

## Impact of Emotional Advertising on Consumer Buying Behavior in Ampara District

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### ABSTRACT

Marketers use emotions as their main weapon and they pay more attention to advertisements in their promotional activities to promote the sales of their products. The current study was conducted to identify the impact of emotional advertising; especially the appeals like love, humor, happiness, and excitement on consumer buying behavior. The research is limited to high involvement products, specifically soft drink products. It also aims to assess the most influential advertising appeal that impacts the buying decision of the consumers. A quantitative approach was used, and the questionnaire-based survey was conducted using a sample size of 250 respondents. The hypothesized model has been tested using correlation and regression analysis. The paper confirms the positive relationship between the emotional advertising and consumer buying behavior. The results also show a positive impact of emotions like love, humor, and happiness in influencing the purchase intention of the consumers.

**Keywords:** *Emotional advertising, Consumer buying behaviour, Purchase intention.*

### 1. Introduction

#### 1.1 Background of the Study

We are living in a world of information where advertising has a crucial effect on the viewer's mind (Zahid, Mufti, Shaker, & Naeem, 2016). Advertising is a way for marketers to sell their products to their prospective customers. The primary purpose of advertising is to educate, convince and remind the customer about a product and to play an important role in achieving the objectives associated with the various stages of the product life cycle (Kamran & Siddiqui, 2019). In the past, advertising was not a priority, but today it is a leading business matter. Today, advertising has become a necessity in the lives of manufacturers, marketers &

consumers alike. In today's world of competition, competitors spend a lot of money on advertising. Advertising often aims to get the customer's attention, and it also uses advertising to outperform competitors by gaining a competitive advantage. There are various methods that marketers can use in their advertising to achieve brand objectives. In addition to these tricks, embracing emotion in advertising has always been an indispensable tool for building and maintaining strong brand equality (Kamran & Siddiqui, 2019).

Advertising drives customers' attention to get ready to purchase a product. Every customer has a perception related to a product, and emotional advertisements attract an audience to buy that product to which they are emotionally attached (Zahid et al., 2016). Brands that have emotional values & messages are more likely to associate the consumer with advertising. Normally, when consumers are exposed to advertising, a portion of their long-term memory is activated, thereby stimulating their buying behavior (Ramsaran, Hanuman, & Sathan, 2012). Marketers use emotional elements such as love, humor, happiness, and excitement in advertisements. These feelings have the potential to attract customer attention and retain them connected with the brand. As people grow, they devote more assets and make more dynamic contributions to managing and managing their emotions (Shahid, Bilal, & Majid, 2015). Consumer buying intent largely depends on consumer sentiment. Studies show that in addition to price and quality, consumer mood, emotion, and empathy are key factors in stimulating consumer behavior (Sunayana, 2018). The emotional response is a powerful predictor of intention and brand attitude, and given the diagnostic capabilities that are missing in other measures of affect (Aid), it is a valuable tool for strategic planning, message testing, and brand tracking (Morris, Woo, Geason, & Kim, 2002). Some researchers have also focused on how human emotions can be used to influence a consumer's purchasing power. It is therefore intended to analyze the impact of emotional advertising (love, humor, happiness, and excitement) on consumer purchasing behavior. This research contributes to the development of an understanding of the impact of applying different human emotions to soft drink product advertisements on consumer buying behavior.

## 1.2 Research Problem

In current competitive and complex marketing situations in the beverage industry, the soft drink industry is facing severe challenges in motivating and retaining its customers (Ahmed, Riaz, Akhter, & Hussain, 2017). Many of these advertisements feature an emotional expression that

attracts the consumer because of their liking for the advertisement. If an advertisement contains an emotional expression, it will succeed in trying to attract the customer. The static affect evaluation theories assume that individuals' emotions simultaneously affect processing, judgment, and ultimately behavior (Andrade & Eduardo, 2005). The question here is how this relates to the soft drink industry. This initiative will give marketers a better understanding of their customers for advertising. Customers can improve the design of their advertisements to generate certain emotions. Studies of Coca-Cola Company highlighted the importance and power of human sentiments (Ahmed, Riaz, Akhter, & Hussain, 2017) in advertising and the dearth of researches on the selected study concept in Sri Lankan context, motives the researcher to conduct the study. Since emotions change people's decisions, it is important to discuss how emotional advertising changes consumers' purchasing behavior. The study of such advertisements shows that the use of emotions in advertisements can influence consumer purchases. The findings of the study will be an excellent source for the marketers to identify how to understand their customers. The study can also be used to guide marketers on a key issue to consider when creating a successful advertisement. Therefore, present study aims to study the impact of emotional advertising on consumers buying behavior in beverage industry. Hence, the study could fill the empirical gap in literature and there is an emerging need to conduct the study.

### **1.3 Research Objectives**

This paper tries to achieve the below mentioned four objectives systematically;

1. To identify the levels of emotional advertising and consumer buying behavior of the soft drink consumers.
2. To determine the relationship between emotional advertising and the buying behavior of the soft drink consumers.
3. To analyze the impact of emotional advertising on consumer buying behavior of the soft drink consumers.
4. To assess the most influential emotional appeal in soft drink industry advertisements.

## **2. Literature Review**

### **2.1 Emotional Advertising**

Keshari and Jain (2014), stated emotional appeal as an attempt to stir up either negative or positive emotions that can motivate purchase. Many purchasing decisions are based on the desire to feel good emotions or to make others feel good emotions (Cavanaugh & Fredrickson, 2010). The audience perceives advertisement in two ways, a rational sense and an emotional one. That's why most of the advertisements are categorized as, i.e. thinking (logical) ads and feeling (emotional) ads (Hongxia, Jin, Fang, & Johng, 2014). To generate such emotions, advertisers, make use of expressive advertisements. Emotions are perceived as a base for inducing sentimental attitudes and mainly perhaps the point of advertising effectiveness (Shimp, 1981).

In the modern era, using emotions in advertisement play an important role in the overall success of the advertisement campaign (Kamran & Siddiqui, 2019). Emotional advertisement as a significant promotional tool that attracts customer attention and trigger customer emotions, attitude, and perception regarding a particular product or service. Even these emotional advertisements can motivate the customer to buy an expensive or unneeded product. Marketers are now using emotions extensively in the advertisement to make more sales based on emotions ( Moore & Harris, 1996). These familiarities consequently will impact customer response to buying decisions. Advertisement showing live events and engaging and connecting people put customers in a good mood and stay longer in memories. When people see an advertisement with emotional cues, they try to relate them with something familiar in their lives (Duncan & Nelson, 1985).

Marketers want their customers to experience a feel association and an emotional bond with the brand. Emotional appeals directly hit the right hemisphere of the brain which is responsible to control the left side and is related to the memory and creativity of the mind. Visual and advertisement background are more important in emotional appeal, creating a synergy between all these elements can enhance the persuasiveness of communication. Employing more than one emotion in communication influences people's senses and create happy customers ( Eckler & Bolls, 2011). Human nature strongly experiences different types of emotions, ranging between love, happiness, humor, excitement, sadness, fear, and anger ( Williams, 2000). The current research paper primarily focused on the role of emotional elements like love, humor, happiness, and excitement appeal in the emotional advertising.

### **2.1.1 Emotions of Love in Advertisements**

Love appeal is one of the most commonly used emotional techniques in the advertisement that companies use to influence the customer to buy their products. Opined the use of emotions like love depicting a strong relationship between people, which enhances the emotional bond and is likely to encourage consumer's buying decisions (Khanna, 2016). Love appeal is not all showing couples and relationships between two people, but it is concerned with nurturing strong feelings that is heartening and admired (Khanna, 2016). Love is a set of emotions and behaviors characterized by intimacy, passion, and commitment. It involves care, closeness, protectiveness, attraction, affection, and trust. Love can vary in intensity and can change over time. When it comes to love, some people consider it to be one of the most important human feelings (Cherry, 2020). A sense of romance can take people back to a nostalgic moment that evokes emotion. Romance is a powerful feeling that is inspiring and idealized. It does not always have to do with relationships (Middleton, 2017). For example, the Coca-Cola Taste the feelings ad is targeted at the Feelings and emotions of the millennial generation. No moment of love, fun, and friendship is complete without Coca-Cola. Coca-Cola is a fun and joyful companion (Pratap, 2017). As Coffee (2020) stated, the theory that love plays a strong part in the brand-building process finds its confirmation in the existence of Love Marks – brands based on the feelings of their consumers. Undoubtedly, this is one of the most unique forms of business building. That is why marketers have assigned it a specific name relatively recently, even though this type of commerce has been used for decades.

### 2.1.2 Emotions of Happiness in Advertisements

Happiness is an emotional state characterized by feelings of joy, satisfaction, contentment, and fulfillment. While there are many various definitions of happiness, it is frequently described as involving positive emotions and a sense of fulfillment in life. When most individuals talk about happiness, they're probably referring to how they're feeling right now (Cherry, 2020). Since the dawn of advertising, brands have sought to evoke happiness in ads to help them persuade people to buy certain goods and services (Woodford, 2019). In many cases, this is a key driver in the growth of purchase intent, discovery, and share ability. When thinking about happiness in advertisements, one obvious brand that comes to mind is Coca-Cola. Many of their advertisement campaigns are focused around happiness, with one of their most successful campaigns being the long-running 'taste the feeling' campaign, which carries the '*Open Happiness*' tagline. Happiness is a central topic for any individual and it is attracting the increasing interest of researchers across social sciences, including marketing (Barbosa, 2017).

However, they predict that there will be a shift to focus on leaving audiences with longer-lasting feelings of happiness, rather than just a quick laugh ( Woodford, 2019). Brands that utilize smiling and laughing people with their friends and family are attempting to elicit a positive emotional response from buyers. This positivity increases interest in a product and in the ad itself. In addition, cute animals and babies bring up feelings of happiness.

### **2.1.3 Emotions of Humor in Advertisements**

Fiser (2019) stated that humor is a type of amusement as well as a coping mechanism for unpleasant or embarrassing situations or stressful events. Humor creates a positive morale, which is a crucial component in customer retention. In addition, if an advertisement makes a viewer laugh, it is more likely to be remembered, and the viewer is more likely to make a buy. Nowadays humor has been used extensively in consumer product advertising on TV, radio and in print media as well since humor is the buzzword these days ( Srivastava, 2016). Some commercials have skits in which actors deliver jokes, allowing viewers to learn more about the product while also associating the company with humor ( Indeed Editorial Team, 2021). Humor can bring relief to what might otherwise be a mundane and expected advertisement. The right type of humor will grab attention for organic engagement from your audience. It's important to note that humor can also be risky, so businesses have to know themselves and their audience before committing to something that could bring negative attention should there be a misunderstanding (Middleton, 2017).

### **2.1.4 Emotions of Excitement in Advertisements**

Appealing to a sense of pride in an audience can make them feel good about themselves as well as the brand. In some cases, fear can be a very effective emotion. Likewise, anger is a feeling that brands can use to get their audience involved with an issue (Gartlan, 2019). In addition, excitement can be used in a variety of ways. Many of the professional sportsmen, actors, actresses, and celebrities that promote products are necessarily an important part of the product, the effect is still felt. Celebrities, sportsmen, and big-name influencers are used quite often to endorse products to stir popularity, despite having nothing (or little) to do with their creation, direction, or knowledge of the industry (Middleton, 2017). In addition, Middleton (2017) stated, that emphasizing the lack thereof can pique the consumer's interest. People were quick to look for the names of their family & friends to keep, take photos or give as gifts. Lack of it increases the sense of value and makes the consumer. For example, Coca-Cola the Taste the

feelings ad is targeted at the feelings and emotions of the millennial generation. The ad opens with a view of a glass full of ice and Coca-Cola. The view is followed by several wonderful moments of friendship, love, and excitement (Pratap, 2017).

## 2.2 Consumer Buying Behavior

Buying is not a spontaneous one as it involves certain stages (Karthikeyan, 2019). Consumer behavior is a psychological part of an individual which makes the difference in purchasing any goods, services, and anything else (Abebe, 2020). The American Marketing Association (AMA) defines consumer behavior as the dynamic interaction of cognition, behavior & environmental events by which human beings conduct the exchange aspect of their lives with various social and psychological variables at play. Consumer behavior is “The study of individuals, groups or organizations and the processes they use to select, secure, use and disposes of products, services, experiences, or ideas to satisfy needs and the impacts that these processes have on the consumer and society’s (Abebe, 2020). Niazi and Hunjra (2012) mentioned that advertising is a way of communication to convince an audience to make purchase decisions about a product or service and delivering information to viewers.

Advertising has become one of the most important commercial activities in the modern competitive environment. Companies believe that consumers will purchase their products due to the advertisements, which deliver messages about a certain brand and its products (Yi Lin, 2011).

## 2.3 Role of Emotional Advertising on Consumer Buying Behavior

Advertising has become one of the most important commercial activities in the modern competitive environment. Companies believe that consumers will purchase their products due to the advertisements, which deliver messages about a certain brand and its products (Yi Lin, 2011). Providing an emotional message in publicity increases the audience’s attention to the advertisement, and the product enhances the product’s appeal and generates a higher level of brand recall. Indeed, advertisements with emotional content are more likely to be remembered than those conveying news (Page, Thorson, & Heide, 1990). Therefore, one necessary approach in this day and age to quantify the effectiveness of advertisements is to resort to emotions and emotional responses in the quest for properly measuring “advertisement liking and purchase intent” (McDuff, Kaliouby, Cohn, & Picard, 2015). One cannot ignore the important role of advertising in the delivery of news and vital product information for the consumer which

enhances their purchasing decisions (Xiong & Bharadwaj, 2013). Firms are now facing the fear of competition, hence designing catching and the interesting message is the surest way to influence consumer buying behavior. Consumers have various levels of decoding advertising messages (Bamfo et al., 2019).

Fournier (1998), includes love as one of the core elements of consumers' relationships with brands. A feeling of emotional connectedness and bonding, deep integration with a consumer's core values, a heightened level of desire and interaction, a commitment to its long-term use, attitude valence, and strength (Batra, Ahuvia, & Bagozzi, 2012). When a relationship with consumers turns into a relationship based on love, the brand becomes the most desired in its industry. That is why the largest brands, which are deeply loved, always occupy the first place in the customer's imagination, thus eliminating the competition (Coffee, 2020). The Cola-Cola Company brand managers refer to many years of tradition, and the products of this brand are associated with love, friendship, and family atmosphere. Pepsi, in its assumptions, refers to the emotions associated with fun and carefree, which is why this brand is so well received, especially by young consumers (Coffee, 2020). At the same time, they communicate that a given product not only satisfies their specific needs but above all, it guarantees only positive emotions. Consumers and their trusted brands associate strong relationships based on emotions. Therefore, one of the feelings that play the most important role in marketing is love (Coffee, 2020). Therefore, with the empirical evidence and own reasoning the following hypothesis has been formulated:

***H1: Emotion of Love in the advertisement is positively associated with customer buying behavior.***

Large portions of the most vital advertisement campaigns around tend to be funny in one way or another. Sponsors utilize this technique to pull in clients to their items. (Chan, 2011). The attitude a person has towards an advertisement depends on both the humorous stimulus and the unique characteristics of the individual (Eisend, 2009). It is inferred that humor functions as a stimulator of positive feelings (Taecharunroj & Nueamgjamnong, 2015). Additionally, Weinberger and Gulas (1992) stress that the positive effect of humor on liking is stronger than any other effect humor may have on advertising. However, personification is more possible to make an advertisement attractive. The products presented with human characteristics, "unfolding" the story of a product in a funny as well as amusing context, can intrigue the

consumer liking of the plot and the advertisement. Nevertheless, (Eisend, 2009) believes in a positive relationship between humor and buying intention. Humor also functions as a reward for the audience which reinforces persuasion (Markiewicz, 1974). In general, personification in advertising generates positive emotions towards the brand and more positive characteristics of brand personality (Delbaere, Maquarrie, & Phillips, 2011). Thus, advertisements with anthropomorphic features have the most positive effect on source credibility. Therefore, with the empirical evidence and own reasoning the second hypothesis has been formulated:

***H2: Emotion of Humor in the advertisement is positively associated with customer buying behavior.***

Many brands want their customer to associate their brand names with smiling, laughing, and positivism. When creating emotional ads, keep in mind that positive advertising can help you get more engagement and increase sharing (Weber, 2018). For example, Coca-Cola's "Choose Happiness" promotion in 2015 was a powerful example that encouraged consumers to share happy memories and experiences that make them feel happy that summer. Emotionally positive content spreads faster on social media via social sharing than any other type of content (Matson, 2021). The respondents chose only the beverages they preferred, regardless of the competitive prices of the other products. The most important is the fact that during the observation the participants' brains were also subjected. As the analysis showed, choosing a favorite brand meant that the part of the brain responsible for making rational decisions was excluded (Coffee, 2020). Therefore, with the empirical evidence and own reasoning the third hypothesis has been formulated:

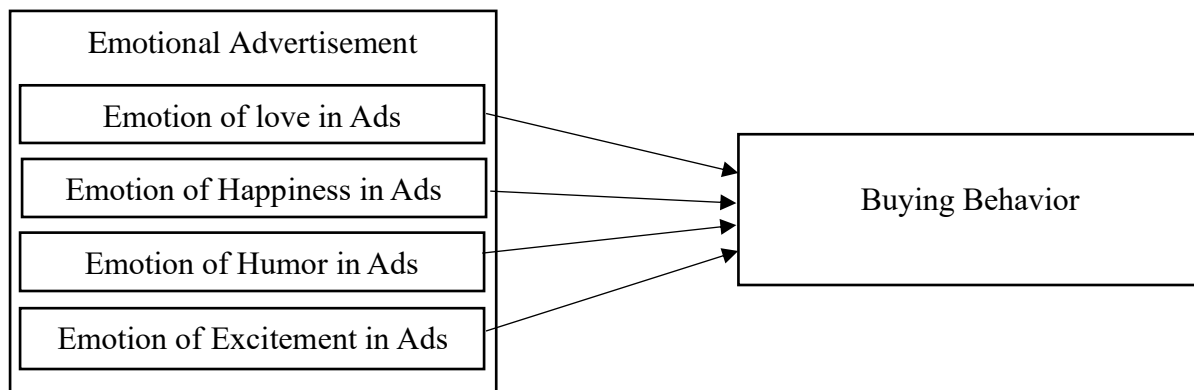
***H3: Emotion of Happiness in the advertisement is positively associated with customer buying behavior.***

When a person is excited, their emotions become more powerful and can affect their decision-making abilities. Excited people are more likely to make a decision -- any decision (even a bad one). Excitement leads to impulsivity. In a state of excitement or arousal, people think and behave very differently. Emotional states trump rational thinking; it's easier to sell to consumers when they are excited (Patel, 2015). According to Coffee (2020), consumers' needs are in different age categories; social classes or gender are different. Therefore, brand managers define their customers to be able to precisely verify their needs. The variability within the

valence associated arousal of a feeling acts as a supply of knowledge that helps individuals decide whether or not they ought to proceed or stop, take action, or consider carefully. Positive emotions serve as a cue to continue with the behavior whereas negative emotions suggest we should consider something different. And whereas high arousal emotions move us to act, low arousal emotions offer us the information measure to assume (Eccleston, 2020). Therefore, with the empirical evidence and own reasoning the fourth hypothesis has been formulated:

***H4: Emotion of Excitement in the advertisement is positively associated with customer buying behavior.***

The following variables and concepts identified in the research problems are conceptualized to identify the operational definitions of the concepts. Figure 3.1 shows the conceptual framework developed by the researcher for the study purpose.



*Source: Kamran and Siddiqui (2019)*

### **3. Research Methodology**

#### **3.1 Research Philosophy**

Research philosophy is defined by the development of the research background, research knowledge, and its nature. The research philosophy of this study was positivism because during this study the role of the researcher was restricted to data collection and interpretation through an objective approach, and therefore the research findings are usually observable and quantifiable.

#### **3.2 Research Approach**

The most commonly used research approaches are the inductive research approach and the deductive research approach. The inductive approach establishes a general proposition from

particular facts and therefore the deductive approach derives conclusions from known premises. Deductive derives likely conclusions from an incomplete set of observations. Hypotheses are developed and tested, as are the hypotheses, and the collection of quantitative data are measured. Therefore, this study used a deductive approach. For the study, data was collected within a particular period. Therefore, it is a cross-sectional study.

### **3.3 Sample and Sampling Technique**

The population studied for this study is recognized as a cool land consumer in the Ampara District. But it is very difficult to get accurate information about the consumers who consume soft drinks in the Ampara district. The population of this study is unknown. Therefore, the researcher employed convenience sampling, as it is one of the important sampling methods in the non-probability sampling technique. Samples are taken from people who are easy to contact or easy to reach.

### **3.4 Research Instrument**

In this research context, the questionnaire is divided into two parts, namely, personal information and research information. Personal information includes gender, age group, qualification, occupation, and frequency of purchase of soft drink products. On the other hand, the research information includes 21 statements related to the study variables; buying behavior, emotion of love, emotion of humor, emotion of happiness, and emotion of excitement.

## **4. Results**

### **4.1 Analysis of Reliability**

The reliability of the instrument was measured using Cronbach's alpha analysis. It measures the internal consistency of the instrument, based on the average inter-item correlation. Cronbach's alpha is a measure used to assess the reliability, or internal consistency, of a set of scale or test items. Table 1 shows the reliability of the study variables. The Cronbach's alpha value were above 0.7. The internal reliability of the instrument was satisfactory.

**Table 1: Reliability Analysis**

<b>Instrument</b>	<b>Cronbach's Alpha</b>	<b>No of items</b>
Buying Behavior	0.806	5
Emotion of Love in Ads	0.709	4

Emotion of Happiness in Ads	0.726	4
Emotion of Humor in Ads	0.709	4
Emotion of Excitement in Ads	0.709	4

#### 4.2 Univariate Analysis

In this study, mean was used to measure the central tendency while dispersion is described by using standard deviation. This study used interval estimator and univariate analysis evaluating the collected data to find out the results regarding objective 1.

Table 2 shows the mean and standard deviation of the study variables. The mean value of buying behavior, emotion of love, emotion of happiness, emotion of humor and emotion of excitement in advertisements are 3.7271, 3.7024, 3.9858, 3.9322 and 3.8036 respectively.

**Table 2: Mean and Standard Deviation of the Variables**

Variables	Mean	Standard Deviation	Level
Buying Behavior	3.7271	0.58285	High
Emotion of Love in Ads	3.7024	0.58912	High
Emotion of Happiness in Ads	3.9858	0.49776	High
Emotion of Humor in Ads	3.9322	0.52548	High
Emotion of Excitement in Ads	3.8036	0.46950	High

#### 4.3 Bivariate Analysis

Bivariate analysis involves the analysis of two variables to determine the empirical relationship between them (Babbie, 2009) and the analysis was used to achieve the second objective of the study. Pearson's coefficient is a typical correlation coefficient that represents the relationship between two variables that are measured on the same interval or ratio scale.

The correlation coefficient (r) value was 0.481 between Emotion of Love in Ads & Buying Behavior at the 0.000 significant levels, correlation coefficient (r) value was 0.427 between Emotion of Humor in Ads & Buying Behavior at the 0.000 significant levels, correlation coefficient (r) value was 0.566 between Emotion of Happiness in Ads & Buying Behavior at the 0.000 significant levels and correlation coefficient (r) value was 0.465 between Emotion of

Excitement in Ads & Buying Behavior at the 0.000 significant levels (see Table 3). All the four emotions in the advertisement is having a significant positive relationship with the customers buying behavior.

**Table 3: Correlation Analysis**

		<b>Buying Behavior</b>	<b>Strength of Relationship</b>
<b>Emotion of Love</b>	Pearson Correlation	.481**	Moderate Positive Relationship
	Sig. (2-tailed)	.000	
<b>Emotion of Humor</b>	Pearson Correlation	.427**	Moderate Positive Relationship
	Sig. (2-tailed)	.000	
<b>Emotion of Happiness</b>	Pearson Correlation	.566**	Strong Positive Relationship
	Sig. (2-tailed)	.000	
<b>Emotion of Excitement</b>	Pearson Correlation	.465**	Moderate Positive Relationship
	Sig. (2-tailed)	.000	

#### 4.4 Regression Analysis

As a general statistical technique, multiple regression can be employed to predict values of a particular variable based on knowledge of its association with known values of other variables, and it can be used to test scientific hypotheses about whether and to what extent certain independent variables explain variation in a dependent variable of interest.

Accordingly, R Square is 0.438, it can be concluded that there was 43.8% of the variability in buying behavior can be explained by its emotion of love, humor, happiness and excitement. In other words, 56.2% of the variation of buying behavior was affected by other variables. P-value of the ANOVA table is 0.000, where it can be concluded that the chosen regression model has a strong model fit ( $p < 0.01$ ) for the data.

Table 4 shows the  $\beta$  coefficient of emotion of Love, humor, happiness and excitement in Ads are 0.218, 0.112, 0.354 and 0.295. Emotion love, happiness and excitement are statically significant as at 95% of confidence, except the emotion of humor ( $p < 0.05$ ). In addition, the results show that emotion of happiness is the most influencing variable on the buying behavior of soft drinks customers in Ampara district. Moreover the results prove that the hypotheses are acceptable, since the p-value is less than 0.05.

**Table 4: Coefficient of Regression Analysis**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	-.042	.289		-.144	.886
Mean_Love	.218	.055	.220	3.950	.000
Mean_Humor	.112	.068	.096	1.643	.102
Mean_Happiness	.354	.069	.319	5.125	.000
Mean_Excitement	.295	.067	.237	4.396	.000

a. Dependent Variable: Mean\_Buying\_Behavior

## 5. Discussion

Emotion of Humor in Ads has a moderate positive relationship between Buying Behavior with the value of correlation ( $r$ ) 0.427. Studies of Kamran and Siddiqui (2019), stated that emotional advertising builds a strong relationship between the brand and the consumer, and people connect their feelings directly with the brand and create a sense of camaraderie. As per the findings of this study, Emotion of Happiness in Ads has a strong positive relationship between Buying Behavior with the value of correlation ( $r$ ) 0.566. According to (Belanche, Casalo, & Guinaliu, 2013) satisfaction increases when customers are happy. However, under identical circumstances, consumers who feel happier might be more likely to be committed to a relationship. The reason behind this may be found in the fact that happiness engenders success (Belanche et al., 2013). Emotion of Excitement in Ads has a moderate positive relationship between Buying Behavior with the value of correlation ( $r$ ) 0.465. Similarly, Emotion of

excitement and fun can help to increase brand identification and recall, as well as loyalty and a strong brand relationship (Kamran & Siddiqui, 2019).

## 6. Limitations and Future Studies

This study was conducted in the Ampara district to assess the impact of Emotional advertising on consumer buying behavior for soft drink products. As this study is related for academic purposes, there was a time limitation in gathering information and only a sample size of 247 was examined, within Ampara district in Sri Lanka. Moreover, only few emotions were taken for current study and the researchers in future may include the emotions in advertisement as well. This research is limited to soft drink products, but research can be done using different types of products. Also, since there is no focus on just one customer segment, prospective researchers can take one segment (i.e., one segment as students, professionals, etc.) for further study.

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