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- Sharma T., Kwatra, G. (2008) Effectiveness of Social Advertising: A Study of Selected Campaigns, Corporate Social Responsibility, Edited by David Crowther & Nicholas Capaldi, Ashgate Research Companion to Corporate Social Responsibility, Chapter 15, pp 287-303.

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WHAT AFFECT SLOGANS?

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ABSTRACT

Slogans have been extensively employed as a component in advertising campaigns. Slogans have positive influence on their brands and may function as carriers of brand equity. The present paper explores the factors affect on the development of advertising slogans. Product involvement, cognitive appraisals, attitudes towards the advertisements and attitudes towards the brands are found to have influence on the advertising effectiveness.

KEYWORDS

slogan, advertising effectiveness, product involvement.

INTRODUCTION

A slogan "is a short phrase used to help establish an image, identity, or position for an organization to increase memorability" (O'Guinn, Allen, and Semenik, 2003, p. 428). Slogans have been extensively employed as a component in advertising campaigns. Slogans may have positive influence on their brands and may function as carriers of brand equity (Dahlen and Rosengren, 2005; Rosengren and Dahlen, 2006). Generally, slogans are believed to be valuable in constructing brand equity because they support the establishment and preservation of a strong brand identity, which are continuously provided throughout advertising campaigns (Reece et al., 1994).

Advertising has long been seen as offering reasons to buy. The mainstream of advertising research has assumed that consumers have an underlying economic rationality (Vakratsas and Ambler, 1999). In general, the advertising industry has favored comparatively simple hierarchical models, also called "persuasive hierarchy" or "hierarchy of effects" models (Vakrateas and Ambler, 1999). However, in academic research, the crucial role of emotion has often been downplayed (Ambler et al., 2000).

Pioneered by Zajonc's (1980) work, the position of emotion in advertising and consumer behaviour literature has changed. Since then, attention has been paid to emotion and it has been regarded as an important mediator between cognitive and behavioural consumer responses to advertising by some researchers (e.g., Moore, 2007). Lately, the significant work on emotion by researchers from the field of neuroscience such as Damasio (1994) and LeDoux (1994) has made considerable progress in the study of emotion. Their influential work on emotions has resulted in the common agreement that emotions are essential factors for rational decision-making and behaviour, and that they are not a valueless by-product (Poels and Dewitte, 2006). Human behaviour is affected by emotions to a greater extent than by reason. Emotion is an infinite resource, and it controls most of our decision-making and rationality (Pawle and Cooper, 2006). Emotions govern cognition and so are accepted as the key in the process of advertising.

NEED/IMPORTANCE OF THIS STUDY

There is very few slogan research to be conducted from the Eastern viewpoint in the advertising literature. This study tested the slogans in Mandarin Chinese which is one of the most widely spoken languages in the world.

REVIEW OF LITERATURE**HYPOTHESES****PRODUCT INVOLVEMENT**

Involvement, specifically product involvement, has been proved to be a major determinant of consumer behaviour and advertising response (e.g., Laurent and Kapferer, 1985; Celsi and Olson, 1988; Zaichkowsky, 1985, 1994). When product involvement is high, consumers process advertisements more actively (Warrington and Shim, 2000), devote more time and cognitive effort to advertisements (Celsi and Olson, 1988) and focus more on product-related information in the advertisements (Celsi and Olson, 1988).

Petty and Cacioppo (1981) proposed the Elaboration Likelihood Model (ELM), which recommended two routes to attitude change: central (high involvement information processing) and peripheral (low involvement information processing). In the central route, issues of product and/or brand related information are dominant and highlight the importance of the message to the individual. In the peripheral route, the principal issues are related to the ad or commercial and the individual concentrates on heuristic cues rather than the content of arguments. In addition, the peripheral route depends on less elaborate, less conscious and more emotional types of information processing. If these cues produce an attitude change, this change is likely to be of shorter duration and unpredictable in nature (Hansen, 2005). According to the ELM, consumers' processing information varies with their level of involvement. Therefore, the following hypotheses relate to product involvement:

H1: The level of product involvement has a negative relationship with the preference of consumer's emotional appeals on purchase intention.

FREQUENCY

According to researchers (Leslie et al., 2006), cumulative exposures to alcohol advertising can increase drinking. The more exposures to advertisements increase awareness of the advertising message (Vuokko, 1997) and improve consumers' attitudes recall (Schmidt and Eisend, 2015). Therefore, the following proposition will be examined in relation to exposure.

H2: Advertising exposure have a significant effect on the consumer's advertising slogans' emotional responses on purchase intention.

GENDER

Several studies have revealed that gender differences occur in the information processing styles and emotion involved at the time of judgment in consumption, and in the processing strategy relating memory in the advertising perspectives (Fisher and Dubé, 2005). Gender differences in emotions, personality, and values are significant (Guimond et al., 2007). Numerous studies have found that women are more emotionally sensitive than men (Becht and Vingerhoets, 2002; Chentsova-Dutton and Tsai, 2007). Based on the above, it is rational to assume that gender difference will significantly affect the consumer's emotional responses. Therefore, the following proposition will be examined in relation to gender:

H3: Gender differences have a significant effect on the consumer's advertising slogans' emotional responses on purchase intention.

COGNITIVE APPRAISALS

Scholars (e.g., Bagozzi et al., 1999; Johnson and Stewart, 2005; Watson and Spence, 2007) have indicated that this approach is a promising avenue for studying emotions in consumer behaviour contexts. It is clear that the cognitive appraisal approach can provide a more comprehensive way in explaining the distinctions of emotions, and it is more sophisticated than the other approaches.

Researchers (e.g., De Pelsmacker et al., 1998; Faseur and Geuens, 2006; Martensen et al., 2007) have found that a significant relationship exists between positive emotion and advertising effectiveness. Thus, the positive emotions and their associated appraisals will have a significant effect on advertising effectiveness. Therefore, the following hypotheses relate to cognitive appraisals:

H4: Positive emotions and their associated appraisals have a positive effect on purchase intention.

ATTITUDE TOWARDS THE ADVERTISEMENT / ATTITUDE TOWARDS THE BRAND / PURCHASE INTENTION

Attitudes towards the advertisement (Aad) is a person’s favourable or unfavourable assessment of an advertisement (Faseur and Geuens, 2006; Spears and Singh, 2004). Lutz (1985, p130) defined attitudes towards advertisements as a “predisposition to respond in a favourable or unfavourable manner to a particular advertising stimulus during a particular exposure occasion”. Brand attitude is defined as the consumer’s overall appraisal of a brand (Martensen et al., 2007). Mitchell and Olson (1981, p. 318) defined attitude towards the brand as an “individual’s internal evaluation of the brand.” Over the past decades, study findings have acknowledged that the consumer’s emotional responses towards the brand and/or the advertisement can be a great motivator of consumption behaviour (Erevelles, 1998) and can significantly influence post-exposure attitudes (Park and Thorson, 1990). Past research has shown that emotions affect attitudes towards the advertisement, and attitudes toward the brand (e.g., Morris et al., 2002). Previous work has suggested that an individual’s emotional responses have a direct effect on attitudes towards the advertisement (Aad) (e.g., Morris et al., 2002). Researchers found that individual’s emotional responses have a direct impact (Morris et al., 2002) on attitudes towards the brand (Ab). Purchase intentions are personal action tendencies regarding the brand (Bagozzi et al., 1979). Research has indicated that a significant positive relationship exists between emotional responses and purchase intention (PI) (e.g., Aaker et al., 1986). Therefore, the following propositions will be examined in relation to attitude towards the advertisement (Aad), attitude towards the brand (Ab) and purchase intention:

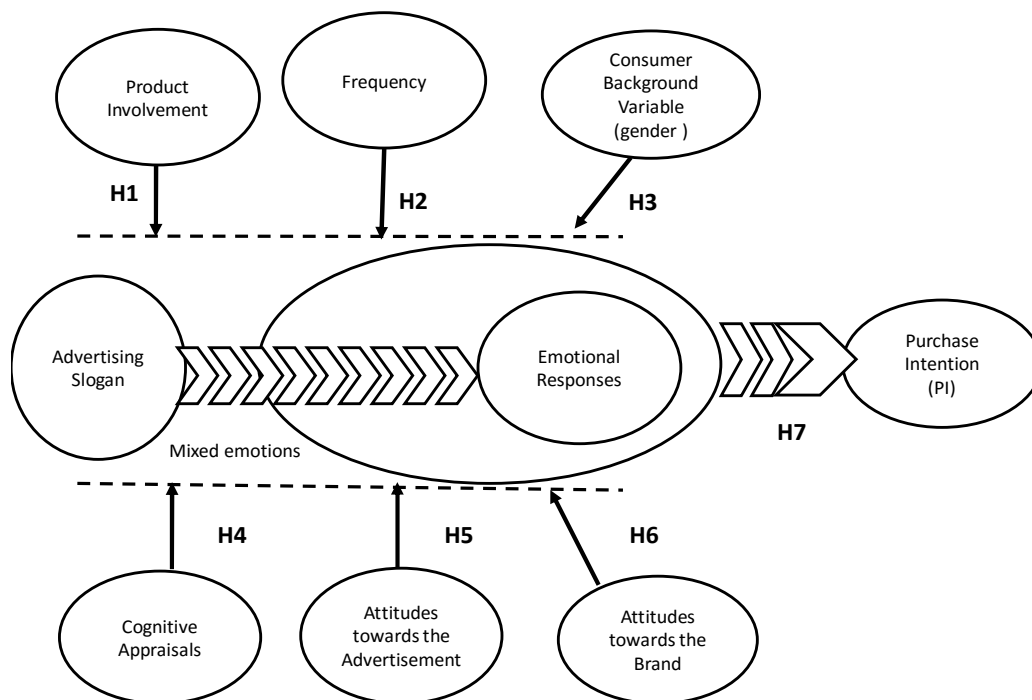
H5: Consumers’ attitudes towards the advertisement have a positive relationship with the likelihood of purchase intention (PI).

H6: Consumers’ attitudes towards the brand have a positive relationship with the likelihood of purchase intention (PI).

H7: Consumers’ emotional responses to the advertising slogan have a positive relationship with the likelihood of purchase intention (PI).

Figure 1 presents the research conceptual model.

FIGURE 1: THE RESEARCH CONCEPTUAL MODEL



RESEARCH METHODOLOGY

Two advertising slogans were chosen: 7-Eleven: Oh! Thanks heaven! 7-Eleven; Family Mart: Family Mart is your home! Because these two slogans are long-established brands that are well-known to Taiwanese consumers. This study investigates the five primary emotions of happiness, anger, sadness, boredom, and neutral (no emotion) (Murray and Arnott, 1993).

It is generally agreed that the use of incentives is effective in improving survey response rates (McConaghy and Beerten, 2003). Past studies, such as Church (1993) for mail surveys and Singer, van Hooywyk, and Maher (2000) for telephone surveys, recommended the use of incentives to increase participation. Groves, Singer and Corning (2000) proposed a theory of survey participation that identified incentives as one of the factors that can encourage participants’ cooperation. Furthermore, participants may feel guilty in accepting an incentive without answering truthfully (Burns and Bush, 2000). Thus, the use of incentives can lessen falsehoods. In addition, previous research found that incentives could improve data quality in terms of greater accuracy, better response completion, reducing item non-response, and improving respondents’ cooperation (Shettle and Mooney, 1999).

Therefore, it was decided that an incentive of toiletries worth 2 USD would be given to participants after the survey. First of all, as this research was funded by the researcher herself, the value of the incentives was limited. Moreover, this could minimise the drawbacks for which the use of incentives have been criticised, i.e. attracting certain demographic groups and reducing the response bias. It could also be regarded as a token of the appreciation of the researcher for the participants.

A probability sampling method was used in this study; every 10th consumer was approached. In total, 89 questionnaires (45 females and 44 males) were collected from the Feng Chia night market in Taichung, which is the biggest night market in Taiwan. According to the fieldworkers’ report, the average response rate of this study was about 20 percent. These figures varied according to the different days of the week, and different time periods. Based on the fieldworkers’ and the researcher’s observations, the response rate could be as low as 5 to 10 percent in the late shopping period (between 8:30 pm and 9 pm). The fieldworkers reported that they stopped very few people during the weekday late shopping period. This was because most consumers tended to go home; they basically did not have enough time to participate in a survey which might take them 20 minutes to finish. On the contrary, the response rate could be as high as 30 percent in the high shopping period, for instance, on Friday and Saturday nights, as many people did not need to work on the following day and so more people had a much longer time to spend at the night market. Therefore, they were more willing to participate in the research.

OLS regression was employed in this study. The regression process used was stepwise regression. According to Wright (1997), the stepwise regression method is appropriate for exploratory model building. Thus, it fits in well with the exploratory nature of this study.

RESEARCH INSTRUMENT

Tong et al. (2007) summarised predictions for emotion-appraisal pairs based on previous researchers’ findings (e.g., Roseman et al., 1995; Scherer, 1997). Their findings suggest that “pleasantness”, “appeal”, “desirability”, “certainty”, “value relevance” and “self agency” appraisals have an expected significant relationship with positive emotion (e.g., happiness). Moreover, Ruth, Brunel, and Otnes (2002) noted that “pleasantness”, “certainty”, “value relevance” and “other agency” appraisals were significantly related to positive emotions such as love, happiness, pride, gratitude; the “self-agency” appraisal significantly related to positive emotions such as happiness and pride. Hence, it is clear that “pleasantness”, “appeal”, “desirability”, “value relevance”, “certainty”, “other agency” and “self-agency” are important cognitive appraisals for advertising slogans in general. Thus, the appraisals proposed by Ortony, Clore, and Collins (1988) were more suitable for this study. The Revised Personal Involvement Inventory (RPII) proposed by Zaichkowsky (1994) to measure involvement, and the measure of purchase intention (PI) proposed by Spears and Sigh (2004) were used due to their suitability, reliability, and validity. A five-point Likert scale to measure frequency. A four-item global evaluation attitude towards the advertisement (Aad) measure which includes like/dislike, favourable/unfavourable, positive/negative, bad/good; and a four-item scale (dislike more /like more, more positive/more negative, worse/better, and more favourable/more unfavourable) was used to assess attitudes towards the brand (Ab). They were used for this research to capture general ad attitudes due to their tested reliability and validity (e.g., Holbrook and Batra, 1987; Stafford, 1996, 1998; Yi, 1990). All items were measured on a five-point Likert scale (1=strongly disagree, 5=strongly agree).

RESULTS AND DISCUSSION

For 7-Eleven, three variables appear to significantly influence purchase intention. The three variables are involvement (Beta=0.552, p<0.000), brand attitudes (Beta=0.331, p<0.001), and advertisement attitudes (Beta=0.191, p<0.01). The adjusted R square for the three explanatory variables was 0.682 in the regression model (Table 1). The result is in line with product involvement, has been proved to be a major determinant of consumer behaviour and advertising response (e.g., Celsi and Olson, 1988; Zaichkowsky, 1985, 1994). Several studies showed that a significant positive relationship exists between advertisement attitudes, brand attitudes and purchase intention (PI) (e.g., Spears and Singh, 2004).

For Family Mart, three variables appear to significantly influence purchase intention. The three variables are brand attitudes (Beta=0.661, p<0.000), involvement (Beta=0.251, p<0.000), and cognitive appraisals-self agency (Beta=0.139, p<0.032). The adjusted R square for the three explanatory variables was 0.696 in the regression model (Table 2). Again, the findings are in line with researchers who stated that significant relationship exists between brand attitudes and purchase intention (PI) (e.g., Spears and Singh, 2004). Additionally, researchers (e.g., Celsi and Olson, 1988; Zaichkowsky, 1985, 1994) who claimed that the product involvement is a important determinant factor of consumer behaviour and advertising effectiveness.

TABLE 1: 7-ELEVEN REGRESSION RESULTS

Dependent variable: Purchase intention							
Step	Variables entered	Coefficients		t	Significance	R Square	Adjusted R Square
		Unstandardised (B)	Standardised (Beta)				
	Constant	-0.053		-0.174	0.863		
1.	Mean for involvement	0.569	0.552	7.988	0.000	0.476	0.47
2.	Mean for 7-11 brand attitudes	0.296	0.331	3.425	0.001	0.676	0.669
3.	Mean for 7-11 advertisement attitudes	0.186	0.194	2.112	0.038	0.692	0.682

TABLE 2: FAMILY MART REGRESSION RESULTS

Dependent variable: Purchase intention							
Step	Variables entered	Coefficients		t	Significance	R Square	Adjusted R Square
		Unstandardised (B)	Standardised (Beta)				
	Constant	0.083		0.292	0.771		
1.	Mean for Family Mart brand attitudes	0.606	0.661	10.291	0.000	0.618	0.614
2.	Mean for involvement	0.277	0.251	3.962	0.000	0.69	0.683
3.	Cognitive appraisals - self agency	0.109	0.139	2.18	0.032	0.707	0.696

Cognitive appraisals are believed to be interpretations of situations with respect to the possible impact on one’s well-being (Bagozzi et al., 1999). Gender does not appear to be significantly influential in two models. Because study one collected data from the night market, these findings support those researchers who declared that in a fresh exposure situation the freshness of the emotional experience will be so overwhelming that ‘gender difference’ will disappear (Kring and Gordon, 1998; Robinson and Clore, 2002). However, the results are contradictory to those of researchers who claimed that female respondents had stronger emotional responses (e.g., Guimond et al., 2007; Morre, 2007). From the above statement, the findings disclose that the determinants of advertising effectiveness are attitudes towards the advertisements, brand attitudes, cognitive appraisals and involvement. To sum up, for the 7-Eleven model, H1, H5, H6 are supported; for the Family Mart model, H1, H4, H6 are supported. Table 3 presents the results of all the proposed hypotheses.

TABLE 3 HYPOTHESES TEST RESULTS OF THE STUDY

Hypothesis	Description	McDonald’s
H1product involvement	The level of product involvement has a negative relationship with the preference of emotional appeals.	Support
H2frequency	Frequency have a significant effect on the consumer’s purchase intention (PI).	Not support
H3 gender	Gender differences have a significant effect on the consumer’s emotional responses to advertising slogans.	Not support
H4 cognitive appraisals	Positive emotions and their associated appraisals will have a positive effect on attitudes towards the advertisement.	Partly Support
H5 Aad	Consumers’ attitudes towards the advertisement (Aad) have a positive relationship with the likelihood of purchase intention.	Partly Support
H6 Ab	Consumers’ attitudes towards the brand (Ab) have a positive relationship with the likelihood of purchase intention.	Support
H7 Pi	Consumers’ emotional responses to the advertising slogan have a positive relationship with the likelihood of purchase intention (PI).	Not support

CONCLUSION

Slogans are considered to be useful in building brand equity (Rosengren and Dahlen, 2006). From a study of the relationship between announcements of slogan changes and financial performance, Mathur and Mathur (1995) revealed that changes in brand slogans influenced a firm’s profits substantially. This finding indirectly indicates the value connected to slogans by marketers and investors. Studies in which slogans have been found to affect brand evaluations (Boush, 1993; Pryor and Brodie, 1998) and product beliefs (Ennis and Zanna, 1993) are in support of the value of slogans (Rosengren and Dahlen, 2006). Researchers have

discovered several positive outcomes of brand slogans such as brand recall, improving product differentiation, and enhancing product beliefs and brand evaluations. Research has found that slogans with wordplay, ambiguity, high imagery, using jingles, and with moderate syntactic complexity were more memorable and popular. Many studies have been devoted to slogan evaluation and learning, examining the effects of consumer demographics, media exposure, product usage, and slogan wording and modality. The critical role on the development of advertising effectiveness needs to be addressed in the advertising literature. In addition, there is very few slogan research to be conducted from the Eastern viewpoint in the advertising literature. This study tested the slogans in Mandarin Chinese which is one of the most widely spoken languages in the world. The findings of this study can be useful for practitioners who are interested in entering Chinese consumer market. Since understanding of Taiwanese consumers, not only for targeting China but also other Asian markets with great concentrations of ethnic Chinese population (Rajshekhara et al. 2013).

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