcoxon Signed Ranks Test

Criteria	Statistics	
	Z	p-value
Attitude toward rational appeal advertisement - Attitude toward emotional appeal advertisement	2.429	0.015*
Attitude toward brand presented in rational appeal advertisement - Attitude toward brand presented in emotional appeal advertisement	-2.326	0.020*
Intention to purchase product presented in rational appeal advertisement - Intention to purchase product presented in emotional appeal advertisement	-0.460	0.645

Note: * $p < 0.05$.

Attitude toward brand presented in emotional appeal advertisements is statistically significantly more positive than to the brand presented in rational appeal advertisements as well. Nevertheless, there is no statistically significant difference in purchase intentions when comparing brand presented in emotional and brand presented in rational appeal advertisements.

Evaluations of the attitudes toward the emotional / rational appeal advertisements regarding all of the 11 indicators are visualized in [Figure no. 3](#). As it can be seen, emotional appeal advertisement seems more interesting, pleasing, beautiful, effective, and good for the respondents, while rational appeal advertisement seems more appropriate, useful, and informative for the respondents. Nevertheless, rational as well as emotional appeal advertisements seem both nearly equally important, persuasive, and relevant.

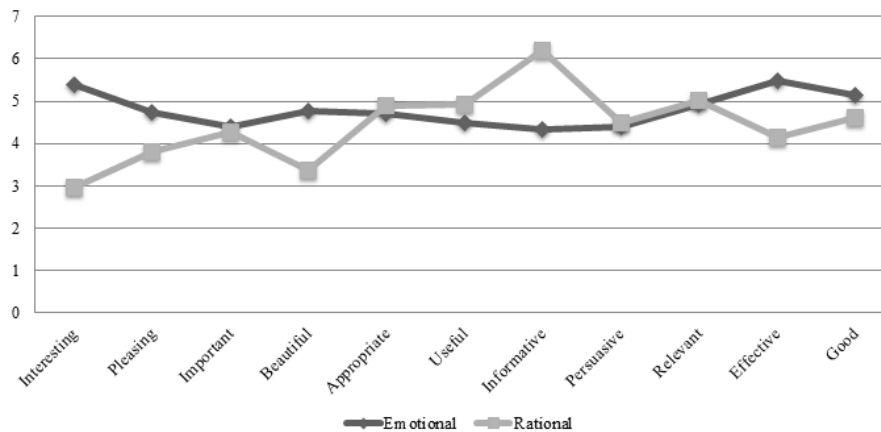


Figure no. 3 – Evaluations of advertisements

Evaluations of the attitudes toward the brands presented in the emotional / rational appeal advertisements regarding all of the 11 indicators are visualized in [Figure no. 4](#). As it can be seen, the brand presented in the emotional appeal advertisement seems more reliable, attractive, exclusive, positive, and effective for the respondents, while the brand presented in the rational appeal advertisement seems more valuable and useful for the respondents. However, brands presented in the rational appeal advertisement and brands presented in the emotional appeal advertisements seem both nearly equally of the good quality, good, recommended to use, and superior.

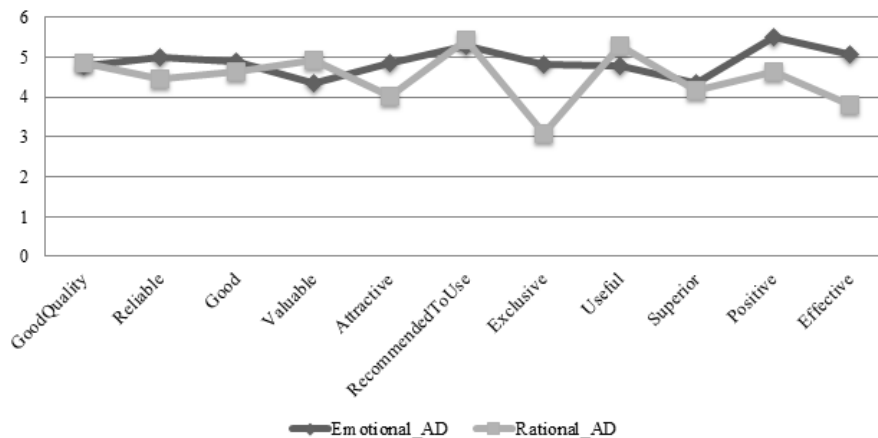


Figure no. 4 – Evaluations of brands presented in the advertisements

For the analysis of causal relationships between attitude toward the advertisement, attitude toward the brand, and purchase intentions, first the quality criteria of measurement and structural models must be assessed. The assessment of the reflective (outer) measurement model contains the evaluation of internal consistency, indicator reliability, convergent validity, and discriminant validity. The measure of Cronbach's Alpha is usually applied for assessing internal consistency of the measurement model, though Cronbach's Alpha assumes that all indicators are equally reliable; moreover, Cronbach's Alpha is sensitive to the number of items in the scale and generally tends to underestimate the internal consistency reliability, hence the measure of composite reliability should be preferred for assessing internal consistency of the measurement model. Latter measure takes into account the different outer loadings of the indicator variables. As Table no. 7 shows, composite reliability values of latent variables are above 0.7 and below 0.95 (as well as Cronbach's Alpha), therefore it could be stated that there is no lack of internal consistency reliability in the measurement model.

The mean values of the squared loadings of the indicators associated with the specific constructs, i.e., the values of average variance extracted (AVE) measure, are above the threshold value of 0.5, revealing that each construct explains more than half of the variance of its indicators. Thus, it is substantiated that the degree of convergent validity is sufficient regarding reflective measurement model. When assessing individual indicator reliability, it is revealed that all of the indicators' outer loadings are above the value of 0.7 and statistically significant ($p < 0.05$). Consequently, all of the individual indicators are assessed as reliable.

Table no. 7 – Reflective measurement model evaluation

Latent variables	Composite Reliability	Cronbach Alpha	Average Variance Extracted	Heterotrait-Monotrait Ratio (HTMT ^{0.85})
Purchase Intentions	0.927	0.846	0.865	-
Attitude toward brand	0.924	0.915	0.529	-> Purchase intentions: 0.217* ($p=0.001$)
Attitude toward advertisement	0.862	0.806	0.514	-> Purchase intentions: 0.495* ($p=0.000$) -> Attitude toward brand: 0.572* ($p=0.000$)

Note: * $p < 0.05$.

For assessing whether there is no lack of discriminant validity in the reflective measurement model, two standard criteria are applied: Fornell-Larcker criterion and cross-loadings. Based on the cross-loadings criteria, all of the indicators' outer loadings with their corresponding latent constructs are greater than their outer loadings with all the remaining constructs. Based on the Fornell-Larcker criterion, each construct's squared root value of average variance extracted is higher than its correlations with other latent constructs. Hence, each construct shares more variance with its associated indicators than with any other construct. Consequently, based on latter two criteria, it could be stated that there is no lack of discriminant validity in the reflective measurement model.

Nevertheless, the alternative approach based on the heterotrait-monotrait ratio of correlations (HTMT) criterion (Table no. 7) is applied for the final assessment of discriminant validity. The values of HTMT criterion are lower than the predefined threshold value of 0.85, substantiating previous criteria revealing that there is no lack of discriminant

validity in the reflective measurement model. Hence, it could be stated that each construct of reflective measurement model captures the specific part of the attitude toward the advertisement, the brand, or purchase intentions not represented by other constructs of the model. Consequently, reflective measurement model is assessed as reliable and valid.

For the assessment of the structural model the evaluation of variance inflation factor (VIF), Cohen f^2 effect size, Stone-Geisser Q^2 , and coefficient of determination (R^2) values are applied.

As it can be seen from Table no. 8, the values of predictor constructs VIF are below the threshold value of 5, indicating that the model does not exhibit multicollinearity problems. Cohen f^2 effect sizes are used to evaluate whether if the specific exogenous construct is omitted then a substantive impact on the endogenous construct is made. From the data in Table no. 8 it can be seen that exogenous variable 'attitude toward advertisement' has a moderate effect size on the variable 'purchase intentions' and high effect size on variable 'attitude toward brand', thus cannot be omitted from the model. Stone-Geisser Q^2 values are above zero, revealing that model exhibits predictive relevance. The coefficient of determination (R^2) values of variables 'attitude toward brand' and 'purchase intentions' are respectively 21 percent and 34 percent, indicating that the amount of explained variance of latter variables is sufficient bearing in mind that R^2 results of about 0.20 are considered high in disciplines such as consumer behavior.

Table no. 8 – Structural model evaluation

Latent variables	R^2	f^2	Q^2	Variance Inflation Factor
Purchase Intentions	0.209	-	0.171	-
Attitude toward brand	0.343	-	0.162	-> Purchase intentions: 1.523
Attitude toward advertisement	-	-> Purchase intentions: 0.260 -> Attitude toward brand: 0.523	-	-> Purchase intentions: 1.523 -> Attitude toward brand: 1.000

Path coefficients and total effects in the general structural model are presented in Table no. 9. Attitude toward advertisement directly positively and statistically significantly influence attitude toward the brand (high influence). Attitude toward the brand has negative moderate direct statistically significant influence on purchase intentions. Attitude toward advertisement has a direct positive high statistically significantly influence on purchase intentions, but total effect of attitude toward advertisement on purchase intentions is moderate (lower than the direct effect, because of the mediating negative effect by attitude toward the brand) positive and statistically significant.

As the total sample contained two equal groups (i.e., segments) – evaluating advertisements with different advertising appeals, PLS path modelling multi-group analysis (PLS-MGA) is applied to analyze causal relationships between attitude toward the advertisement, attitude toward the brand, and purchase intentions regarding different advertising appeals. Before evaluating inner model relationships, the reliability and discriminant validity of both segment-specific models was tested and approved.

Table no. 9 – Path Coefficients and total effects

Latent Variable	Path Coefficient	S.D.	T Statistics	p-value	Total Effect	S.D.	T Statistics	p-value
Attitude toward advertisement -> Attitude toward brand	0.604*	0.069	8.514	0.000	0.604*	0.069	8.514	0.000
Attitude toward advertisement -> Purchase intentions	0.586*	0.090	6.243	0.000	0.419*	0.093	4.341	0.000
Attitude toward brand -> Purchase intentions	-0.275*	0.133	1.998	0.046	-0.275*	0.133	1.998	0.046

Note: * $p < 0.05$

Path coefficients regarding segment-specific models are provided in Table no. 10. When analyzing emotional appeal advertisements, it can be seen, that attitude toward advertisement does not have direct statistically significant influence on attitude toward the brand. Nevertheless, attitude toward advertisement has direct positive statistically significant influence on purchase intentions; however, this influence is negatively statistically significantly mediated by the attitude toward the brand. When analyzing rational appeal advertisements, it can be seen that attitude toward advertisement does have strong direct statistically significant influences on attitude toward the brand and purchase intentions. The negative mediating effect of attitude toward the brand on purchase intentions is statistically non-significant in this case.

Table no. 10 – Multi-Group analysis of path coefficients

Latent Variable	Emotional appeal advertisement				Rational appeal advertisement			
	Path Coefficient	S.D.	T Statistics	p-value	Path Coefficient	S.D.	T Statistics	p-value
Attitude toward advertisement -> Attitude toward brand	0.469	0.361	1.459	0.145	0.789*	0.032	23.590	0.000
Attitude toward advertisement -> Purchase intentions	0.606*	0.235	2.712	0.007	0.686*	0.189	3.543	0.000
Attitude toward brand -> Purchase intentions	-0.345*	0.191	2.183	0.030	-0.226	0.222	0.973	0.331
Purchase Intentions R^2	0.345				0.303			
Attitude toward brand R^2	0.350				0.624			

Note: * $p < 0.05$

Nevertheless, the negative mediating effect implies that for the final assessment of the influence of different advertising appeals on advertising effectiveness total effects must be taken into account. Latter measures are provided in Table no. 11. As it can be seen, when analyzing emotional advertising appeal, attitude toward advertisement does not have statistically significant influence on attitude toward the brand. Moreover, the influence of attitude toward advertisement on purchase intentions is statistically non-significant as well. The only one statistically significant effect is from attitude toward the brand on purchase intentions, but latter influence is negative.

When analyzing rational advertising appeal, attitude toward advertisement does have strong positive statistically significant influence on attitude toward the brand. Furthermore, the influence of attitude toward advertisement on purchase intentions is strong positive and statistically significant as well. The only one statistically non-significant effect is from attitude toward the brand on purchase intentions.

Table no. 11 – Multi-Group analysis of total effects

Latent Variable	Emotional appeal advertisement				Rational appeal advertisement			
	Total Effect	S.D.	T Statistics	p-value	Total Effect	S.D.	T Statistics	p-value
Attitude toward advertisement - > Attitude toward brand	0.469	0.361	1.459	0.145	0.789*	0.032	23.590	0.000
Attitude toward advertisement -> Purchase intentions	0.428	0.246	1.697	0.090	0.508*	0.088	5.735	0.000
Attitude toward brand -> Purchase intentions	-0.345*	0.191	2.183	0.030	-0.226	0.222	0.973	0.331

Note: * $p < 0.05$

Hence in the case of rational appeal advertising purchase intentions are positively influenced by attitude toward advertisement, while in the case of emotional appeal advertising none of the effects positively and statistically significantly influence purchase intentions. The assumption can be made, that even though attitude toward emotional appeal advertisements is more positive as those advertisements seem more interesting, pleasing, and beautiful, but consumers tend to rationalize such emotional reaction. As attitude toward emotional appeal advertisements does not influence attitude toward brand presented in the emotional appeal advertisements, it could be stated that consumers feel that brand / product does not fit with the advertising appeal. Consequently, attitude toward the brand of convenience product category which does not fit with the emotional advertising appeal negatively influences purchase intentions. On the other hand, even though consumers did not have such preference for rational appeal advertisements themselves as for emotional ones, but the appropriateness, usefulness, and informativeness of such advertisements made the fit with the product of convenience product category. As the brands / products in convenience product category have little differentiation from competing brands, attitude toward the brand presented in rational appeal advertisements does not influence purchase intentions. Nevertheless, attitude toward advertisement positively influence attitude toward the brand and purchase intentions of the brand presented in rational appeal advertisements. Consequently, in the context of this research, advertisements, but not the brands are the factors driving purchase intentions.

5. DISCUSSION

Based on the analysis of the research results, the model of the influence of advertising appeal on print / outdoor advertising effectiveness in the context of convenience product category is elaborated and provided in [Figure no. 5](#). According to the elaborated model, this research is partly in alignment with the studies ([Heath et al., 2009](#); [Sadeghi et al., 2015](#)) arguing that emotional appeal advertising attracts less consumers' attention than the rational

one, because rational appeals are more relevant, providing clear, product-related information. This research revealed that consumers read the text about the beneficial attributes and the price of the product presented in the rational appeal advertisements, consequently it takes longer viewing time compared to the pictures' viewing time in the emotional appeal advertisements, but selected advertising appeal makes no difference for brand viewing time regarding emotional and rational appeal advertisements. Therefore, as the advertising's core message of communication is the brand's name, it could be stated that both emotional and rational appeal advertising attract similar amount of visual attention. This research is also partly consistent with studies (Panda *et al.*, 2013) arguing that positive emotions elicited by advertisement (using positive emotional appeal) develop higher level of recognition in the context of convenience product category. Even though more respondents recalled and recognized brand / advertisement regarding emotional appeal advertising when compared to the rational one, the difference was not substantial (12 percent). Consequently, it could be stated, that convenience products' print / outdoor advertising effectiveness regarding cognitive stage of consumer response to advertising can be achieved by applying either emotional or rational advertising appeal. This is visualized in the elaborated model with green circles in the cognitive stage part.

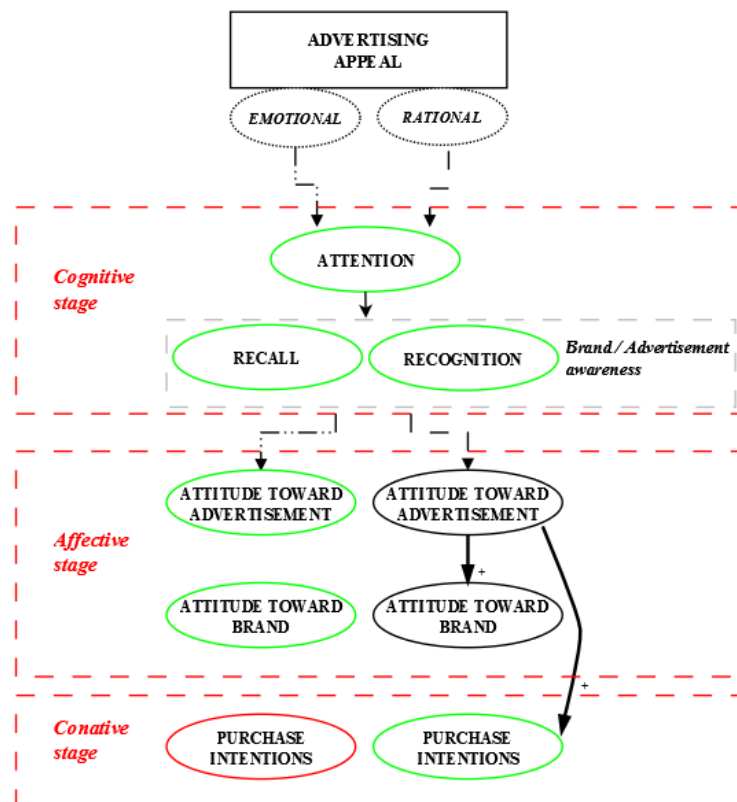


Figure no. 5 – Model of the influence of advertising appeal on print / outdoor advertising effectiveness in the context of convenience product category

Sadeghi *et al.* (2015) stated that clear, product-related information, which is characteristic to rational appeal advertising, helps to form better attitude toward the advertisement. This differs from the findings presented here, revealing that implicit as well as explicit attitude toward emotional appeal advertisements of convenience product category is more positive and that those advertisements seem more interesting, pleasing, and beautiful. Moreover, attitude toward brand presented in the emotional appeal advertisements was more positive as well when compared to the attitude toward the brand presented in the rational appeal advertisements. Consequently, because of the preference for emotional appeal advertising itself, attitude toward the emotional appeal advertisement and attitude toward the brand presented in the emotional appeal advertisement are visualized in the elaborated model with green circles in the affective stage part.

Nevertheless, even though attitude toward emotional appeal advertisements is more positive, but research revealed that consumers tend to rationalize their emotional reaction regarding advertising of convenience product category. Attitude toward emotional appeal advertisements does not influence attitude toward brand presented in the emotional appeal advertisements, which implies that brand / product of convenience product category does not fit with the emotional advertising appeal. Consequently, neither attitude toward the emotional appeal advertising nor attitude toward the brand presented in the emotional appeal advertising positively and significantly influences purchase intentions. Therefore, there are no arrows between latter variables in the elaborated model and purchase intentions are visualized with red circle in the conative stage part as print / outdoor emotional appeal advertising of convenience product category does not lead to enhanced level of consumers' purchase intentions.

On the other hand, even though consumers did not have such preference for rational appeal advertisements themselves as for emotional ones, but the appropriateness, usefulness, and informativeness of such advertisements made the fit with the product of convenience product category. As the brands / products in convenience product category have little differentiation from competing brands, attitude toward the brand presented in rational appeal advertisements does not influence purchase intentions. Nevertheless, attitude toward advertisement positively influence attitude toward the brand and purchase intentions of the brand presented in rational appeal advertisements. Therefore, there are two positive-relation arrows between latter variables in the affective stage part of the elaborated model and purchase intentions are visualized with green circle in the conative stage part. Consequently, in the context of this research, rational appeal advertisements, but not the brands are the factors driving purchase intentions.

These results further support the idea that rational appeal advertising reduces consumers' doubts and uncertainty about the product / service (Albers-Miller and Stafford, 1999). Sadeghi *et al.* (2015) stated that rational advertising appeals are more effective when the advertised product belongs to high-involvement product category. This research complements those findings by revealing that rational advertising appeals are more effective when the advertised product belongs to convenience product category, of which much of the products belong to low-involvement product category.

Finally, this research seems to be consistent with other researches (Armstrong, 2010; Lantos, 2015) which found that rational appeals are more relevant for utilitarian products, as many brands / products in convenience product category fall into utilitarian products' category. Moreover, the findings of the current study reveal that rational appeal advertising is relevant for brands that have little differentiation from competing brands, as many brands/ products in convenience product category have little differentiation from competing brands.

6. CONCLUSIONS

The present research was designed to determine the influence of advertising appeal on print / outdoor advertising effectiveness in the context of convenience product category. The analysis and synthesis of the scientific literature revealed that advertising appeals are normally categorized as emotional and rational, and are used interchangeably as mood / logical or transformational / informational in different contexts. Nevertheless, each contact with marketing stimuli creates an initial emotional response that then shapes our more considered reaction, meaning that consumers' response to advertising is neither fully rational nor fully emotional; it tends to be rationalized based on our emotional reactions. Thus, both emotional as well as rational advertising appeals can influence consumers' response, only in different ways.

Many advertising researches are performed in order to determine the most effective advertising appeal; nevertheless, there is still no consensus among the researchers regarding the question which advertising appeal attracts more consumers' attention, and which advertising appeal is most effective regarding specific product category.

The findings of this research enhance our understanding of the influence of advertising appeal on print / outdoor advertising effectiveness in the context of convenience product category. This research has identified that convenience products' print / outdoor advertising effectiveness regarding cognitive stage of consumer response to advertising can be achieved by applying either emotional or rational advertising appeal.

Moreover, implicit as well as explicit attitude toward emotional appeal advertisements of convenience product category is more positive than to the rational appeal advertisements. Despite this, latter more positive attitude does not lead to the enhanced level of consumers' purchase intentions.

The analysis of the research results leads to the conclusion that convenience products' print / outdoor advertising effectiveness regarding conative stage of consumer response to advertising has the higher possibility to be achieved when rational advertising appeal is applied.

Accordingly, this research fills the gap in scientific literature by determining the influences of emotional and rational appeals on print / outdoor advertising effectiveness in the context of convenience product category. Moreover, by answering the research question, the contribution to the field will emerge in integrating both marketing theory and neuroscience in order to analyze and evaluate consumer behavior.

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