



**THE IMPACT OF EMOTIONAL APPEAL IN
TELEVISION ADVERTISEMENTS ON BRAND
LOYALTY**

This dissertation is submitted as a partial fulfilment of the degree of
Bachelor of Business Management in Entrepreneurship and Management

November, 2017

W.A.I.Madhubhashani

UWU/EX/13/0231

Department of Management Sciences

ABSTRACT

Brand is a more powerful intangible tool which can influence on customers' behaviors and it is necessary to run a business in a profitable way. For this purpose, companies use advertising as a promotional strategy and various advertising appeals to attract the customers. This study investigates the impact of emotional appeal in television advertisements on brand loyalty. According to the past researchers there are contradictory arguments on these variables. Also this study investigates the most effective factor which can use in advertisements to attract customers and the moderator role of demographic variables on the relationship between emotional advertisements and brand loyalty. In here, the researcher has considered five emotional factors (Happiness, love, fear, sadness, and pride) to measure the emotional appeal and three dimensions for brand loyalty (satisfaction, trust, and experience) have been considered. Therefore, conceptual model was developed based on those emotional factors and brand loyalty dimensions. The research instrument was a self-administrated questionnaire through face to face interviews as the contact method and response format was five point likert scale for all variables in the conceptual framework. The researcher gathered data from 150 respondents in Colombo district using cluster sampling technique. After collecting the data, the researcher has used SPSS software package to analysis the data and obtains the outcome. Further, in analysis research has used the reliability analysis, descriptive analysis and regression analysis. Results of the study show that there is a positive influence from the emotional appeal on brand loyalty. Also it has revealed that pride emotion is more effective for advertisements than the other considered emotions. According to the moderator assessment it has proved that demographic variables moderate the relationship between Emotional Appeal in television advertisements and Brand Loyalty

Keywords: Advertising, Brand Loyalty, Emotional Appeal