



## SADvertising: Relationship of Emotional Marketing Campaigns to the Brand Awareness and Purchase Decision of Different Generations

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### Abstract

Emotional marketing campaigns are dominating the internet and television. From the usual rational marketing campaigns, marketing researchers acquire the idea to put dimensions like storytelling, color, music, and image into their advertisements, which are now called SADvertising or emotional marketing campaigns. This paper aims to determine the relationship of emotional marketing campaigns or SADvertising to the brand awareness and purchase decisions of different generations. The target respondents of this study are five (5) different generations, e.g., Baby Boomers, Generation X, Y, Z, and Generation Alpha. The researchers used a self-administered survey questionnaire and gathered data using a stratified random sampling method. An interview is also done to further strengthen the study. A combination of quantitative and qualitative research design enhances the research analysis. The result of the study using the Spearman-Rho Correlation Test shows that the dimension of emotional marketing campaigns is moderately positive purchase decisions and concluded that there is a significant relationship between the dimension of emotional marketing campaigns to brand awareness and purchase decisions of different generations.

**Keywords:** *Advertising; Purchase Decision; Brand Awareness*

### INTRODUCTION

In our generation today, no one can escape the widespread influence of mass media. Marketing tools, like television advertisements, are commonly used to raise awareness and promote a product. It is a component of the promotional mix, which includes the 11p's of the marketing mix. Brands use advertisements; it depends on what elements and surprises are added to promote the brand and its products. Marketing promotions are evolving from rational marketing campaigns to the use of emotional marketing campaigns to meet the needs of customers.

In the advertising industry, many aspects are widely used, such as emotions. Using emotions in different marketing campaigns is a trend nowadays. Advertisements from big brands here in our country are currently practicing it; Mcdonald's and Jollibee are one example that uses emotions in their advertisements.

Emotions are a form of language in which it is universally understood; it is stated by a variety of feelings, thoughts, and behavior. Emotional campaigns focus on the significance of the emotional links between the brands. An emotional campaign is a new approach wherein the management in charge of support or evaluation of the emotional link between the company and the consumer becomes the stimulating factor. An example of this is advertisements that use strong emotions as an attribute (Khuong, 2015). Emotions are seen to have a strong relationship with attention, decision-making, and memory (Otamendi & Martín, 2020), and advertisements that associate emotions in their campaign show a bond between the brand and customer that impacts their buying behavior. The use of music, text, stories, and images in creatives arouses emotions that motivate consumers to purchase (Garg & Farooqi, 2018).

Each generation has unique characteristics, experiences, generational history, lifestyles, values, and demographics that influence their buying behaviors and purchase decisions (Williams & Page, 2011). Baby Boomers, born between 1946 and 1964, represent a significant portion of the

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nation's income and are inclined toward straightforward advertisements that cater to personal gratification and public recognition. Generation X, born from 1965 to 1980, prefers personal and authentic marketing, especially through video content. Millennials, born between 1981 and 1996, exhibit lower brand loyalty and are early technology adopters. Generation Z, born between 1997 and 2010, is socially conscious and favors mobile devices. Generation Alpha, born between 2010 and 2025, is expected to be tech-savvy, preferring fresh products and requiring detailed yet brief content in marketing efforts. As this generation is considered the most career-focused, businesses target them for industrial growth and technological advancements. Marketers must harness creativity and adapt to this generation's preference for mobile access to content in their efforts to engage Generation Alpha. In addition, brand awareness, which represents a certain level of consumer recognition of a product by its name, plays a vital role in marketing strategies.

Establishing brand awareness is a means of promoting a new product or rejuvenating an older brand, setting it apart from competitors. Awareness of a certain brand makes it distinguished from its competitors. Products or Services that maintain their high level of awareness are most likely to generate sales (Kopp & Esteves, 2021). "They may forget your name, but they will never forget how you made them feel." It is a famous quote by Maya Angelou. This quote also applies in marketing in a way that it also speaks to how the brand approaches and how customers react to it. Different emotions evoke different responses (Palmer, 2019). An example of this is from McDonald's, about Karen and his grandfather. The first scene shows Karen giving a McBurger to his grandfather, and then the grandfather mistakenly sees Karen as Gina. In the end, the grandfather set aside half of his McBurger for his favorite granddaughter, Karen. The advertisement was very touching; it managed to captivate the hearts of viewers. Years already passed but up until now, we still remember that advertisement (Martinez & Bohol, 2021).

To determine the level of awareness that a specific brand creates, it is significant to consider its elements. The elements of brand awareness are logos, Colors, Typography, Imagery, and Graphics. A logo is the representation of the brand; it is the most important visual element. Color is where feelings and emotions originate; each color has its respective meanings or emotions that it wants to portray. Typography is essential in determining a brand's identity; it is formed by lines and shapes that represent the brand itself. The last element is imagery and graphics; this helps in strengthening the brand. This also includes photography, illustration, iconography, and data visualization (Black, 2019).

A purchase Decision is a process in which a consumer identifies a need, generates alternatives, and chooses a specific product (Wharton, 2011). This process leads to purchase. A study shows that 95% of purchase decisions are subconscious; thus, when marketing a certain brand, it is effective to target the subconscious mind. Emotion is a factor that results in purchase decisions. Emotion-based advertising is used because humans are driven by feelings, and emotion setters highly utilize this kind of strategy (Chierotti, 2018).

When a consumer makes a purchase, these elements are considered and act as the basis. Each element depicts two factors: one is how a buyer sees the category of purchase, and the other one is how they perceive the offer. The elements of a Purchase Decision are Exposure, Age, Value, Brand Equity, and Innovation (Posito, 2019). Exposure is simply whether the consumer knew the product before buying. Age is defined as how old the business is or how long the business exists in the industry. Value to the customer is the perception of the worth of a certain brand to a customer (Mahajan, 2020). Brand equity refers to the value of products by making them recognizable or memorable in terms of quality and reliability (Hayes & Kindness, 2021). The last element is innovation; whenever a consumer purchases a product, they highly consider how a product differs from its competitor (Posito, 2019).

The main objective of this study is to determine the significant relationship between

emotional campaign purchasing decisions and brand awareness in different generations. Each generation has unique characteristics, experiences, generational history, lifestyles, values, and demographics that influence their buying behaviors and purchase decisions (Williams & Page, 2011). A purchase Decision is a process in which a consumer identifies a need, generates alternatives, and chooses a specific product (Wharton, 2011) that leads to the purchase. A study shows that 95% of purchase decisions are subconscious. When marketing a certain brand, it is highly effective when the subconsciousness of an individual is targeted. Thus, emotion is a factor that results in purchasing decisions. Brand awareness depicts a certain degree of consumer recognition of a product by its name. Awareness of a certain brand makes it distinguished from competitors. Products or services that maintain a high level of awareness are most likely to generate sales (Kopp & Esteves, 2021). *"They may forget your name, but they will never forget how you made them feel"*, a famous quote by Maya Angelou applies in marketing that also speaks to how the brand approaches and how customers react to it.

The research investigated and identified the relationship between emotional marketing campaigns on the purchase decision, brand awareness, and how its elements, e.g., color, music, story, and image, affected the purchasing decision and brand awareness of the five different groups. The researchers underwent related studies and gathered facts and information for the study.

The given variables have an impact on one another. This study further determines their relationship, and it will benefit or serve as an eye opener to how marketing affects the buying behaviors and brand awareness of the different generations. This will serve as a guide to the advertising industry to improve marketing concepts to be able to connect with its market.

## LITERATURE REVIEW

SADvertising is an emotional advertising tool to build a strong brand. This kind of advertising has increasingly become popular; the sudden shift from comedy to full-of-laughter advertisements is a progression. Innovation in advertising brings out a wide variety of emotions. SADvertising has its limitation because the feeling of being sad or getting emotional might negatively trigger the target audience. Marketers must specifically determine and balance between pulling the heartstrings of the audience from making them feel depressed or highly emotional (Techopedia, 2020). For it to be considered an emotional marketing campaign, it is highly important to consider the elements of SADvertising: (1) Color- as an element of SADvertising pertains to its major role, which is to evoke or recall emotions; it also has a huge contribution when it comes to branding; (2) Story- is used to deeply connect to your target audience; whether it portrays sadness, stories are relatable; (3) Image- helps to evoke branding; and (4) Music- it provides life and emotion. It also has an impact in terms of consumer behavior. These are the elements of SADvertising for the study.

To optimize advertising effectiveness and enhance consumer engagement, it is imperative to categorize target consumers based on generational demographics. This segmentation allows for tailored marketing strategies that align with the unique characteristics, preferences, and behaviors exhibited by distinct generational groups, such as Baby Boomers, Generation X, Millennials, Generation Z, and Generation Alpha.

Baby Boomers are born in the years 1946 to 1964 (Ages 57 – 75). Based on a study, 70% of the nation's income was from this generation; aside from that, this generation is their post-career lifestyle. With that being stated, this generation has a lot of time to shop and buy what they want (Yang, 2018). In terms of advertisements, baby boomers like simple facts or information. Personal gratification and public recognition are very important in this generation. Generation X is the smallest generation, but they have a large portion of purchasing buyers. Born in the years 1965 to 1980. According to a study conducted by Danielle Lewis, this generation prefers marketing that is more personal and authentic; they love video marketing. A video that helps them to connect or

relate to themselves (Lewis, Big Commerce, 2019).

Millennials are the largest percentage of the population; these are the people who were born from 1981-1996. Millennials are not as loyal to brands as baby boomers (Lewis, Big Commerce, 2019). They are the early adopters of technology, which makes their lives influenced by the digital era (Lammersa & Wortelboer, 2017).

Generation Z is those who were born between 1997 and 2010. Gen Z supports businesses that have a purpose. This generation is aware and concerned about environmental, political, and socio-economic problems. Based on the survey that IBM conducted, 75% of Gen Z chose mobile phones or smartphones as the devices that they use the most (Law, 2020). A socially accepted advertisement for Millennials is one where they can participate and co-create, such as addressing social and environmental issues, educating and empowering customers, and inspiring them, but when sociopolitical and economic backgrounds are considered, responses differ (Lukina, 2016). It is the smallest group of newspaper and magazine readers, but they are only second to Generation X in terms of the number of people who use the internet (USC Dornsife, 2018).

Generation Alpha, often known as iGeneration, is the most influential generation of the 21st century. The children who are born between 2010 and 2025 are categorized as "The children of Millennials" (Fourtané, 2020). Generation Alpha is expected to use artificial intelligence and be active in the digital world (Thomas, 2020). This generation prefers fresh products to get a new experience (Thomas, 2020). Many businesses have targeted this generation as significant customers and expect industrial growth and technology, as they are the most career-focused generation and are considered to be the richest (Williams & Page, 2011). Marketing to these children should be detailed content and short because of their attention span (Dummer & Theko, n.d.). Marketers must show creativity in their work if they wish to engage them (Berkowitz, 2016). The Alpha Generation is the TV's youngest audience; as a result, people expect that all the contents are readily available on their phones and gadgets (Wood, 2018). Consumer behavior changes in social life when it comes to purchasing patterns in the digital world; therefore, marketers must identify what attracts alpha generations to increase sales (Thomas, 2020).

The objective of this study was to determine the significant relationship between emotional marketing campaigns, purchase decisions, and brand awareness of the different generations. In accordance with the objective, the following hypothesis was created and tested:

**H<sub>01</sub>:** There is no significant relationship between the dimensions of emotional marketing campaigns and brand awareness and purchase decisions of different generations.

## **RESEARCH METHOD**

### **Research Design and Study Site**

The researchers used a Qualitative-Quantitative research design to investigate whether there is any correlation between SADvertising from purchase decisions and brand awareness of the different generations. The respondents of the study were from the National Capital Region and Region IV-A (CALABARZON). Stratified random sampling was used to gather data from a self-administered survey limited to 400 respondents. The population was equally divided into 5 strata, namely, Baby Boomers, Generation X, Millennials, Generation Z, and Generation Alpha; each stratum was composed of 80 respondents. The interview was limited to 50 respondents who were chosen randomly from the proponents' survey, with the same population division and 10 respondents per generation.

### **Survey Instrument**

A self-administered survey questionnaire was used for this study. The survey instrument was validated using Cronbach Alpha with a reliability score of 0.92. It was generated via Google Forms

before it was distributed to qualified respondents for the study. An advertisement was attached to the said form in strict consideration of the elements and description of the advertising. The advertisement entitled “*Kapiling*” depicts how the pandemic has affected every individual at what it cost- emotionally, physically, and mentally. Participants for the interview were chosen randomly from the proponents’ survey, which lasted at least 20 minutes.

**Statistical Treatment of Data and Analysis**

A descriptive statistic was used to get the overall rating of the respondents, and the Spearman-Rho Correlation Test was used to measure the significant relationship between the Elements of SADvertising, Purchase Decision, and Brand Awareness. The mean of responses was also included that determined the significance of SADvertising to the Purchase Decision and Brand Awareness of the five different generations. A six-point Likert scale was used to identify the range and its interpretation. The table below shows the interpretation of the respondents’ responses:

1.00 to 1.83	Strongly Disagree
1.84 to 2.67	Disagree
2.68 to 3.51	Somewhat Disagree
3.52 to 4.35	Somewhat Agree
4.36 to 5.19	Agree
5.20 to 6.00	Strongly Agree

**Ethical Considerations**

Research respondents were ensured not to be subjected to any harm, thus, honesty and transparency about the purpose of the collected data for the study were stated. The researchers upheld individual rights to confidentiality and privacy were considered, given that respondents have fully given their consent to participate and are allowed to withdraw when the questions became uncomfortable. Minor respondents underwent parent and guardian permission before they participated and were supervised during the interview. The use of discriminatory, disrespectful, and unaccepted language was not tolerated and prohibited when the questions were generated for the survey and interview. Anonymity was ensured.

**FINDINGS AND DISCUSSION**

Below are the tables that summarize the results and the discussion. Supported studies were also included to strengthen the findings and how it was discussed.

**Table 1.** Demographic Profile of the Respondents

<b>Generation</b>	<b>Count</b>	<b>Percentage</b>
<b>ALPHA</b>	80	20
<b>Z</b>	80	20
<b>Y</b>	80	20
<b>X</b>	80	20
<b>Baby boomers</b>	80	20
<b>Total</b>	400	100

**Table 1:** Table 1 shows the demographic profile of the respondents; as stated in Chapter 3, respondents are chosen through stratified sampling. Thus, 80 respondents per generation (Generation Alpha, Generation Z, Generation Y, Generation X, and Baby Boomers) participated in the survey, with a total of 400 respondents.

**Table 2.** Overall Mean Rating of different generations on the dimensions of Emotional Marketing Campaigns

<b>Mean rating of different generations on the dimensions of emotional marketing campaigns</b>	<b>Overall mean</b>	<b>Overall Interpretation</b>
Color	4.81	Agree
Story	4.87	Agree
Music	4.90	Agree
Image	4.76	Agree

Music got the highest mean rating of 4.90, which is interpreted as agreement. Color (4.81), Story (4.87), and Image (4.76) are all interpreted as agree. Color is the core component whenever a marketer or advertiser is thinking of a new advertisement (Arrington, 1982). Its major role in an ad is to evoke or recall emotions. Advertisement with a good color scheme attracts children's attention and motivate their parents to buy the product (Brody et al., 1981). Colors create a brand identity, and students can easily identify brands through color scheming (Clayton, 2004). In the marketing sector, storytelling seeks closeness, empathy, and connection with the customers who are willing to continue consuming the products (Jiménez-Parra et al., 2014). The story engages the target audience and can inspire consumers and enhance their loyalty (Pham et al., 2012). Vivid stories enable consumers to imagine events and brand images in their minds (Fog et al., 2010). musical emotions and musical memory may remain long after other types of memory have faded (Heshmat, 2019). According to Bruner (1990), music components have an interactive impact on the audience's moods, cognition, and behaviors. He went on to say that emotions are represented through the interaction of numerous aspects. The use of images in an advertisement is a type of marketing that aims to develop favorable feelings about a brand, company, or concept. It promotes concepts about a brand, producing mental pictures for customers that will urge them to buy the product rather than selling a product based on what it does. It depends on developing memorable imagery for consumers to identify them (McMahon, 2020).

**Table 3.** Spearman Rho Correlation test of the dimensions of emotional marketing campaigns to Purchase Decision and Brand Awareness

<b>Significant relationship between the dimensions of emotional marketing campaign and purchase decision</b>	<b>P value</b>	<b>- Result</b>
<b>Color</b>	0.0000	Reject Null Hypothesis
<b>Story</b>	0.0000	Reject Null Hypothesis
<b>Music</b>	0.0000	Reject Null Hypothesis
<b>Image</b>	0.000	Reject Null Hypothesis
<b>Significant relationship between the dimensions of the emotional marketing campaign and brand awareness</b>	<b>P value</b>	<b>- Result</b>
<b>Color</b>	0.0000	Reject Null Hypothesis
<b>Story</b>	0.0000	Reject Null Hypothesis
<b>Music</b>	0.0000	Reject Null Hypothesis
<b>Image</b>	0.0000	Reject Null Hypothesis

With a P-value of 0.0000, the researchers reject the null hypothesis ( $H_{01}$ ), which means that there is a significant relationship between the dimensions of emotional marketing campaigns to Purchase Decisions and Brand Awareness.

The brand stories are a tool for shaping the product image. Consumers will buy the product because they appreciate the brand style of the brand story or even simply like the story. Customers also purchase the product to experience the plot of the brand story or the spirit of the brand (Tsai,

2020). The relationship between colors and buying behavior is very profound. Colors have a direct impact on consumers' psyches. This means that if an advertisement has a good color scheme, it will attract a lot of children and consequently buy the product. Image has a great influence and relationship with purchase decisions (Malik et al., 2013). This means that a great image greatly influences consumers to purchase. Using a trademark color can boost a consumer's awareness of your brand by up to 80% (Chinery, 2019). A story that is unique and fascinating captures the audience's attention. It entices people to interact with the company. The story should invite people into the world of your brand, and if they enjoy what they see, they will tell others about it, enhancing the brand's exposure. A brand's story may significantly alter customer views, especially if the brand wants consumers to repeat the narrative (All GoodTales, n.d.). Using music to build an emotional connection with a company boosts brand awareness, produces excitement and buzz outside of the business's core products or services, and may empower customers by providing them with important material to find and share (Olenski, 2014). Brand Image is the mental connection of both actual and imagined traits and flaws that impact a customer's purchasing decision and brand awareness. It aims to create pictures in the minds of consumers that are powerful, positive, and distinctive (Blomfiel Knoble, 2014).

### **Summary of Findings**

The p-value of Color (0.000), Story (0.000), Music (0.000), and Image (0.000) is less than 0.05 level of significance. Thus, the researchers' decision is to Reject the Null Hypothesis, resulting in a significant relationship between the dimensions of emotional marketing campaigns and Purchase Decision. With the p-value of Color (0.000), Story (0.000), Music (0.000), and Image (0.000) being less than 0.05 level of significance, rejecting the Null Hypothesis, which means that there is a significant relationship between the dimensions of emotional marketing campaigns and Brand Awareness. All of the correlation values of dimensions of emotional marketing range from .50 to .70, which means that it is a moderate positive correlation. Therefore, there is a significant relationship between the elements of an emotional marketing campaign (Color, story, music, and image) and purchase decision and brand awareness.

### **CONCLUSIONS**

The study shows that there is a significant relationship between the dimensions of an emotional marketing campaign when the purchase decision and brand awareness are considered. Thus, the elements of an emotional marketing campaign have a great impact.

The proponents recommend that brands should consider the use of emotional marketing campaigns. This study proves that SADvertising helps attract customers' attention and affects the purchase decisions and brand awareness of different generations. The dimension of an emotional marketing campaign should be carefully considered. Advertisement messages must be clear enough for ordinary consumers to understand. While creating the advertisement, the consumer's purchasing behavior should be constantly monitored. Creating an emotional connection with your customers through the use of advertisement is one of the keys to keeping them loyal to the brands. The proponents recommend adding different dialects of language as a dimension of SADvertising in future research.

### **LIMITATION & FURTHER RESEARCH**

The study is limited to a specific group regarding empirical data gathering. The demographic group consists of five different age categories, e.g., Baby Boomers (1946 to 1964), Generation X (1965 to 1976), Millennials (1977 to 1995), Generation Z (1996 to 2010), and Generation Alpha (2011 to 2025). The participants are from the National Capital Region and Region IVA

(CALABARZON), from ages 9 years old to 75 years old. The study is beneficial to the different generations as it may serve as awareness of how advertisements affect purchase decisions; to the students and future researchers, it may serve as a guide as well for those who are tackling similar studies; the findings of this study can also be used as a future reference that would help improve future research studies.

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