
An Experiment Research on the Correlation between Advertising Appeal and Purchase Intention in Eco-tourism Industry Based on Attitude toward Advertisement

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Abstract

As more and more citizens gradually stress on leisure activity, there is a voice to develop ecotourism. Due to the fierce competition in the market, ecological businesses have spent a large amount of advertising costs for effectively delivering product related information, expecting that consumers would know the brand and product through advertisement and further appear purchase behavior. In present study, 300 general people in Fujian Province participated in the experimental research. A half of the research objects (150 people) in the experimental group is preceded the rational advertisement experiment, and the other half (150 people) is preceded the emotional advertisement experiment. The research results are summarized as followings. 1. Rational advertising appeal presents significantly higher attitude toward advertisement than emotional advertising appeal. 2. Rational advertising appeal shows remarkably higher purchase intention than emotional advertising appeal. 3. Attitude toward advertisement reveals notably positive effects on purchase intention. According to the results, the present study proposes the following suggestions. It is expected to assist ecological businesses, through advertisement, in timely developing real advertising effectiveness, deepening consumers' cognitive impression of the ecological business and changing their attitudes, and reinforcing consumers' purchase intention.

Keywords: ecological industry, advertising appeal, attitude toward advertisement, purchase intention

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INTRODUCTION

Along with economic growth as well as enhancing national income and living standard, people have to maintain good physical and mental conditions. In addition, changes in lifestyles also result in the gradual emphasis on leisure activity. Leisure tourism has become a primary element in life and plays a balance function in schools, workplaces, families, or communities in the constantly changing society. Citizens therefore are enhancing the needs for leisure tourism. The boom of tourism industry presents critical contribution to global economic growth. Nonetheless, natural resources are not inexhaustible. The booming mass tourism indeed has harmful impacts on the environment. The voice to develop ecotourism therefore emerges. With the advance of modern commercialization, advertisement has become an important medium of commercial activity. In the

fiercely competitive market, ecological businesses spend a large amount of advertising cost for effectively delivering product related information, expecting that consumers would know the brand and product from advertisement to further appear purchase behavior. It seems that a lot of matters would be propagated through advertisement in the advertising society. People could know better about the culture in the time through advertisement. Some simple advertisements might deeply affect people's daily life and unconsciously influence their consumption habits. Advertisement is a persuasive propagation delivering product information to each consumer, mainly expecting to influence consumers' positive attitude toward ecological industry and further present purchase intention. In a complete marketing promotion study, advertisement presents critical status that the advertising effect becomes the key problem. Based on attitude toward advertisement, this study intends to discuss the correlation between

advertising appeal and purchase intention in ecological industry, expecting to assist ecological businesses, through advertisement, in timely developing the real advertising effectiveness, deepening consumers' cognitive impression of ecological industry to change the attitude, and reinforcing consumers' purchase intention.

LITERATURE REVIEW

Advertising Appeal

Jahng and Littau (2016) pointed out advertising appeal as packaging products, services, organizations, or individuals through methods to definitely express certain benefits, encouragement, identification, or reasons to explain the reasons for consumers studying, thinking, and even purchasing the product. Dasa et al. (2015) mentioned that advertising appeal, or advertising theme, refers to advertisement formed by directly or indirectly stimulating consumers' desires or motivation. O'Mahony (2015) regarded advertising appeal as product benefits emphasized in advertising message, which clearly expressed product benefits, segmented the brand with other competitive brands, and presented distinct characteristics to leave deep brand image in consumers' mind. Vanwesenbeeck et al. (2016) considered that advertising appeal was used for attracting consumers' attention and attempted to affect the attitude and emotion toward the product or service. Belanche et al. (2017) defined advertising appeal as creative intention, expecting to induce consumers' motivation about certain activity or affect consumers' attitudes toward certain product or service. Schivinski & Dabrowski (2016) regarded advertising appeal as creativity for attracting consumers' attention, attempting to encourage consumers taking specific actions or influence consumers' attitude and emotion to certain product or service. In other words, advertising appeal refers to advertisement formed by directly or indirectly stimulating consumers' desires. Product businesses can deliver the information with distinct advertising appeal to consumers through advertisement.

Referring to Cheng (2017), advertising appeal is divided into rational appeal and emotional appeal in this study.

(1) Rational appeal: Appealing to consumers' benefits, the function or benefit of products or services required for consumers are satisfied in the advertisement, such as product quality, economy, and value or efficacy for consumers.

(2) Emotional appeal: Resulting in psychological impact, emotional appeal attempts to induce some positive or negative emotion of consumers to stimulate the purchase motivation.

Attitude toward Advertisement

Laine and Suk (2016) pointed out attitude as individual continuously good or bad cognitive evaluation, emotional feeling, and behavior disposition to specific subject matter or idea. An individual presented persistent and consistent, positive or negative overall evaluation on certain subject matter, which could be a person, a company, a product, a brand, and an event. Akbari (2015) defined attitude toward advertisement as a learned continuous reaction tendency to a specific object; such tendency represented individual preference and abhorrence as well as standards of right and wrong. Renton and Simmonds (2017) defined it as a tendency to respond to advertising stimulation under specific situations. Consumers' attitude toward advertisement contained "cognition" and "affection". Gevorgyan and Manucharova (2015) pointed out the difference that cognition stood for individual evaluation of external stimulation, while affection reflected individual inner feeling. It was also regarded as taking consistent and persistent good or bad reaction to specific object, through learning. Attitude was individual consistent evaluation of certain matter which might be positive or negative. Caldera-Serrano and León-Moreno (2016) regarded attitude toward advertisement as message recipients' opinions about advertisement. Won and Kim (2018) defined attitude toward advertisement as consumers' preference for specific advertisement.

Referring to Choi and Shin (2016), attitude toward advertisement contains the following components in this study.

(1) Cognitive component: individual knowledge of and belief in attitude subject matter.

(2) Affective component: individual feeling about attitude subject matter.

Purchase Intention

Kim and Hyun (2016) defined intention as individual subjective probability to engage in specific behavior. Extending from the same idea, shopping intention refers to the probability of consumers' willingness to adopt specific purchase behavior. Zawisza and Pittard (2015) pointed out the so-called "purchase intention" means consumers' certain transaction behavior after evaluating products and emotional

reaction to adopting certain behavior to attitude subject matter. Consumers with positive feelings of advertisement and products would enhance the purchase intention. According to Bazarova et al. (2015), the so-called purchase intention was the possibility of consumers' being willing to purchase certain products or service. Lee et al. (2015) pointed out purchase intention as the possibility of consumers' purchase behavior or the recommendation of the product. Colliander and Marder (2017) referred purchase intention to consumers' willingness to purchase products of specific brand. Park & Lee (2016) defined purchase intention as the quantity of certain product planned to purchase in a specific period. Kourouthanassis et al. (2015) referred purchase intention to consumers' searching and understanding relevant information according to the experience or external environment for selecting products; when the information was accumulated to a certain degree, consumers could start to make consideration and evaluation, judgment and comparison to eventually show the purchase behavior.

Referring to Tang's (2016) definition of purchase intention, the single dimension is used for the measurement in this study.

Research Hypothesis

Lee et al. (2015) revealed that advertising appeal could attract consumers' attention and attempt to influence the attitude toward and affection about product or service. Different advertising appeal was the creative intention, expecting to induce consumers' motivation for certain activity or affect consumers' attitude toward certain product or service (Schivinski and Dabrowski 2016). Belanche et al. (2017) indicated that advertising appeal could change consumers' concept and attitude to induce consumers' resonance and identification with certain psychological motive in propagation signals and change the attitude toward advertisement. Jahng and Littau (2016) pointed out the prior emotional recognition to rational recognition in the cognition process; emotional message presented better definition that rational appeal could better attract consumers' attention than emotional appeal. Cheng (2017) considered that rational appeal revealed remarkable differences in the effect on consumers' attitude toward advertisement than other appeals and showed excellent effects. The following hypothesis is therefore proposed in this study.

H1: Rational advertising appeal presents significantly higher attitude toward

advertisement than emotional advertising appeal.

Park and Lee (2016) stated that advertisement being accepted by consumers depended on consumers' attitude toward advertisement; attitude could be individual consistent and persistent positive/negative overall evaluation of certain subject matter, including consumers' attitude toward advertisement, brand, and product. In other words, consumers' attitude toward advertisement, brand, and product would affect the final purchase intention. Laine and Suk (2016) indicated that consumers' attitude toward advertisement generated from the contact with advertisement would affect the purchase intention of the product. Choi and Shin (2016) regarded attitude toward advertisement as consumers' feeling of the product brand or the entire in advertisement with persistent cognitive evaluation, emotional feeling, and action tendency of like or dislike. Purchase intention as consumers' action tendency explained the close relationship between attitude toward advertisement and purchase intention. The following hypothesis is then proposed in this study.

H2: Rational advertising appeal shows remarkably higher purchase intention than emotional advertising appeal.

Kim and Hyun (2016) also pointed out advertising appeal, starting from consumer needs or desire, as indirectly or directly delivering certain benefit, encouragement, or explanation in the advertisement about the reason why consumers should consider purchasing certain product and attracting consumers' attention and interests through advertising message to form advertisement value in consumers' mind as well as attempt to affect their behavior, product attitude, and even purchase intention. Colliander and Marder (2017) regarded advertising appeal as a creative performance and special idea attempting to persuade or influence consumers and further change their attitude and purchase intention of certain product or service by beautifying and packaging advertisement message. Tang (2016) utilized thinking and sensory as the basic appeals because rational appeal contained more product information and actual content to better induce consumers' preference and present better purchase intention. They also considered that thinking appeal could better induce consumers' preference than sensory appeal. Accordingly, the following hypothesis is proposed in this study.

H3: Attitude toward advertisement reveals notably positive effects on purchase intention.

Table 1. Variance analysis of advertising appeal on attitude toward advertisement

variable		F	P	Scheffe posteriori test
advertising appeal	cognitive component	33.236	0.000***	rational advertisement>emotional advertisement
	affective component	37.583	0.000***	rational advertisement>emotional advertisement

* stands for p<0.05

Table 2. Variance analysis of advertising appeal on purchase intention

variable		F	P	Scheffe posteriori test
advertising appeal	purchase intention	46.225	0.000***	rational advertisement>emotional advertisement

* stands for p<0.05

Table 3. Correlation analysis of attitude toward advertisement and purchase intention

dependent variable →	purchase intention	
independent variable ↓	β	P
attitude toward advertisement		
cognitive component	0.253	0.000
affective component	0.214	0.000
F		27.584
significance		0.000***
R ²		0.251
Adjusted R ²		0.217

Note: * stands for p<0.05 and ** for p<0.01.

Data source: Self-organized in this study

RESEARCH METHOD

Measurement of Research Variable

Attitude toward advertisement

Referring to Choi and Shin (2016), attitude toward advertisement contains (1) cognitive component and (2) affective component in this study.

Purchase intention

Referring to Tang (2016), purchase intention is measured with the single dimension.

Research Object and Research Design

To effectively achieve the research object and test the research hypotheses, 300 general people in Fujian Province are invited to participate in the experimental research. A half of the research objects (150 people) in the experimental group is preceded rational advertisement experiment and the other half in the control group (150 people) is preceded emotional advertisement experiment.

Analysis Method

Analysis of variance is applied to discuss the differences of advertising appeal in attitude toward advertisement and purchase intention, and regression analysis is further utilized for understanding the relationship between attitude toward advertisement and purchase intention in this study.

ANALYSIS RESULT

Effects of Advertising Appeal on Attitude toward Advertisement and Purchase Intention

Variance analysis of advertising appeal to attitude toward advertisement

Analysis of variance is used for discussing the difference of advertising appeal in attitude toward advertisement. **Table 1** reveals that different advertising appeals show significant differences in the opinions about cognitive component, where rational advertisement (4.54) has higher cognitive component than emotional advertisement (4.07), and different advertising appeals show remarkable differences on the opinions about affective component, where rational advertisement (4.36) presents higher affective component than emotional advertisement (3.88). H1 is therefore supported.

Variance analysis of advertising appeal to purchase intention

The present study uses variance analysis to discuss the difference of advertising appeal in purchase intention. In **Table 2**, advertising appeal shows notable differences in purchase intention, where rational advertisement (4.73) appears higher purchase intention than emotional advertisement (3.62). Consequently, H2 is supported.

Correlation Analysis of Attitude toward Advertisement and Purchase Intention

The analysis results in **Table 3**, reveal significant effects of cognitive component ($\beta=0.253***$) and

affective component ($\beta=0.214^{***}$) on purchase intention. Hence, H3 is supported.

CONCLUSION

The research findings show that different performance of advertising theme would affect consumers' ideas and decision-making of products. It proves that different advertising appeal would impress consumers and rational appeal could better affect consumers' attitude toward advertisement than emotional appeal in ecological industry. Such findings prove that the thinking style of rational appeal is a critical factor in consumers' purchase behavior in the decision-making process. Such a conclusion could be the thinking direction and reference for ecological businesses selecting advertising appeal. The same theory could be practically applied to consumers to analyze the opinions about advertising appeal and provide complete relevant information for marketers in ecological industry making marketing strategies.

SUGGESTION

Aiming at above research results, the following suggestions are proposed in this study.

1. It is proven in this study that different advertising appeal would affect consumers' attitude

toward advertisement, of which rational appeal shows stronger influence. It is therefore suggested that marketers in ecological industry take rational appeal into consideration when making advertisement to interest the consumers with bad experience in the past to further acquire better attitude toward advertisement.

2. In regard to the selection of advertising appeal, it is suggested to judge the type and character, rather than stressing on consumers' feeling and affective attachment, to grasp consumers' needs for ecological industry and the self-benefit by presenting actual benefits in the advertisement, and to satisfy consumers' needs to further display purchase desire for the product.

3. An ecological business could invite endorsers for the recommendation, carefully select and evaluate famous or public-preferred celebrities matching the ecological product, and consider the cost and benefit for the ecological business, so as to generate the maximal benefits.

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