

# **The Impact of Advertising Appeals on Store Visit Intentions During Seasonal Shopping Events**

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Master Thesis submitted in fulfillment of the Degree

Master of Science

in Management

Submitted to Dr. Marion Garaus

Isabelle Christin Sorf

1721016

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## **AFFIDAVIT**

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## **ABSTRACT**

The prominence of seasonal shopping events such as Black Friday, Cyber Monday and Singles' Day has increased in the past years. Hence, also the number of participating retailers is increasing steadily, which fosters the competition among retailers during the individual seasonal shopping events. In this competitive market, where many retailers sell similar products, it gets more complicated to persuade consumers to visit a specific store. Therefore, effective advertising becomes a necessary component of seasonal shopping events to gain the attention of the consumers.

While studies have dealt with the topic of advertising appeals and their impact on behavioral intentions of consumers, there is a gap in research for the impact of advertising appeals on store visit intentions for special events. Therefore, this study aims to gain insights into which advertising appeals have an impact on the store visit intentions during seasonal shopping events. Additionally, the investigation of gender and age effects in the context of the impact of emotional and rational advertising on the store visit intentions during seasonal shopping event would help to guide marketers in their consumer targeting strategies.

In order to address this research gap, this study conducted an online experiment employing a 2 (advertising appeal: emotional vs rational) x 2 (promotion: with promotions vs without promotions) between-subject design with a 255 participant sample of the Austrian population. In the process of the experiment the respondents got randomly exposed to one of four fictitious advertising materials of the brand H&M. The results demonstrated that during seasonal shopping events sales promotions had no significant positive impact on the store visit intentions. Also, emotional appeals in sales promotions had no greater impact on the store visit intentions than rational appeals. Furthermore, neither gender (female vs male) nor age ( $\leq 40$  vs  $> 40$ ) had a significant moderating effect on the impact of advertising appeals on the store visit intentions during seasonal shopping events. Overall, it could be concluded that, considering certain limitations, the surveyed sample indicated that the advertising appeals did not impact them as the literature suggested, which can be valuable information for retailers planning to advertise their participation in a seasonal shopping event.



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## **LIST OF ABBREVIATIONS**

ANOVA – Analysis of Variance

emo – emotional

MANOVA – Multivariate Analysis of Variance

rat – rational

ratatta – rational attitude after

ratattb – rational attitude before

RMANOVA – Repeated Measures ANOVA

40bel – 40 years and below

41ab – 41 years and above



# 1 INTRODUCTION

## 1.1 Context and background of the thesis

Over the last couple of years many seasonal shopping events have emerged and found their place in the Austrian retail market, with many stores participating in these seasonal events and designing advertising materials to attract customers. With the present online shopping trend, physical stores are especially keen on finding ways to attract potential customers, which is the reason why this thesis is studying the impact of advertising appeals on store visit intentions during seasonal shopping events.

In Austria eight seasonal shopping events are currently present, whereby some of them are more famous than others in terms of the numbers of retailers and consumers participating. Furthermore, the events differ in their origin and also in terms of the countries where they are present. On the one hand events like Black Friday, Cyber Monday and Singles' Day have emerged internationally and grew to global events. On the other hand, an event such as Woman Day has emerged locally in Austria, however failed to cross borders as only Austrian retailers participate. Nevertheless, during all events retailers are trying to attract consumers by offering the best deals and largest discounts on their products. Especially the events which have an international origin are strategically placed close to Christmas which should start the Christmas shopping season to benefit the retailers with additional revenues. According to a study conducted by finanz.at the retailers in Austria have their most profitable months during November and December (APA-OTS Originaltext-Service GmbH, 2021), which is also the period where the three seasonal shopping events Black Friday, Cyber Monday and Singles' Day take place. The events are very prominent among the Austrian consumers, as for example MindTake Research (2019) has found that in 2019 over 50% of consumers have participated in the Black Friday Sale event in Austria. Furthermore, in the year 2019 consumers on average spent 245€ during the event, whereby the spending has increased to 297€ in 2021 (Statista Research Department, 2022b). Additionally, the events are often used to sell off old inventories and to attract new consumers by offering discounts or deals to

the consumers (Kwon Vu & Brinthaupt, 2018; Yeshin, 1998). Therefore, seasonal shopping events are of high importance for retailers and brands in Austria since these events generate a large amount of additional revenue during the sale periods.

Especially internationally, seasonal shopping events have been investigated in different contexts. Thomas and Peters (2011) have looked into consumption rituals during Black Friday, while Swilley and Goldsmith (2013) have looked into consumer motivations during Black Friday and Cyber Monday together with the usefulness and convenience of the two shopping events. Additionally, Kwon Vu and Brinthaupt (2015) have investigated the evolution of seasonal shopping events in a global perspective. Advertising appeals in the past have been researched regarding their impact on consumer attitudes (Lin, 2011), their impact on purchase intentions and also if different appeals should be used for different product and service categories (Zhang et al., 2014). Further studies have not only investigated the impact of emotional and rational advertising appeals on consumer behavior, but also their impact on gender (Jovanovic et al., 2016; Noble et al., 2014; Teichert et al., 2018) and different age groups (Sudbury-Riley & Edgar, 2016; Teichert et al., 2018; Williams & Drolet, 2005).

Nevertheless, in Austria the research about seasonal shopping events is scarce. Some statistical data about shopping behavior for Black Friday and Cyber Monday can be found, however when looking at the more locally developed events such as Woman Day and Glamour Shopping Week, no research is available yet. Especially in the context of advertising and advertising appeals the availability of research is lacking. Therefore, a gap in the present literature is present about which advertising appeals have an impact on store visit intentions during seasonal shopping events.

## **1.2 Research aims and research questions**

The aim of this thesis is to fill the present research gap and to gain insights into which advertising appeals have an impact on the store visit intentions during seasonal shopping events. More formally, this thesis will investigate the impact of emotional and rational advertising appeals on the store visit intentions during seasonal shopping events. Additionally, the objective is to detect if any gender and age differences exist regarding



the impact of advertising appeals on store visit intentions during seasonal shopping events. This thesis also aims to provide recommendations for businesses in Austria on the effectiveness of different advertising appeals on various target groups to better understand which advertising appeals are attracting consumers to visit a store during seasonal shopping events.

The research questions relevant for this thesis can be formulated the following:

**RQ1:** How do advertising appeals impact store visit intentions during seasonal shopping events?

**RQ2:** How do age and gender influence the impact of advertising appeals on the store visit intentions during seasonal shopping events?

To be able to answer the research questions an online experiment will be conducted. Whereby, each of the four experiment groups will be exposed to a different print advertisement stimulus. The first group will be exposed to an advertisement with an emotional appeal including promotions and the second group will also be exposed to an emotional appeal but without promotions. The third group will view an advertisement with a rational appeal including promotions and the last group will also be exposed to a rational appeal but without any sales promotions. Additionally, it will be of importance to test for any gender and age differences.

### **1.3 Structure of thesis**

In this paragraph, the structure of this thesis will be highlighted. This thesis in total consists of five main chapters. The introduction chapter is followed by a literature review which analyzes the existing literature and goes into detail about seasonal shopping events, sales promotions and the different advertising appeals, provides insights into “rhetoric theory” and how it can be connected to advertising appeals. Furthermore, the literature review will highlight examples of how advertising appeals and “rhetoric theory” are used in practice. The literature and theory will serve as a basis for the development of the hypotheses and the respective research framework. In the methodology chapter of the thesis the methods of research, data collection, sampling procedure and

methods used for the analysis will be explained. The methodology section will be followed by the analysis chapter where the results of the preliminary analysis and hypotheses analysis will be provided together with additional insights. The whole thesis will then be summarized in the conclusion chapter whereby also a recommendation will be provided for businesses in Austria in terms of the appropriate use of advertising appeals to achieve a higher store visit intention. Additionally, in the last part of the thesis, the limitations will be highlighted together with recommendations for future research.

## 2 LITERATURE REVIEW

The following chapter will discuss the relevant literature and theories which are needed in this thesis in order to answer the research questions. In the first step, it will be explained what seasonal shopping events are, which events fall under this term, where these events originate from and how they found their place in the Austrian consumer market. Then, it will be explained what can be understood under the term sales promotions, which different type of sales promotions exist and what impact these can have on consumers. Furthermore, another topic which will be introduced is advertising and advertising appeals, whereby it will be stated how they are used and for what purpose. Additionally, gender and age differences in combination with advertising appeals will be explained in more detail. In the last step “rhetoric theory” will be introduced. Together with the literature and the theory, hypotheses will be set up which will be needed to answer the research questions of this thesis.

### 2.1 Seasonal shopping events

Seasonal shopping events can be considered as the largest sales promotion events of the year, whereby retailers provide various offerings to their consumers to achieve a certain goal. This thesis will look into the impact of advertising appeals on the store visit intentions during seasonal shopping events. Therefore, it will be important to define what seasonal shopping events are, where they originated from and which events belong to this category of events.

Kwon Vu and Brinthaup (2018, p. 1) define seasonal shopping events as “specialized events that often reflect a celebration of cultural values and aim to appeal to a wide variety of experiential, hedonic and other consumer motives”. Over the past years multiple seasonal shopping events have emerged in all parts of the world, some of them stayed more locally, while others have developed to global events over time. Most seasonal shopping events can be traced back to certain national holidays, religious holidays or cultural related factors but some seasonal shopping events have emerged with no relation to any traditions (Kwon Vu & Brinthaup, 2018). Especially the events which offer enough flexibility to develop from cultural and religious events to more global ones

showed that they could successfully be implemented into other cultures and parts of the world (Kwon Vu & Brinthaupt, 2018). Therefore, it can be inferred that the more flexible the event is, the better it can be incorporated in other countries. Two examples of events that grew global are Black Friday and Cyber Monday which are both seasonal shopping events that have originated in the United States, but in 2006 the two events first came to Europe with Apple being the initial company to offer special promotions online (Statista Research Department, 2022a). At first, the offers were mainly present online but in 2014 also brick-and-mortar stores started to implement special offers during the seasonal shopping events (Statista Research Department, 2022a). The previous success of seasonal shopping events has led retailers to create their own events, such as “Prime Day” which is an online only event invented by Amazon and only celebrated on Amazon’s official website where a variety of deals are available during one special day of the year (Kwon Vu & Brinthaupt, 2018).

During seasonal shopping events retailers attract customers by offering various discounts or promotions and create scarcity by offering only a limited quantity of the products (Kwon Vu & Brinthaupt, 2018). For many retailers seasonal shopping events have been a success because they have experienced a large increases in number and volume of sales during these events in the past (Kwon Vu & Brinthaupt, 2018). For most retailers and manufacturers a large competition is present in the market and they have little ways to distinguish themselves from each other (Yeshin, 1998). In such competitive markets sales promotions are a way of attracting consumers and to increase profitability (Yeshin, 1998). According to Kwon Vu and Brinthaupt (2018) many seasonal shopping events take place near the end of the year, which gives retailers the possibility to sell off inventory before the new collections arrive. Not only do seasonal shopping events bring a benefit to the retailers, but also consumers have adjusted their purchasing behavior in order to save money (Kwon Vu & Brinthaupt, 2018). Especially since a large number of retailers participate in those seasonal shopping events it gives consumers the possibility to meet a variety of shopping targets and objectives (Kwon Vu & Brinthaupt, 2018).

This study will focus on seasonal shopping events that are present in Austria, which is why it is important to identify and define which events are available in the Austrian market. Hamster IT GmbH (2022) a company which operates the website [sparhamster.at](http://sparhamster.at)

collects and publishes deals in Austria, made a list of the seasonal shopping events that are available in Austria in the year 2022. The company operates the website since 2011 whereby they publish the best deals and coupons for consumers to use in various product categories daily. They have identified the relevant seasonal shopping events in Austria as the Glamour Shopping Week, Woman Day, Woman Shopping Week, Hamster Woche, Amazon Prime Day, Singles' Day, Black Friday and Cyber Monday (Hamster IT GmbH, 2022).

Therefore, in the next three sections five of the seasonal shopping events which are present in Austria will be highlighted. This has the purpose to explain the relevance of the seasonal shopping events in more detail. For the five seasonal shopping events, their origin will be discussed and how they found their place in the Austrian retail market. Additionally, their prominence in Austria and if available numbers of their impact on the consumers, retailers and economy will be presented. This is done in order to highlight existing research and data which is present in Austria. Furthermore, the positive but also negative impacts that seasonal shopping events have on retailers, consumers and the society will be discussed.

### **2.1.1 Black Friday and Cyber Monday**

Black Friday is a seasonal shopping event that has its origin in the United States and is celebrated on the first Friday following Thanksgiving which is celebrated in November (Swilley & Goldsmith, 2013). According to speculations the term Black Friday was defined in various ways by different scholars, hence the origin of the term is unclear. According to Apfelbaum (1966) the term Black Friday was defined by the Philadelphia police who marked this Friday to be black by referring to the amount of shoppers and the produced traffic that this day caused. It can also be argued that the term stems from the world of accounting, whereby losses are in red ink and profits in black ink and during Black Friday the retailers go from using red ink to black ink as a result of the profits they make (Thomas & Peters, 2011). Cyber Monday is the seasonal shopping event which follows on the Monday after Black Friday (Swilley & Goldsmith, 2013). Especially in the United States, Black Friday and Cyber Monday can be counted as the two largest seasonal shopping events of the year (Swilley & Goldsmith, 2013). While at the beginning

Black Friday sale offers were mainly available in-store and Cyber Monday offers were available online, today most retailers offer both online and offline promotions during both days (Swilley & Goldsmith, 2013; Thomas & Peters, 2011). According to Swilley and Goldsmith (2013) due to the close proximity to Christmas, these two events usually start off the Christmas gift buying season both online and offline. Black Friday and Cyber Monday are two excellent examples for local seasonal shopping events which grew global and can now be considered two of the largest seasonal shopping events of the world. While it started out as a seasonal shopping event in the United States with a strong connection to Thanksgiving, Black Friday is now celebrated in many other parts of the world which do not have any connection to celebrating Thanksgiving.

In order to attract as many customers as possible the retailers make use of various sales strategies such as limited products that are available, early hour discounts and very high discounts (Thomas & Peters, 2011). Due to the available demand present from customers, Black Friday is an event into which retailers put a lot of empathies by investing time into planning the advertisements, sales percentages and other marketing tactics to attract customers (Thomas & Peters, 2011). Thomas and Peters (2011) have found that customers spend a lot of time planning and preparing for an event such as Black Friday by looking at various print advertising materials. According to Swilley and Goldsmith (2013) consumers enjoyed the convenience of being able to shop online on Cyber Monday in comparison to Black Friday. However, when evaluating the usefulness of both events they found equal results (Swilley & Goldsmith, 2013). While shopping online was discovered to be more convenient, Swilley and Goldsmith (2013) found that shopping in physical stores brought consumers more enjoyment. Especially in the United States, Thomas and Peters (2011) found in their interviews, which they have conducted for their study about consumption rituals during Black Friday, that Black Friday can also often escalate due to the limitation of certain offers as people in the past already fell back on verbal and physical fighting in order to get the best deals.

### **2.1.1.1 Black Friday and Cyber Monday in Austria**

Especially, in the United States, Black Friday is the day with the most sales for retailers and the start of the Christmas shopping season (Black Friday GmbH, 2022). Also in Austria retailers do offer up to -90% discounts on products from various product categories such as fashion, toys, cosmetics, furniture, electronics, flights, hotels and also food (Black Friday GmbH, 2022). In Austria, there is a special website called [www.blackfridaysale.at](http://www.blackfridaysale.at) designated to show the countdown until the next Black Friday all year long. During Black Friday this website links to a majority of participating stores and shows what special deals can be found at what retailer. This website serves not only as an overview for consumers on which stores are participating and showing the available deals, but also the retailers can benefit by registering. Retailers listed on the website are able to create awareness to their deals and products. The Black Friday GmbH (2022) also links to 18 additional Black Friday pages with the same purpose in other countries both in Europe and outside of Europe.

In the year 2019, 62% of the Austrian population have participated in the Black Friday shopping event (Black Week Global, 2022; Statista Research Department, 2022a). Thereby, it is worth highlighting that 38% of those participated solely online (Statista Research Department, 2022a). With the immediate proximity of Black Friday and Cyber Monday to Christmas, a lot of consumers use the discounts to already shop for Christmas presents (Statista Research Department, 2022a). According to Statista Research Department (2022c) due to the proximity to Christmas, in 2021 75% of people who participated in Black Friday already used the discounts to start off their Christmas shopping. In 2019, GfK Austria GmbH (2019) conducted a study about the popularity of Black Friday in Austria whereby the results showed that 88% of the study participants knew what the Black Friday was and even in age groups above 70 years 68% had knowledge about this seasonal shopping event. While Black Friday is usually a single day event, some retailers extend their Black Friday offers to a week-long event, which they call Black Week. For consumers, this has the benefit that they can take advantage of the sales promotions and deals for a whole week. Another study conducted by MindTake Research (2019) found that in 2019, 51% of the study participants have used Black Friday offers, whereby 41% have taken advantage of the offers in the week before Black Friday and on the event

day itself. 29% only used the offers in the week before Black Friday and 30% only used the offers on the actual Black Friday event day (MindTake Research, 2019). Additionally, the study found that 49% of the consumers who participated in the Austrian Black Friday event postponed purchases in order to wait for the Black Friday offers (MindTake Research, 2019). This shows that while Black Friday did not originate in Austria, it is a popular event whereby more than 50% of Austria's population participate to take advantage of any discounts offered on a large variety of products by many retailers. MindTake Research (2019) also looked into where the Austrian consumers inform themselves about sales promotions during Black Friday. Under the top three information sources fell, the website of the retailer or online shop with 43%, print media with 17% and specifically dedicated online platforms for Black Friday accounted for 17% (MindTake Research, 2019). Therefore, it can be inferred that an important step during Black Friday is to ensure that consumers find the information about what promotions will be offered. Out of all shoppers 55% are solely looking for offers online, while 41% shop both online and offline, but just 5% only visit brick-and-mortar stores during Black Friday (Statista Research Department, 2022). According to Statista Research Department (2022b) they have found that on average in 2021 Austrian consumers have spent 297€ during Black Friday and Cyber Monday, whereby in comparison to 2019 the average spending was at 245€. This increase suggests that the spending over the past years has increased. This also indicates that for the retailers and also the Austrian economy the Black Friday has an impact. According to a study conducted by Finanz.at the Austrian retailer market has its most profitable months during November and December (APA-OTS Originaltext-Service GmbH, 2021). This is also impacted by the shopping events Black Friday, Cyber Monday and Singles' Day which take place during these two months. Therefore, it can be concluded that these seasonal shopping events have a positive impact on the retailers' revenues and also on the Austrian economy.

### **2.1.2 Woman Day and Glamour Shopping Week**

Woman Day is a seasonal shopping event which has its origin in Austria. The event has started out in the year 2004 with many shops both online and offline participating and offering discounts to their customers (VGN Digital GmbH, 2019). The seasonal shopping event should not be confused with the International Women's Day which "is a global



day celebrating the social, economic, cultural, and political achievements of women” which takes place on the 8<sup>th</sup> of March every year (International Women’s Day, 2022). Especially the seasonal shopping event Woman Day is an example for an event which stayed local as the only retailers that participate are based in Austria and the event has not grown further than the borders of Austria. The event is built on retailers which are official partners of the lifestyle magazine Woman, who according to the magazine will offer discounts up to -30% (VGN Digital GmbH, 2019). In addition to the offered discounts and promotions, there is also a yearly giveaway and the lifestyle magazine is providing official Woman Day goodie bags (VGN Digital GmbH, 2019). According to Handelsverband (2016) already in 2016 it was projected that three out of four women were taking part in the Woman Day. Thereby, a larger amount of women make use of this seasonal shopping event in comparison to men, which is due to the fact that because of the event’s name many men do not know that they can also make use of the offers (Handelsverband, 2016).

Similar to the origin of the Woman Day, the Glamour Shopping Week is also created by a magazine called Glamour. While the magazine is available in 16 countries, the Glamour Shopping Week only takes place in Switzerland, Germany and Austria (Condé Nast Germany, 2022). During the Glamour Shopping Week consumers are only able to redeem the offers when they are in the possession of the Glamour Shopping Card and the offers are available at participating retailers both online and offline (Condé Nast Germany, 2022).

For Woman Day and Glamour Shopping Week academic literature and statistics are not available, which might be explained by the fact that both events are local phenomenon. As indicated before, the seasonal shopping event Woman Day is only available in Austria and Glamour Shopping Week is only present in Austria, Germany and Switzerland and therefore these two events have not been in the eye of academic research yet.

### **2.1.3 Singles’ Day**

The Singles’ Day is an event which has found its origin in China and is celebrated on the 11<sup>th</sup> of November (L. Wang et al., 2019). The event was created by the e-commerce company Alibaba Group in 2009 (L. Wang et al., 2019). Due to its popularity the event has

recently been compared to the Black Friday, since over the past few years it gained more and more consumers and retailers from all over the world to participate (L. Wang et al., 2019). While in the beginning Singles' Day was an online only event, since then similar to Black Friday the deals can also be found offline (L. Wang et al., 2019). Especially in Austria the Singles' Day is still in early stages, with just a few stores participating (Shopping Events Digital GmbH, 2022). In comparison to Black Friday and Cyber Monday, Singles' Day is not as prominent yet, which means that less consumers and retailers are taking part. Even though Singles' Day is not as prominent as other shopping events, this can also have benefits for the consumers, since deals are not sold out immediately and also the stores are not flooded with people (Shopping Events Digital GmbH, 2022). Nevertheless, the event gets more prominent from year to year. The seasonal shopping event has its own website called [www.singlesdaydeals.at](http://www.singlesdaydeals.at) dedicated for Austrian consumers to see the countdown until the next Singles' Day and which shops are taking part with the individual promotions they are offering. In other parts of Europe but especially in Germany and Switzerland, the Singles' Day is more prominent with more retailers and consumers participating (Shopping Events Digital GmbH, 2022). Nevertheless, even in Germany in 2018 72% of the participants in a study about the prominence of Singles' Day in Germany indicated that they were not familiar with the shopping event (Rabe, 2021). This indicates that in the German-speaking area the seasonal shopping event Singles' Day is not yet fully established. Similar to the misconception of the Woman Day which is not exclusive for women, the Singles' Day is also not just for singles but everyone can participate and make use of the offers and deals. In comparison to the two previously discussed events, Woman Day and Glamour Shopping Week, Singles' Day is an internationally acknowledged seasonal shopping event. For Singles' Day a body of international literature is existing, but currently the event is lacking research in Austria. This could be due to the reason that Singles' Day is not yet as established in Austria as Black Friday and Cyber Monday (Hamster IT GmbH, 2022).

#### **2.1.4 Seasonal shopping events and their impact**

When looking at previous studies it could be found that seasonal shopping events indicate to have not only an impact on retailers, but also on consumers and the society. Due to the fact that those three groups are quite diverse, it will be important to discuss each

individually in order to better understand the underlying dynamics seasonal shopping events have.

#### **2.1.4.1 Impact on retailers**

Especially for retailers, seasonal shopping events seem to be important events for their profitability. This profitability is also speculated to be one of the reasons why Black Friday is named Black Friday since it can be considered the day where retailers go from writing red numbers to writing black numbers (Thomas & Peters, 2011). The revenues made during the shopping event for some retailers are excessive and some of them depend on the event periods in order to keep their businesses running (Raymen & Smith, 2016). However, due to the competition between retailers, offering higher discounts is getting them into a spiral of offering lower prices in order to stay in the competition. In many cases this results in price dumping and offering the products below the production costs (Sailer et al., 2022). Consequently, such practices can hurt the overall profitability retailers want to achieve during such an event. Therefore, some retailers use tactics like increasing prices in the times before the seasonal shopping events, which is called “fictitious pricing” (Ngwe, 2018). According to Ngwe (2018) offering a product with a “fictitious price” that does not reflect the real price, will increase the demand for the product. Retailers have been found to increase the prices of their products just in time before the sales start (Ngwe, 2018; Sailer et al., 2022). However, this is only one of the tactics used by retailers in order to look more appealing during seasonal shopping events (Sailer et al., 2022). Nevertheless, certain strategies might be necessary in such a competitive environment as the retailer’s goal is to generate profits and to attract new consumers during the event periods.

#### **2.1.4.2 Impact on consumers**

As already mentioned, not only the retailers are impacted by seasonal shopping events, but also the consumers since the events bring them economic, psychological and also social benefits by offering decreased prices, establishing rituals and fostering communication among consumers (Petrescu & Murphy, 2013; Thomas & Peters, 2011). Thereby the individual consumers who participate in seasonal shopping events can have various shopping motives in mind. The price dumping and “fictitious pricing” also have an impact

on consumers since such tactics make it impossible for consumers to get any real feeling for what the product actually sells (Sailer et al., 2022). Consumers ultimately want to reduce their shopping expenses and gain utility when participating in seasonal shopping events (Lee et al., 2019). The events are linked to a strong ritual and tradition whereby the actions of planning, mapping out the day and preparing for camping in waiting lines belongs to the experience (Bell et al., 2014). Overall, the people participating are encountering similar experiences over which consumers are bonding with each other (Bell et al., 2014). An additional motive for consumers to participate is that they feel like they are supporting the local community when buying their products in brick-and-mortar stores during sale events (Bell et al., 2014). Moreover, it has been found that the offered sales promotions during seasonal shopping events often lead to impulse purchases by consumers whereby they buy products which are not necessary to have (Levy & Gendel-Guterman, 2012; Taşnadi et al., 2018).

#### **2.1.4.3 Impact on society**

Lastly, also the society is impacted by seasonal shopping events both positively and negatively. The profits generated by the retailers during seasonal shopping events have a positive impact on the local communities (Bell et al., 2014). Furthermore, the shopping events help many businesses to survive in a very competitive environment. Nevertheless, also negative impacts on the society can be experienced by price dumping during seasonal shopping events. Offering low prices excessively affects the society by sending the message to consumers that devalues the labor and goods (Sailer et al., 2022). Furthermore, during sales events the production of products most times is increased which puts additional pressure onto workers and leads to layoffs after the sales periods since the production capacities are no longer needed (Sailer et al., 2022). Also, the low prices and high discounts mostly in limited quantities lead to physical and verbal fights between consumers in many countries. In countries like the United States and United Kingdom the police had to be involved in multiple circumstances (Raymen & Smith, 2016). Additionally, while the existence of retailers is dependent on consumption, seasonal shopping events can often be linked to excessive consumerism, where consumers buy products they do not actually need, which has a negative impact on the environment as a whole (Sailer et al., 2022; Taşnadi et al., 2018).

Overall when looking at Austria, the literature suggests that multiple seasonal shopping events are present, whereby some offer more data than others. During Singles' Day, Glamour Shopping Week and Woman Day less retailers participate and also the discounts are usually lower in comparison to Black Friday and Cyber Monday. Furthermore, it could be found that even though Woman Day is a seasonal shopping event that is available for women and men, the event is primarily attended by women and hence limited in reach due to the misconception of men being not included. A similar analogy could be found with the Singles' Day, where there is still a misconception of only singles being able to profit from this event. During the individual seasonal shopping events the brands and retailers make use of a variety of different sales promotions in order to achieve various short-term and long-term behaviors by the consumers.

## **2.2 Sales promotions**

According to Blattberg and Neslin (1990) sales promotions can be defined as marketing events which have the goal to make an impact on the customer's behavior. According to Kotler et al. (2017, p. 496) a "sales promotion consists of short-term incentives to encourage the purchase or sales of a product or service". Sales promotions are non-permanent price cuts which are only available for a limited time, which means that should the consumer not buy the specific product at the specific retailer, the sales promotion will no longer apply (Blattberg & Briesch, 2012). Therefore, consumers are motivated to buy immediately. With non-permanent sales promotions time pressure is present which can have a positive impact on the price, functional, emotional and social value which basically sums up the perceived product value by the consumer (Peng & Liang, n.d.). The consumer's perceived value is shaped by the selection of products offered and the price discount strategy used (Grewal et al., 1998). Using sales promotions is an ongoing trend which is used by nearly every organization (Aghara et al., 2018). The reason why companies use sales promotions is because they experience a pressure to increase their performance and sales promotions are a tool used to improve sales in the short-term (Kotler et al., 2017). Additionally, with increasing competition and products that are very similar it can be considered difficult to set oneself apart from competitors, which is why sales promotions are used in order to create an aspect of differentiation

(Kotler et al., 2017; Lin, 2011). Trying to get customers to visit a store, selling off last season's inventory or making consumers try a new product are just some objectives of sales promotions (Blattberg & Briesch, 2012).

According to Blattberg and Briesch (2012) it can be differentiated between *consumer*, *retailer* and *trade promotions*. *Consumer promotions* are offers which a manufacturer provides directly to consumers (Blattberg & Briesch, 2012). Whereas, when talking about *retailer promotions* those are offers which a retailer provides to its consumers (Blattberg & Briesch, 2012). Blattberg and Briesch (2012) argued that the growing popularity of consumer promotions is due to the fact that manufacturers avoid to give retailers and other intermediaries control over pricing and promotions of products. *Trade promotions* are given by manufacturers to retailers and resellers in order for them to offer their products, get better shelving space or that they offer sales promotions to consumers (Kotler et al., 2017).

### **2.2.1 Types of sales promotions**

With regards to sales promotions it can be differentiated between *monetary* and *non-monetary promotions*, which are also called *price* and *non-price promotions*. *Price promotions* are either reducing the price or increasing the quantity which can be bought for the same price, whereby non-price promotions offer no direct financial advantage (Büttner et al., 2015). According to Gedenk et al. (2006, fig. 2) examples for price promotions are "temporary price reductions, promotion packs, loyalty discounts, coupons and rebates". Within the *non-price promotions* Gedenk et al. (2006) further differentiate between *supportive non-price promotions* and *true non-price promotions*. Furthermore, they state that *supportive non-price promotions* which can be used are "promotion communication, displays, point of sales materials and promotion packaging" (Gedenk et al., 2006, fig. 2). Those non-price promotions can be seen as a way to make consumers aware to gain their attention but also to make them aware of certain other promotions (Gedenk et al., 2006). Gedenk et al. (2006) suggest that *true non-price promotions* are for example samples, premiums, sweepstakes and events. Using price promotions frequently might influence the profitability of a product, since it could lead to the case where consumers are always expecting the price discounts (Grewal et al., 1998). This is

why Grewal et al. (1998) propose that retailers should not solely consider price promotions but make use of a variety of methods. Furthermore, the retailers can also use a selection of price promotions and alternate between them and include words in the sales promotions like “sale” or “special” in order for consumers to understand that the price adaptation is only temporary (Grewal et al., 1998).

### **2.2.2 Effects of sales promotions**

According to Chaharsoughi and Yasory (2012) the use of sales promotions can have an impact on the consumer behavior. Thereby it should be mentioned that the impact on consumer behavior can be both, short-term and long-term. Gedenk et al. (2006) define a short-term impact as the behavior which happens while the promotion is running, whereby the long-term impact can be defined as the impact that happens after the promotion. Aghara et al. (2018) found that practicing sales promotions can increase the sales volume and also the profit of companies during the promotion period. According to Rizvi et al. (2012) even though sales promotions can have an impact on the short-term profitability of a company, since sales numbers are often increased during sales promotions, also external factors need to be considered which can have an effect on said profitability. Especially, industry or sector crises or happenings can hinder the success of sales promotions (Rizvi et al., 2012). Gupta (1988) and Van Heerde et al. (2003) have found that the increase in sales during sales promotions is heavily dominated by the consumers who switch brands. While brand switching is possible during promotion times, it needs to be considered that not all new consumers that will buy at a retailer during a sales promotion will also continue to do so. Therefore, in order to achieve a long-term effect, the sales promotions should be focused on making a new consumer loyal (Aghara et al., 2018).

Especially consumers who experience a large tendency towards impulse buying, which is a strong urge felt by the consumer to buy a product without having an intention to buy it (Bhakat & Muruganantham, 2013), are the consumers who are likely to buy during sales promotions (Levy & Gendel-Guterman, 2012). Additionally, sales promotions have a limited influence on purchase acceleration and on stockpiling by consumers (Gupta, 1988). Chandon et al. (2000) have found that sales promotions in addition to monetary

savings can bring consumers hedonic and utilitarian benefits, whereby non-price promotions offer more hedonic benefits. Furthermore, while the promotion plays a role, Rizvi et al. (2012) have found that consumers still put a lot of value on the quality of the product or service during sales promotions. Consequently, this indicates that sales promotions can certainly have an effect, but also external factors can have an impact on the success of the used strategy. Furthermore, DelVeccio et al. (2006) have found that in the long-term, meaning after the sales promotion is over, the brand preference on average is neither positively nor negatively impacted, however, they argue while they did not find any significant results, it was still seen that sales promotions have a certain impact on brand preference. For sales promotions in order to be successful a crucial step is to correctly communicate the promotions to the consumers (Blattberg & Briesch, 2012).

According to Santini et al. (2015) sales promotions both monetary and non-monetary have a significant impact on the purchase intention. They have found that using monetary promotions, also called price promotions, has a larger impact on the purchase intention in comparison to using non-monetary promotions which can also be called non-price promotions (Santini et al., 2015). Similarly, Chang (2017) has found a positive impact of sales promotion on the purchase intention of consumers. Qazi et al. (2021) looked at monetary and non-monetary sale promotions whereby they have found that price discounts, samples, coupons, demonstrations, consumer contests, premiums and buy back allowances have a positive relationship with consumers' purchase intention. Additionally, Keni and Wilson (2021) discovered that the use of sales promotions in fast food restaurants during the Covid-19 pandemic had a significant impact on the intention to visit the restaurants. Lastly, also Chen and Li (2020) found that during festivals like Singles' Day in China the use of sales promotions had an impact on the intention to participate in the event.

Against this background, it is postulated that:

**H<sub>1</sub>:** Sales promotions have a significant positive impact on the store visit intentions during seasonal shopping events.



Retailers offering promotions during seasonal shopping events have to make the consumers aware that they are participating in such an event and offer various promotions during this time. Hence, advertising plays an important role to properly inform the consumers whereby, advertising appeals and “rhetoric theory” are necessary components of advertising. Therefore, the next part of this thesis will deal with the individual advertising appeal which can be used by the marketers in order to persuade the consumers to execute a desired action. Additionally, examples will be given of how “rhetoric theory” and emotional and rational advertising appeals are used in practice by established brands.

### **2.3 Different advertising appeals**

When offering sales promotions, an important step is to inform consumers, which is the reason why, advertisements are necessary during seasonal shopping events. Also, according to Thomas and Peters (2011) the act of scanning various types of advertising materials to find the best deals during the seasonal shopping event belongs to the Black Friday ritual of consumers. In advertising, various persuasion tactics are used in order to get the receiver of the advertisement to buy a product or to take other desired actions (Ting, 2018). Therefore, a look at “rhetoric theory”, which is also referred to be the art of persuasion, will be taken. Persuasion plays an important part in advertising campaigns and strategies where the goal is to persuade the consumer to execute a certain action such as buying a product (Bolaito, 2012). In order to look into persuasion, the “rhetoric theory” with the three persuasive appeals will be discussed in the next step.

#### **2.3.1 Rhetoric theory**

Rhetoric can be traced back to the Ancient Greece where it was labelled as the art of persuasion (Sonesson, 2013). The Greek philosopher Aristotle was one of the authors during his time who wrote an important work about rhetoric, called “Rhetorica”, in which he defined rhetoric as the art of persuasion (Mshvenieradze, 2013). According to Foss (2005, 2018) the term “rhetoric” is often seen synonymous with the word “communication”. Since the goal of advertising is often to persuade consumers to take certain actions, it should be looked at “rhetoric theory”. The modes of persuasions, which have

been introduced by Aristotle, are the three persuasive appeals, which are called *ethos*, *logos* and *pathos* and are also referred to as the three rhetorical proofs (Mori, 2016; Mshvenieradze, 2013). At the beginning, the rhetorical proofs have mainly been used in public speeches and spoken language in general, but since then they have also been used for written texts and visual content (Doan, 2017; Foss, 2005). With the use of *ethos*, the receiver should be persuaded by the credibility and trustworthiness of the sender (Foss, 2018; O'Shaughnessy & O'Shaughnessy, 2004; Torto, 2020). When using *logos*, the sender is trying to persuade the receiver by using logical reasoning and rational arguments (O'Shaughnessy & O'Shaughnessy, 2004; Torto, 2020). Whereby, when the sender uses *pathos* the emotions of the receiver are engaged (Torto, 2020). According to Romanova and Smirnova (2019) when using "rhetoric theory" in advertising a certain balance between *ethos*, *logos* and *pathos* should be maintained, which is done by using persuasive techniques. Furthermore, marketers should be aware that depending on the consumer type, different rhetoric techniques have to be applied in order to address the best triggers (Romanova & Smirnova, 2019).

Ting (2018) proposes that *ethos* in advertising can be used by including famous and influential people in advertising campaigns. Using influential people will persuade consumers to buy the product not because of the product quality but because of the credibility and reputation of the celebrity (Ting, 2018). An example for using the persuasive appeal *ethos* in advertising is an advertising campaign of Vöslauer Mineralwasser GmbH. In this campaign, they used the credibility and trustworthiness of the famous actress Keira Knightley in order to persuade their consumers to buy Vöslauer water and to create a positive image for the brand (see Figure 1).



FIGURE 1: ETHOS - VÖSLAUER CAMPAIGN WITH KEIRA KNIGHTLEY  
Source: (Vöslauer Mineralwasser GmbH, 2012)

Torto (2020) also found that using the logos appeal of rhetoric theory in advertisements persuaded the receiver by appealing to their logical also called rational reasoning. An example of how using logos in advertising can look like can be seen when looking at the advertisement of Burger King Germany (see Figure 2). In their advertisement, the company has been promoting their new fries and provided the consumer with the information that those new fries contain 30% less fat but still offer the full taste experience.



FIGURE 2: LOGOS - BURGER KING FRIES ADVERTISEMENT  
Source: (Burger King Deutschland, 2014)

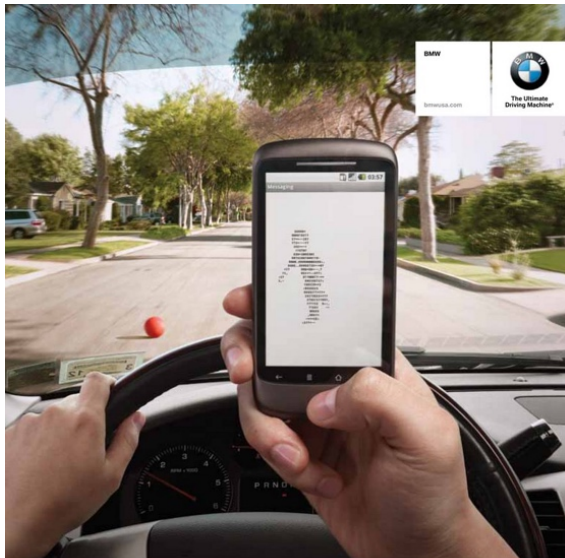
In order to engage with the emotions of the receiver the persuasive appeal pathos is used. An example can be given by the campaign of the charity organization care (see Figure 3). In their advertising campaign, they used the message “they go to sleep together – with hunger, that is” together with the picture of a child and his stuffed bear,

who both look malnourished, in order to engage the emotions of the receiver. Furthermore, the environment around the child and the bear was designed to look rather grim. Using both the visual elements in combination to the direct and emotional loaded text, this advertisement sends a strong and direct message to the emotional receptors of the brain.



FIGURE 3: PATHOS – CARE “THEY SHARE EVERYTHING” ADVERTISEMENT CAMPAIGN  
Source: (adRuby, 2019)

Marketers are also able to create a combination of the three persuasive appeals in a single advertising in order to stack the individual persuasive triggers (Romanova & Smirnova, 2019). An example for the combinational use of pathos and logos in an advertising campaign is the “Don’t text and drive” campaign of BMW (see Figure 4). In this campaign BMW used logos by providing statistical information about how many accidents can be associated with the use of cell phones and texting while driving. Additionally, in combination with the visual of a child behind the blind spot of the phone, BMW used pathos in order to address the emotions of the receiver of the advertisement.



## DON'T TEXT AND DRIVE.

You can't count on a text message to reveal what's happening on the road in front of you. That's why, each year, an estimated 100,000 crashes have been tied to texting and driving, while an additional 1.2 million crashes involve other cell phone use.

**DON'T TXT & DRIVE**

National Safety Council. "100" Abbreviated Plus Edition. www.nsc.org  
©2011 BMW of North America, LLC. The BMW name, logo and slogan are registered trademarks.

FIGURE 4: LOGOS & PATHOS – BMW “DON'T TEXT AND DRIVE” CAMPAIGN  
Source: (BMW of North America LLC., 2011)

The examples shown indicate how marketers of different industries utilize the three persuasive appeals in order to persuade their customers and target audience with a certain message. For the purpose of this thesis especially pathos and logos will receive further attention as in the subsequent section about the individual advertising appeals, the emotional and rational appeals will be studied in more detail.

### 2.3.2 Emotional vs. rational advertising appeals

Kotler et al. (2017) define advertising appeals as the theme which is conveyed to the receiver of an advertisement. When talking about advertising appeals it can be differentiated between *emotional* and *rational appeals*, which is also referred to as the informational advertising appeal. Lin (2011) has explored advertising appeals in the context of advertising attitudes and has found that while both emotional and rational advertising appeals have a significant positive impact on the attitude towards advertisements, rational appeals showed more significant results. Zhang et al. (2014) have investigated advertising appeals in the service industry, whereby they have found that in experience services, emotional advertising appeals positively impact the purchase intention. Additionally, they have found that using a rational appeal will impact purchase intentions for

credence services (Zhang et al., 2014). However, what needs to be considered is that regional differences are present when looking at studies from other countries and regions, which include cultural and economic factors (Jeon et al., 1999).

### **2.3.2.1 Emotional advertising appeals**

*Emotional advertising appeals* are used to create either negative or positive emotions in the consumer, which, when talking about sales advertisements, should have the purpose to influence the actions and attitudes by consumers (Jeon et al., 1999; Noble et al., 2014; Panda et al., 2013). According to Panda et al. (2013) the recognition of emotional expressions across cultures are similar, nevertheless they differently impact the choice of consumption. Yeshin (1998) found that, emotional advertising appeals are used by marketers to differentiate themselves from competitors. This is needed because in today's world only small differences exist between products of the same product category (Yeshin, 1998). Especially in cases where products and brands are rather similar, using rationality will fail to achieve the desired goal to distinguish between products and competitors and to persuade the consumer to complete certain actions (Yeshin, 1998). Additionally, since consumers receive a large amount of advertising on a daily basis it is important that the advertisement they are receiving is enjoyable which will enhance their liking of the advertised brand and product (Yeshin, 1998). According to Panda et al. (2013) emotional appeals in advertising have primarily been used in the fashion sector, but since then have spread to other industries as well. Especially for premium products with a high price it was difficult to use rational argumentation to convince the consumer, and therefore, emotional advertising appeals gained in popularity (Panda et al., 2013). However, in order for the advertising to stand out in the competitive environment and to make the advertisements more persuasive, marketers make use of rather dramatic emotional advertisement communications (Chaudhuri, 2002). It has been found that emotions can significantly influence attitudes towards the brand and the advertisement itself (Edell & Burke, 1987). Noble (2014) has found that when comparing rational and emotional messages in advertising, the use of emotional appeals has a greater effect on the behaviour. Peng and Liang (n.d.) have found in their study that instead of just focusing on offering reduced prices during sales promotions, especially focusing on emotional value has shown to have an impact on the purchase intention of consumers. This

is why marketers should be aware of the individual emotions of their consumers and in their marketing strategies look into adapting an emotional appeal (Peng & Liang, n.d.). Additionally, Abbasi et al. (2014) concluded that emotional appeals in advertising can have an impact on the wants and needs of young consumers. They have found that using emotional appeals creates mental satisfaction in the receiver of the advertisement, influences the purchase desire and have an influence on the final purchase decision (Abbasi et al., 2014).

With regards to the direction of the emotion, marketers can make use of various positive and negative emotions in order to appeal to consumers. According to Hornik et al. (2017) not all emotions have the same effectiveness and the emotions can impact consumer behaviour in a different way. Among the frequently used positive emotions in advertisements the most well-known are “happiness, joy, humour, pride and warmth” (Stewart et al., 2007, p. 122). Furthermore, commonly negative emotional advertising appeals include “fear, anger, guilt, disgust and sadness” (Stewart et al., 2007, p. 122). Emotions across the globe can vary, and while some emotions are more universal and are the same around the globe, others are acquired with experience and have strong connections to culture (Ekman, 1984; Huang, 1998; Kemper, 1987). The emotions anger, fear, sadness, happiness and love can be classified as basic emotions, while all other emotions can be classified as social emotions (Huang, 1998). Therefore, international advertisers which plan campaigns in more than one country have to carefully consider which emotions to use, since especially the emotion humour differs between audience groups and cultures (Shimp & Andrews, 2013). This goes in accordance with what Huang (1998) has found, that the reaction of people to international advertisements was more similar when it included basic emotions instead of social emotions. Johnson-Laird and Oatley (2016) suggest that smiling is a sign for happiness and weeping a sign for sadness and both of these signs can be understood by all cultures. Marketers like to use dramatic emotional advertising messages in order to be more persuasive to the consumers (Chaudhuri, 2002). The use of strong negative emotional appeals is especially common for advertising campaigns dealing with serious topics such as “drug abuse, prostitution, child trafficking, life insurance and healthcare institutions” (Panda et al., 2013, p. 8). It

has been found that using fear as an emotional appeal when being confronted with serious topics achieves a positive response from consumers (Panda et al., 2013). Nevertheless, the emotional appeal fear must be handled with caution to not result in anxiety or create a negative attitude in consumers (Panda et al., 2013).

#### **2.3.2.1.1 Elements of emotional advertising**

In order to address the various emotions in advertisements marketers have a variety of elements available which can help to engage the emotions of the receiver and to create an advertisement with an emotional appeal. Four commonly used elements of emotional advertising could be identified and will be explained in the following.

##### *2.3.2.1.1.1 Nature*

Using different scenes of nature in advertising is a widely-spread element used in emotional advertising (Hartmann et al., 2013). The use of nature scenes in advertising can induced positive emotional responses in consumers (Hartmann & Apaolaza-Ibáñez, 2008). Furthermore, Hartmann et al. (2013) have found that using enjoyable nature scenes in advertising induces similar positive emotions as when seeing the natural environment in person. While when being confronted with desert nature scenes and urban nature scenes the emotional reaction will differ because they do not seem to be categorized as pleasant nature scenes (Hartmann et al., 2013). Additionally, they have found that using nature in advertising will increase the processing of the advertising message and the message will stay in memory for a longer time (Hartmann et al., 2013). Thereby it should be highlighted, that it has been found that using nature scenes in advertising has a larger impact on green consumers or consumers with a strong connection to nature, also when the product or company does not have a green focus (Hartmann et al., 2016).

##### *2.3.2.1.1.2 Facial expression*

The facial expressions of people can be a valuable communication and signalisation tool which can convey a variety of different emotions (Kulczynski et al., 2016; Small & Verrochi, 2009). Depending on the purpose of the advertisement and the emotions it wants to convey, different facial expressions can be used. According to Doherty (1997)



the facial expression of people can also influence the emotions of others; this is called emotional contagion. Small and Verrochi (2009) have found that people who saw a sad facial expression, felt more sad themselves. Similarly, Weißhaar and Huber (2016) found that people who observed a child experiencing joy reported that they felt a similar joyous emotion.

For example especially charity organizations make use of sad facial expressions in order to appeal to the emotions of the receiver (Small & Verrochi, 2009). Small and Verrochi (2009) have found that when looking for donations and to appeal to donors a sad expression has a larger impact on the donations in comparison to when happy or neutral face expressions are used in the advertisement. Nevertheless, Septianto and Paramita (2021) have found that using a mixed appeal of a happy face with a sad message also increases donations. According to Ekman et al. (1980) the facial expression is not only able to convey the emotions of a person, but it also gives indication about the intensity of the felt emotions. Smiling is a sign of happiness in every culture (Johnson-Laird & Oatley, 2016) and therefore, including smiling people in advertising is a commonly used tool by marketers in order to influence the emotions of consumers (Trivedi & Teichert, 2019). Z. Wang et al. (2016) argue the more intense a person is smiling the warmer this person is perceived, while also being perceived less competent in comparison to a person with a smaller smile. Furthermore, Kulczynski et al. (2016) have found that using a smiling person in advertisements can improve the effectiveness of the advertisement. Consequently, using smiling people will influence the emotions and increase the brand attitude and purchase intention positively. According to Trivedi and Teichert (2019) a positive attitude and increase in purchase intention can be credited to using smiling models.

#### *2.3.2.1.1.3 Children*

One component of emotional advertising is the use of children in advertising campaigns (Bhatia, 2019; Kinsey, 1987). Especially the innocence of children makes the advertising message stand out as more credible between other advertisements (Kinsey, 1987). The language, mimic and gesture of children can convey a variety of strong emotions (Bhatia, 2019). Furthermore, using children in advertisements can arouse motherly feelings

(Kinsey, 1987). Especially, advertisements of charities often include children in order to produce emotional reactions (Burt & Strongman, 2005). It has been found that advertisements of charities using children which have the purpose transmit negative emotions have an increasing impact on the donations (Burt & Strongman, 2005). Nevertheless, moral issues are associated when including children in advertising campaigns such as taking advantage of their innocence.

#### *2.3.2.1.1.4 Music*

Another component of emotional advertising which marketers can make use of is music. While music is not available for static image campaigns, music certainly is an element commonly used in the background of video campaigns (Morris & Boone, 1998). Morris and Boone (1998) have found that including music in an emotional advertising campaign can have an influence on the viewer's feelings. Also according to Johnson-Laird and Oatley (2016) music has an impact on the emotions of the listener.

The individual elements of emotional advertising can be used standing alone or in different combinations together. An example of how marketers make use of the individual elements which constitute emotional advertising appeals is by the brand Coca Cola. The company used a combination of facial expressions and nature on their billboards in their "Open Happiness" campaign (see Figure 5). By incorporating both a smiling woman and a pleasant nature scene with bright green grass, a shining sun and a ladybug, the company tried to influence the emotions of consumers positively. Furthermore, Coca Cola's "Open Happiness" advertising campaign also included TV commercials in addition to just having billboards (Kreps, 2009). Specifically for this campaign the song "Open Happiness" was written by Butch Lee and Cee-Lo which starred as background music for their video commercials (Kreps, 2009).



FIGURE 5: POSITIVE EMOTIONAL APPEAL COCA COLA ADVERTISEMENT

Source: (Wakerley, n.d.)

### 2.3.2.2 Rational advertising appeals

With *rational advertising appeals* the consumer is persuaded to buy a product or deal based on rational or logical arguments (Kotler et al., 2017). It may be proposed that rational advertising communication can have an impact on the consumer's attitude towards a brand and the consumer's purchase intention (Golden & Johnson, 1983; Panda et al., 2013). According to Panda et al. (2013, p. 9) rational arguments used by advertisers are "product quality, economy, value or/and price performance phenomenon for persuading customers towards a decision". In rational advertising appeals the consumer is presented with hard facts about the product or brand, such as providing him with information about a discount or benefits of a product (Yeshin, 1998). Additionally, Yeshin (1998) gives some further examples for rational information which can be included in an advertisement appealing to the rationality of the consumer by focusing on specific product features, attributes or benefits the consumer might gain from using the product. In their study, Keshari and Jain (2016) found that rational appeals in comparison to emotional appeals resulted in more favourable responses from the consumers. Chaudhuri and Buck (1995) recommend that different media should be used for different purposes. Hereby, they found that electronic media should be used when the purpose is to establish an emotional connection between the receiver and the brand (Chaudhuri & Buck, 1995). When the objective is to offer rational reasoning for the receiver to connect with the brand, print advertising should be used (Chaudhuri & Buck, 1995). An example for a rational advertising appeal is shown by a campaign of the paper towels and napkin company Bounty. In one of their advertising campaigns the company

made use of an informative advertising message (see Figure 6). They informed their consumers that their paper towel rolls last 50% longer in comparison to other leading ordinary brands when having to clean up 28 spills.



FIGURE 6: RATIONAL APPEAL BOUNTY ADVERTISEMENT  
Source: (Walmart, n.d.)

### 2.3.2.3 Different appeals for hedonic and utilitarian shopping motivations

Consumers have different shopping motivations when buying products and various scholars have dealt with the topic that depending on the product sold and the shopping motivation of the consumers either emotional or rational appeals should be used in advertising (Panda et al., 2013; Siani et al., 2021; Zhang et al., 2014). Thereby, it can be differentiated between *hedonic* and *utilitarian motivations*. *Hedonic shopping motives* are that consumers want to have a fun, amusing, stimulating and pleasurable experience (Arnold & Reynolds, 2003; Babin et al., 1994; Batra & Ahtola, 1991). The retail industry has recognized the entertainment aspect as a vital part in order to stay competitive (Arnold & Reynolds, 2003). This is a tool where especially brick-and-mortar stores have an advantage over online stores in being able to offer an entertaining store environment with a well-executed service (Arnold & Reynolds, 2003). Swilley and Goldsmith (2013) found that consumers for example find more enjoyment when shopping in-store during Black Friday than shopping online during Cyber Monday. Arnold and Reynolds (2003, p. 80) have identified six hedonic reasons why people go shopping namely: “adventure shopping, social shopping, gratification shopping, idea shopping, role shopping and

value shopping". On the other hand *utilitarian shopping motivations* are more task-oriented in comparison to hedonic shopping motivations (Arnold & Reynolds, 2003; Babin et al., 1994). When looking at emotional and rational advertising it can be found that the use is often dependent on the type of product which is being sold. Therefore, according to Panda (2013) emotional appeals are more commonly used by marketers who are selling experiential products or services in comparison to marketers selling utilitarian products and services who often make use of rational advertising appeals. Furthermore, Zhang et al. (2014) have investigated advertising appeals for experience and credence services and found that using an emotional advertising appeal will achieve a higher purchase intention for experience services such as restaurants and airlines. Using rational advertising appeals will achieve a higher purchase intention for credence services such as dentist and hospital services (Zhang et al., 2014). Siani et al. (2021) have investigated the responses on rational and emotional sports product advertisements for different sport product categories. They have found that emotional advertisements are more effective for hedonic sports products and rational advertisements for utilitarian products (Siani et al., 2021). This implicates that the use of the different appeals in advertising strongly depends on the type of product or service which is offered. According to multiple scholars, seasonal shopping events include both, traditions and experiences (Bell et al., 2014; Thomas & Peters, 2011). Liu (2021) argues that the seasonal shopping event Black Friday in the United States can be considered as one of the most acknowledged shopping experiences. Furthermore, it can be argued that seasonal shopping events are of hedonic nature in comparison to utilitarian. This is supported by Kwon and Brinthaup (2015) who found that shoppers at Black Friday showed hedonic motives in comparison to shoppers who did not shop during Black Friday.

Therefore, it can be believed that during seasonal shopping events emotional advertising appeals will have a higher impact on the store visit intention of consumers. Hence the following hypothesis with regards to emotional and rational appeals in advertising and seasonal shopping events is developed:

H<sub>2</sub>: Emotional appeals in sales promotions have a greater impact on store visit intentions than rational appeals during seasonal shopping events.

#### **2.3.2.4 Gender and advertising appeals**

Gender segmentation in marketing plays an important role, with each of the genders having certain personality traits, skills, social roles, interests and knowledge (Noble et al., 2014; Putrevu, 2004). Today gender is more than just a binary variable whereby more genders than female and male are existing and acknowledged. Nevertheless, for the purpose of this study, but especially for the data collection and empirical analysis, when referring to gender it will only be looked at women and men. Various scholars have found that men and women show different reactions when being confronted with the same advertising material (Brunel & Nelson, 2003; Cramphorn, 2011; Papyrina, 2015; Putrevu, 2004). According to Noble (2014) when being confronted with emotional appeals the response of a male and a female differs. The literature argues that women are experiencing emotions more often and more intense in comparison to men (Feldman Barrett et al., 1998; Grossman & Wood, 1993). This is also what Brebner (2003) found in his study, that the level of intensity of certain emotions differs between the genders, whereby it was found that women experience emotions such as affection, joy, anger, fear and sadness at a higher frequency in comparison to men. Grossman and Wood (1993) found that a lot of self-reported information about emotional responses was strongly connected with peoples' beliefs about stereotypic gender differences. Jovanovic et al. (2016) have discovered in their study about the impact of advertising appeals on the purchase intention of consumers, that for women the emotional advertising appeal has a larger impact and for men the rational advertising appeal has a larger impact on the purchase intention. Furthermore, it has been found that especially in social advertising, using emotional appeals can be more effective in affecting the behaviour of people (Noble et al., 2014). Whereas, according to Noble (2014) the response of males and females will not be different when being confronted with rational advertisements. Teichert et al. (2018) have detected that using emotional appeals in advertising had a stronger effect on men than on women. In comparison, Keshari and Jain (2014, 2016) could not find any gender effect on the preference of rational or emotional appeals in their study, as they argue that men and women get more and more similar. Since the literature suggests that emotional appeals can be influenced by gender the following hypothesis was developed:

**H<sub>3</sub>:** Gender moderates the impact of emotional appeals on store visit intentions so that the effect is pronounced for women. For rational advertising appeals, no differences in store visit intentions are expected between men and women.

#### **2.3.2.5 Age and advertising appeals**

According to Kotler et al. (2017) another important factor for customer segmentation is age and the life-cycle stage a certain consumer is currently in. According to Kuppelwieser and Sarstedt (2014) younger and older consumers do not only differ in behavior, but also process information in a different way. Therefore, a different marketing approach should be taken depending on the age demographics of the customer group (Kotler et al., 2017). It has been found that emotional advertisement appeals induce more purchase intention with younger consumers than in comparison to older ones (Teichert et al., 2018). Furthermore, emotional appeals are more persuasive for younger adults in comparison to rational appeals (McKay-Nesbitt et al., 2011). Additionally, in their study Teichert et al. (2018) have shown that rational advertisement appeals show a stronger impact on the purchase intention of older people, than in direct comparison to younger ones. Also, Sudbury-Riley and Edgar (2016) have found that until the age of 40, people prefer emotional appeals in comparison to rational appeals. Whereby, when growing older and well above 40 years, this changes and they will prefer rational appeals more in comparison to emotional appeals, which suggests that the preference of rational appeals advances with age (Sudbury-Riley & Edgar, 2016). Similarly, Khanh and Hau (2007) have detected that older consumer groups prefer rational appeals in comparison to emotional ones, which is reasoned by the argument that older consumers are more cautious when making shopping decisions. Nevertheless, Keshari and Jain (2016) suggest that in their study they did not find that age does have an impact on the preference of rational or emotional advertising on the consumer. A reason named for this lack of preference is that young adults, very similar to older adults, are included in important family and household decisions from an early age on (Keshari & Jain, 2016). On the other side, van der Goot et al. (2016) who have investigated the effect of emotional television advertising on both younger and older adults have found that older people preferred the emotional advertisement more in comparison to younger ones. Williams and Drolet

(2005) showed that older adults not only preferred, but were also able to recall advertisements with an emotional appeal better in comparison to rational appeals. However, they also found that younger adults preferred the rational appeal (Williams & Drolet, 2005). Consequently, as the literature generally suggests that emotional advertising appeals have a higher impact on older consumers while rational advertising appeals have a larger impact on younger customers, the following hypothesis has been established:

**H<sub>4</sub>:** Age moderates the effect of advertising appeals on store visit intentions during seasonal shopping events, so that emotional appeals have a stronger effect for younger ( $\leq 40$ ) vs older ( $> 40$ ) consumers.

### **2.3.3 Conclusion and hypotheses summary**

Overall, this literature review chapter highlighted the most important topics and theories which will be relevant for this thesis in order to be able to analyze the impact of advertising appeals on the store visit intentions during seasonal shopping events. First of all, this chapter went into explaining the concept of seasonal shopping events, their existence and emergence in Austria. Then, a closer look has been taken at what sales promotions are and how they can be used by marketers. Furthermore, the concepts of advertising, “rhetoric theory” and advertising appeals got introduced and explained in more detail. In the last step of the literature review, the impact of gender and age on advertising appeals got described. With all the literature discussed in this chapter, a total of four hypotheses were able to be developed. A summary of the hypotheses which have been established can be found in Table 1. Furthermore, a graphical conclusion on the complete research framework of this thesis can be found in Figure 7.



|                |   |
|----------------|---|
| H <sub>1</sub> | Sales promotions have a significant positive impact on the store visit intentions during seasonal shopping events.  |
| H <sub>2</sub> | Emotional appeals in sales promotions have a greater impact on store visit intentions than rational appeals during seasonal shopping events.  |
| H <sub>3</sub> | Gender moderates the impact of emotional appeals on store visit intentions so that the effect is pronounced for women. For rational advertising appeals, no differences in store visit intentions are expected between men and women. |
| H <sub>4</sub> | Age moderates the effect of advertising appeals on store visit intentions during seasonal shopping events, so that emotional appeals have a stronger effect for younger (<=40) vs older (>40) consumers.                              |

TABLE 1 - HYPOTHESES OVERVIEW

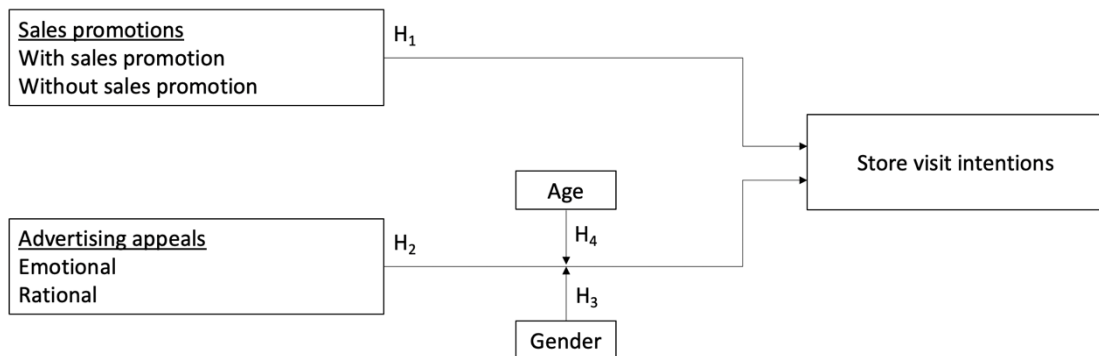


FIGURE 7 - RESEARCH FRAMEWORK

With the research framework being set up and the hypotheses being developed, the next chapter of this thesis will explain the research design which will be applied in order to answer the overall research questions. Thereby, the following chapter will provide in-depth insights into the selection of the research instrument, sampling technique, data collection and analysis procedure.

### **3 METHODOLOGY**

In this chapter of the thesis the research method used to investigate the impact of advertising appeals on store visit intentions during seasonal shopping events will be described. Furthermore, a detailed outline of the sampling method, selection of the participants and the data collection process will be highlighted. Finally, the data analysis procedure will be described.

#### **3.1 Research design**

In order to be able to study the impact of emotional and rational advertising appeals on store visit intentions during seasonal shopping events, a quantitative research approach was chosen. Within the quantitative research method an experimental design, also called causal or explanatory research design, was selected in order to investigate the causal relationship between advertising appeals and store visit intentions during seasonal shopping events. The selection of a quantitative research design with conducting experimental research can be supported by the following reasons.

First of all, according to Creswell (2013) quantitative research has the purpose to test theories by investigating the relationship between variables. Quantitative research in comparison to qualitative research makes it possible to generalize the results to a certain population, while qualitative research can gain an understanding about a specific group or sample without being able to generalize the results (Holton & Burnett, 2005). This is especially important, as the goal of this study is to equip marketers in Austria with valuable insights about how to advertise during seasonal shopping events in order to increase the store visit intentions in the most efficient way. Additionally, quantitative research can be used to describe, compare groups, make associations, predictions and provide explanations (Holton & Burnett, 2005). Such a bespoke comparison between groups including gender and age will be particularly interesting with regards to this study as it allows to create more efficient advertising appeals for the certain groups. The data which is collected by quantitative research can then be analysed using statistical tools in order to draw conclusions (Creswell, 2013).

According to Webster et al. (2014) experimental research is often described as the “gold standard” when striving to look at causations and wanting to test theories. Experiments are used in order to investigate the cause and effect relationship between an independent variable which is being manipulated and a dependent variable (Creswell, 2013; Freedman et al., 2007; Khan, 2011). Using experimental research makes it possible to compare the response of a treatment group with the response of a control group. The added control which is possible in experiments has the benefit that the internal validity is being maximized (McGrath, 1981). Making use of a standardized procedure ensures a high internal validity, if all conditions in the experiment groups are held constant except for the treatment (Ross & Morrison, 2008).

Additionally, previous scholars who have investigated the impact of advertising appeals, have employed experimental research. Noble et al. (2014) have applied experimental research in order to research the impact of message appeals, with gender as a moderator on the effectiveness of pro-environmental social advertisements. Furthermore, Lin (2011) used an experimental research design in order to investigate the impact of advertising appeals and advertising spokesperson on the advertising attitudes and purchase intentions. Zhang et al. (2014) have studied advertising appeals for experience and credence services.

Therefore, this thesis followed a quantitative research approach whereby an experiment was conducted with print advertisements as stimulus material. This study was investigating the impact of advertising appeals on store visit intentions during seasonal shopping events using an online experiment. The experiment was conducted using a survey format whereby fictional print advertising materials of a well-known fashion retailer were presented. In the following two sections the experiment will be explained in more detail, together with the procedure, item measurement, sampling procedure and approach for the data analysis.

### **3.2 Experiment**

In order to test the research framework (see Figure 7) an online experiment was conducted employing a 2 (advertising appeal: emotional vs rational) x 2 (promotion: with

promotions vs without promotions) between-subject design which is illustrated in Figure 8. In a between-subject experiment design, also called between-groups experiment design, each participant is exposed to one of the stimuli. According to Vargas et al. (2017) between-subject designs are commonly used in advertising research.

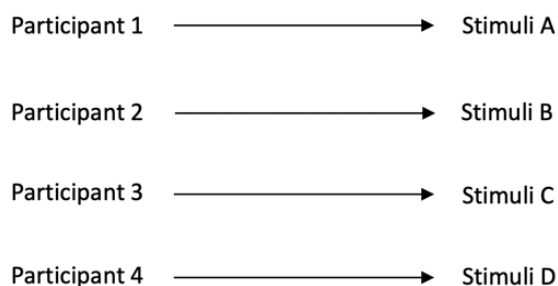


FIGURE 8 - BETWEEN-SUBJECT DESIGN

The data which was collected in this online experiment consisted of closed ended questions. The online experiment can be found in Appendix A and B, whereby the questions for each of the four experiment groups stayed constant while each group saw only one of the four designed advertisements. An online experiment format was deliberately chosen, to reach more people and ease the data collection process. The advantage of the online experiment was that the link was sharable which gave the sample the possibility to also send the link to others. Furthermore, eliminating in-person contact kept all participants safe during Covid-19. Therefore, the experiment was conducted using SoSci Survey, which is a widely-used tool by professionals for data collection purposes. Additionally, this tool offered the participants an easy and remote way to take part. Further advantages of online surveys are anonymity and that there are no possibilities for the participant to be influenced by the interviewer. Lastly, the participants were located all over Austria without having to travel in order to conduct the surveys. This provided more geographical diverse insights than being only bound to participants in Vienna.

Additionally, with regards to the setup of the experiment it should be highlighted that overall the experiment was divided into three individual sections, each one with its distinct purpose, which will be explained in more detail in the following paragraphs.

In the first section of the experiment the respondents were introduced to the experiment, whereby they learnt about the purpose of the study, how long the experiment

was going to take and that the survey was anonymous. After this, the respondents had to confirm that they are living in Austria and are familiar with the brand H&M. Thereby, these two questions both had to be answered positively in order for the participant to follow on with the experiment. This procedure was employed based on the assumption that respondents not living in Austria or not knowing the brand H&M were not able to meaningfully contribute to this study in comparison to the other respondents, which could alter the validity of the results. Additionally, the last question of section one covered the respondents' attitude towards the brand H&M. After finishing section one, the respondents were introduced to the stimulus of this experiment in section two.

In section two of the experiment the respondents were introduced to one of four advertising appeals, which are also called the stimulus. Therefore, in the process of this thesis four fictitious advertising materials for the brand H&M were designed, whereby only one was shown randomly to each participant at the beginning of section two of this experiment. A 30 second timer was installed in order for the participants to have a closer look at the print advertisement before being able to continue with the survey. After being exposed to one of the four stimuli the participants were asked to answer a set of questions. First of all, a manipulation check was conducted whereby it was looked at if the advertising materials were manipulated correctly. In total the manipulation check consisted of four questions. The first three questions dealt with the manipulation of the advertising appeal (emotional vs rational) where the participants were asked if the advertisement conveyed feeling, information and if they were to decide between feelings and information how they would classify the advertisement. The fourth question was looking if the manipulation of including and excluding promotions in the stimuli was successful. After completing the manipulation check questions the respondents were asked to disclose their attitude towards H&M, their store visit intentions and word of mouth intentions after having looked at the stimulus material.

In the third section of the experiment the participants were asked to provide information about their shopping habits, sales promotions preferences and seasonal shopping event participation. Furthermore, they were questioned to provide information about their gender, age and education.

In order to ensure that the participants of all experiment groups have similar characteristics the subjects should be randomly assigned to one of the groups (Freedman et al., 2007). In general, the groups in an experiment should be similar and should only differ in the treatment, which is how it can be ensured that the differences in responses is caused by the treatment (Freedman et al., 2007). For this reason, when the four advertising materials for this study were designed, attention was put towards ensuring that the emotional and rational advertisement groups transfer the same message. When the sample of an experiment is large enough and the participants are randomly allocated to the individual experiment groups the groups will be nearly identical on average (Vargas et al., 2017). This means that “happy and sad people, rich and poor alike, have equal chances of being in the experimental and control groups” (Vargas et al., 2017, p. 108). The same holds true for all other characteristics including age and gender (Vargas et al., 2017). In order to answer the hypotheses of this thesis, the individual experiment groups were randomly assigned since the groups needed a similar number of participants, gender distribution and age distribution.

Finally, it is worth mentioning that the experiment was set up in two languages in order to be better suited to the location of this study. The English survey which can be found in Appendix A was translated into German language, which can be found in Appendix B. Since the survey was executed in Austria it was expected that the majority of participants speak the Austrian mother tongue, German.

### **3.2.1 Stimulus**

For the advertising material, the fashion retailer H&M was chosen as the advertised brand since it offers a wide range of products which are suitable for both male and female customers as well as customers who are 40 and below and above 41. Furthermore, the brand is well known in the Austrian consumer market. This was also confirmed in the study. The participants had to indicate in the second question if they were familiar with the fashion retailer. All participants indicated that they were familiar with the fashion brand H&M. Therefore, four fictitious print advertisements have been created with the logo and colors of the brand H&M. In order for the participants to look at every

aspect of the advertising material, a 30 second timer was set before the participants were able to continue with the survey.

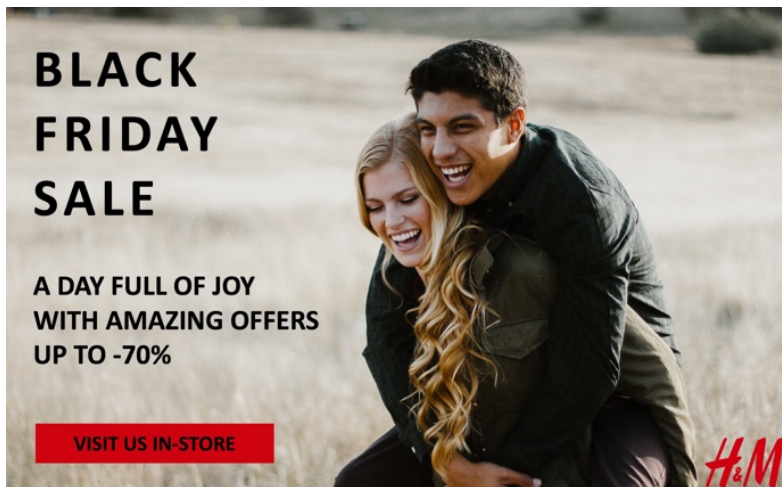


FIGURE 9 - EMOTIONAL APPEAL WITH SALES PROMOTIONS  
Source: (Fleming, 2017)

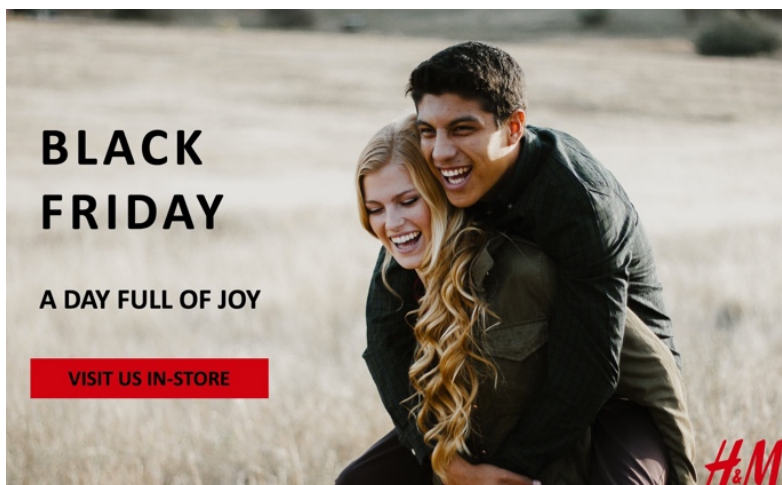


FIGURE 10 - EMOTIONAL APPEAL WITHOUT SALES PROMOTIONS  
SOURCE (FLEMING, 2017)



FIGURE 11 - RATIONAL APPEAL WITH SALES PROMOTIONS  
SOURCE (PINWHALESTOCK, N.D.)



FIGURE 12 - RATIONAL APPEAL WITHOUT SALES PROMOTIONS  
SOURCE (PINWHALESTOCK, N.D.)

The four fictitious designed print advertisements were all supposed to convey the same advertising message. Therefore, the stock images of the artists Fleming (2017) and pin-whalestock (n.d.) were manipulated with the advertising message and to fit the brand H&M. The message was that during Black Friday consumers should visit H&M in-store. The only differentiation between the four advertisements was the use of emotional and



rational advertising appeals and the inclusion or exclusion of promotions. The two emotional advertisements, which can be seen in Figure 9 and 10, were created using commonly used elements of emotional advertising, such as nature, smiling facial expressions and emotional words such as “joy” and “amazing”. Therefore, a laughing and smiling couple in the middle of a cornfield was chosen to manipulate the advertisement towards conveying emotions to the receiver of the advertisement. In comparison, the two rational advertisements, which can be seen in Figure 11 and 12, solely provided rational information. Both the emotional and rational appeals had two advertisements whereby only one indicated that there will be a sale going on with reductions up to -70% when visiting the store. The other advertisement did not disclose that there would be a sale going on during Black Friday but it still asked consumers to visit them in-store.

### **3.2.2 Measurement scales**

The first part of the survey was designed to ensure that only consumers from Austria and consumers who were familiar with the fashion brand H&M participated in the survey. Furthermore, participants of the survey were asked about their attitude towards the brand H&M before viewing the advertisement and after. Brand attitude was measured on four, 7-point semantic differential scales (i.e. not appealing/very appealing, not interesting/very interesting, dislike/like, bad/good) adapted from Ang and Lim (2006).

In order to check for the correct manipulation of the randomly exposed advertising stimuli, four questions were included in the survey. The first manipulation check was included in order to see if the emotional and rational appeal manipulation was successful. The scales used to measure the manipulation were adapted from Zhang et al. (2014) whereby participants had to indicate to what extent they agreed if the advertisement conveyed feelings and information on a 7-point Likert scale. The original wording of Zhang et al. (2014) was adjusted slightly in order to be understood by a broader non-academic audience who were not familiar with the theoretical constructs of emotions and rationality. In addition to this, a second question was utilized to inquire if the manipulation was successful whereby, the participants had to indicate with a two-sided slider if the advertisement conveyed either more feelings or information. The second manipulation check was used to see if the people saw any sales promotions advertised

in the print advertisement they have viewed, whereby a dichotomous scale question (i.e. yes/no) was used for this purpose. Subsequently, the participants were asked questions based on the advertisement they had just viewed. To investigate the store visit intentions, the two items, ranging from “strongly disagree” to “strongly agree” on a 7 point Likert scale, were adapted from Grewal et al. (2003). In this section of the questionnaire a repeated question about the attitude toward H&M was included. Word of mouth intentions of the participants were questioned with four items rated on a 7 point Likert scale were been adapted from Fuentes-Blasco et al. (2017).

In the last section of the survey the participants were asked which type of sales promotions they prefer; if they shop more online, in-store, or a mixture of both and in which seasonal shopping events they had ever participated. Furthermore, the participants were asked to specify some sociodemographic data such as their highest completed education, age and gender. This study was looking at a binary gender (female/male), nevertheless, in the experiment participants had the opportunity to declare that they did not want to disclose their gender or could specify a different gender under which they identified.

### **3.2.3 Sampling**

In the following sub-section of this thesis, the sampling procedure and the sample will be outlined in detail.

#### **3.2.3.1 The procedure**

With regards to the sample size requirements for the experiment, Hair et al. (2006) recommended that as a practical guide a minimum of 20 to 30 observations per analyzed group should be gathered as otherwise the desired power levels might not be given. Additionally, they stated that the distribution of observations across the observed groups should be equally weighted (Hair et al., 2006). Similarly, Schoenfelder et al.(2007) hold that a minimum sample of 30 participants is needed in order for the Central Limit Theorem to hold true. The Central Limit Theorem holds that if the sample should be larger than 30 then the distribution of the sample should be normal whereby the mean should be similar as to the mean of the population (Field, 2009). Therefore, for this study

a minimum target sample of 30 participants for each experiment group was chosen. Nevertheless, the larger the sample size, the more accurate the predictions can be made about the population. For this reason, the experiment has been left open for five days as it was important to achieve as many participants as possible during the time period.

The target population in this thesis were individuals who lived in Austria and were familiar with the brand H&M. The sampling unit in this thesis were the individual volunteers with the mentioned characteristics of the population that had taken part in the experiment by being shown the different advertising appeals and answered the survey questions. In this study a convenience sample was used whereby it was relied on finding volunteers who want to participate in the study. As the name already implies one of the advantages of using convenience sampling was that this sampling method is in fact convenient and does not consume excessive amounts of time and resources. Nevertheless, a convenience sampling method imposes a certain threat that certain groups of the population could be underrepresented or overrepresented in the sample (Malhotra et al., 2017). Given the circumstances and the resources available for this study, this possible limitation had to be accepted as the sample was analyzed for a certain over and underrepresentation for example in age and gender. Consequently, the link of the online experiment was shared with the friends, family and Modul University colleagues of the author. Here, it was relied on finding volunteers who were willing to participate. Furthermore, the respondents were also asked to share the experiment with friends and family as well in order to be able to obtain a large enough sample. To enhance the response rate of the survey, it was especially important to be transparent and honest about how much time it will take to complete the survey. Since for this thesis no budget was available, no monetary incentives were provided or giveaways took place. Additionally, in the survey development process it was important to keep in mind that the survey should be very clear and straight to the point to avoid an unnecessary time consumption for the participants. Overall, in a five-day period a total of 255 participants took part in the experiment.

### 3.2.3.2 The participants

The total sample of the experiment included 255 respondents who lived in Austria and were all familiar with the fashion brand H&M. The sociodemographic of the sample can be found in Table 2. Overall the sample consisted of 57.26% female, 41.96% male participants with 0.78% of the respondents preferred not to disclose their gender. The age of the participants ranged from 13 to 85 years, with the respondents mean age being 37.35 years. The sample consisted of 54.12% that were 40 years and below and 45.88% that were 41 years and above. 42.75% of participants held a university degree, 38.43% have completed high school (Matura), 4.31% did vocational school, 5.10% have done an apprenticeship and 9.41% of the sample had completed compulsory schooling.

|                      |                  |
|----------------------|------------------|
| <i>Total sample</i>  | 255 participants |
| <i>Gender (%)</i>    |                  |
| Female               | 57.26            |
| Male                 | 41.96            |
| Prefer not to say    | 0.78             |
| <i>Age</i>           |                  |
| Minimum              | 13               |
| Maximum              | 85               |
| Mean                 | 37.35            |
| 40 and below (%)     | 54.12            |
| 41 and above (%)     | 45.88            |
| <i>Education (%)</i> |                  |
| University           | 42.75            |
| High school          | 38.43            |
| Vocational school    | 4.31             |
| Apprenticeship       | 5.10             |
| Compulsory schooling | 9.41             |

TABLE 2 - RESPONDENTS DEMOGRAPHICS

The random allocation implies that the groups should be of similar nature given a sufficient sample size. This can be seen when looking at the gender and age distribution in all four experiment groups where the gender and age distribution for all groups was similar. The gender and age structure for each of the four experiment groups can be

seen in Table 3. The rather similar gender and age distribution was necessary in order to draw meaningful conclusions for H<sub>3</sub> and H<sub>4</sub>.

|                   | <i>Emotional appeal</i> | <i>Emotional appeal without promotions</i> | <i>Rational appeal</i> | <i>Rational appeal without promotions</i> |
|-------------------|-------------------------|--|------------------------|---|
| <i>Sample</i>     | 66                      | 60   | 68                     | 61  |
| <i>Gender (%)</i> |                         |  |                        |   |
| Female            | 59.10                   | 60.00                                      | 54.41                  | 55.74                                     |
| Male              | 40.90                   | 40.00                                      | 42.65                  | 44.26                                     |
| Prefer not to say |                         |  | 2.94                   |   |
| <i>Age (%)</i>    |                         |  |                        |   |
| 40 and below      | 48.48                   | 55.00                                      | 57.35                  | 55.74                                     |
| 41 and above      | 51.52                   | 45.00                                      | 42.65                  | 44.26                                     |

TABLE 3 - GENDER AND AGE DISTRIBUTION IN THE FOUR EXPERIMENT GROUPS

### 3.3 Data analysis

This section will describe the process of preparing the data retrieved for analysis and the tools used in the main analysis to test the hypotheses of this thesis.

#### 3.3.1 Data preparation

The data obtained from the participants after the survey had closed, was downloaded from SoSci Survey as a CSV file. The CSV file then was uploaded into the statistical software SPSS which is commonly used for advanced statistical analysis. Before the survey was distributed to the convenience sample, six respondents participated in a pre-test in order to see if all features, such as the randomizer and timer, were working appropriately. Therefore, the six pre-test data points had to be deleted before any analysis could be conducted with the cleaned data file. Since all questions of the experiment were mandatory to be fully answered in order to count as a complete survey, all other data points were therefore valid. In total 255 valid data points constituted the final sample and were used for the preliminary and main data analysis.

### 3.3.2 Preliminary analysis

In the first step of the preliminary analysis a reliability analysis was conducted to assess the reliability of the scales used. Therefore, the interpretation of the Cronbach's Alpha was used in order to see if the items used in a scale measure the same construct. Once the reliability analysis was successful, four composite scores were created which were needed for the main analysis of the hypotheses. After the reliability analysis was conducted successfully, the two manipulation checks were evaluated. For the first manipulation, which looked if the manipulation of the emotional and rational advertising appeal was successful a Multivariate Analysis of Variance (MANOVA) test was performed. The experimental condition for the appeal (emotional, rational) was used as a factor variable and three manipulation check questions as the dependent variables. Throughout this thesis an alpha level of 0.05 was used as a benchmark for all significance tests. For the second manipulation check, which looked at if the sales promotion manipulation was successful, a Pearson's chi-square test was used with the experimental condition of the promotion (with promotions, without promotions) in the rows and the fourth manipulation check question in the columns.

### 3.3.3 Main analysis

In the main analysis, the hypotheses testing was carried out. In order to test the first hypothesis ( $H_1$ ) a one-way analysis of variance (ANOVA) was performed with the composite score for visit intentions as the dependent and experimental condition of the promotion as the factor variable. For the analysis of the further hypotheses the data set was filtered to only include emotional and rational appeals including promotions in the further calculations. Therefore, to test  $H_2$ , another one-way ANOVA was performed with the composite score for visit intentions as the dependent and experimental condition of the appeal variable as the factor variable. To test  $H_3$  a two-way ANOVA was conducted using the newly coded gender variable and experimental condition of the appeal as the factor variables and the composite score for store visit intentions as the dependent variable. For the last hypothesis  $H_4$  another two-way ANOVA was performed using the newly created age variable and experimental condition of the appeal as the two factor variables and the composite score for store visit intentions as the dependent variable.

### **3.3.4 Additional insights**

After having performed the main hypotheses testing, additional insights were extracted from the collected data. The first analysis which was conducted compared the attitude towards H&M before viewing the advertisement with the attitude after viewing the advertisement. Therefore, a Repeated Measures ANOVA (RMANOVA) was used to see if there is a statistically significant difference between the attitude towards H&M before viewing the advertisement and after using the experimental condition of the appeal as a factor variable. Furthermore, the additional insights attempted to answer if rational and emotional advertising appeals had a significant different impact on the word of mouth intentions during seasonal shopping events. Therefore, a one-way ANOVA was performed using the composite score of word of mouth as the dependent variable and the experimental condition of the appeal as the factor variable. Furthermore, more insights were given by analyzing the answers of the respondents regarding their shopping habits, sales promotion preferences and seasonal shopping event participation using descriptive statistics.

## 4 RESULTS AND DISCUSSION

This chapter is constituted by several parts, whereby in the preliminary data analysis a look will be taken at the results of the reliability analysis and manipulation check. The chapter will be continued with the analysis of the hypotheses of this thesis which are relevant for answering the research questions of this thesis. In the last step, additional insights will be provided on the word of mouth intentions and attitude towards the brand H&M together with descriptive statistics about the respondents' shopping habits, seasonal shopping event participation and sales promotion preferences.

### 4.1 Preliminary data analysis

During the preliminary data analysis, a reliability analysis of the items measuring each construct and a manipulation check analyzing if the two manipulations of the advertising materials were successful will be described in detail.

#### 4.1.1 Reliability analysis

In order to validate the reliability of the scales used in the questionnaire, a reliability analysis was conducted. This should ensure that the items used in a certain scale all reflect the construct that they are supposed to measure (Field, 2009). Thereby, the literature suggests that the score of the Cronbach's Alpha should be at least .7 or .8 (Field, 2009). Should the number fall below this threshold, the scale would be declared as unreliable. Together with the Cronbach's Alpha for each construct also the values of the "Cronbach's Alpha if Item Deleted" are of interest. The "Cronbach's Alpha if Item Deleted" is looking at if the Cronbach's Alpha and therefore the reliability of the scale could be improved when excluding one of the items measuring a construct. This is especially important when the Cronbach's Alpha is smaller than .8. The Cronbach's Alpha analysis was performed for the scales attitude toward brand before, attitude toward brand after, store visit intention and word of mouth intentions. The summary of the items used to measure the individual constructs and the reliability analysis for each can be found in Table 4.



| Measures  | Cronbach's Alpha if item deleted | Cronbach's Alpha |
|---|----------------------------------|------------------|
| <b>Attitude toward brand before</b>                                       |                                  | <b>.938</b>      |
| How do you perceive the brand H&M?  |                                  |                  |
| <i>Not appealing/Very appealing</i>                                       | .922                             |                  |
| <i>Not interesting/Very interesting</i>                                   | .920                             |                  |
| <i>Dislike/Like</i>   | .908                             |                  |
| <i>Bad/Good</i>   | .922                             |                  |
| <b>Attitude toward brand after</b>  |                                  | <b>.931</b>      |
| How do you perceive the brand H&M after seeing this advertisement?        |                                  |                  |
| <i>Not appealing/Very appealing</i>                                       | .906                             |                  |
| <i>Not interesting/Very interesting</i>                                   | .909                             |                  |
| <i>Dislike/Like</i>   | .917                             |                  |
| <i>Bad/Good</i>   | .909                             |                  |
| <b>Store visit intention</b>  |                                  | <b>.889</b>      |
| The likelihood that I would shop in this store is very high.              | -                                |                  |
| I would be willing to buy merchandise at this store.                      | -                                |                  |
| <b>Word of mouth</b>  |                                  | <b>.932</b>      |
| I would tell other people about the advantages of this shop.              | .914                             |                  |
| I would tell other people that this shop is better than others.           | .918                             |                  |
| I would recommend this shop to my family/friends.                         | .890                             |                  |
| If my family/friends would ask my advice, I tell them to go to this shop. | .920                             |                  |

TABLE 4 - RELIABILITY ANALYSIS

The Cronbach's Alpha for all the constructs was reliable, as each of the Cronbach's Alpha was bigger than .8. The items measuring the attitude towards H&M before seeing the advertisement had an acceptable reliability, at Cronbach's Alpha  $\alpha = .938$ . Also, the attitude towards H&M after seeing the advertisement had a high reliability at  $\alpha = .931$ . At a slightly lower Cronbach's Alpha of  $\alpha = .889$  the items measuring store visit intention could be detected. The Cronbach's Alpha measuring the items reflecting the reliability of word of mouth intentions was again high at  $\alpha = .932$ . For the four scales, none of the items needed to be deleted in order for the Cronbach's Alpha to improve. This concludes that the four scales have an acceptable Cronbach's Alpha, which meant that they were

suitable to measure the proposed constructs. Therefore, a composition score was calculated for the main analysis.

#### **4.1.2 Manipulation check**

The experiment in this thesis included two manipulation checks which were conducted in order to validate that the manipulation of the advertising materials was done successfully.

##### **4.1.2.1 Advertising appeal manipulation**

The first manipulation check was carried out to check if the respondents realized that out of the four advertising materials two mainly conveyed feeling and the other two mainly conveyed information to the viewer of the advertisement. For this purpose, a Multivariate Analysis of Variance (MANOVA) was conducted. Therefore, the two advertisements including an emotional appeal were collapsed into one group and the two advertisements with a rational appeal were collapsed into another group for this analysis. The analysis was conducted for the three dependent variables measuring feelings ( $M_{\text{emo}} = 4.67$ ,  $SD_{\text{emo}} = 1.61$ ;  $M_{\text{rat}} = 2.95$ ,  $SD_{\text{rat}} = 1.64$ ), information ( $M_{\text{emo}} = 3.66$ ,  $SD_{\text{emo}} = 1.51$ ;  $M_{\text{rat}} = 4.23$ ,  $SD_{\text{rat}} = 1.46$ ) and feelings/information on a slider ( $M_{\text{emo}} = 63.51$ ,  $SD_{\text{emo}} = 27.72$ ;  $M_{\text{rat}} = 38.76$ ,  $SD_{\text{rat}} = 25.84$ ). In the first step the Levene's Test of Equality of Error Variances was evaluated to ensure the homogeneity of variances. The homogeneity of variances is testing if the spread of values is nearly equal across the groups (Field, 2009). Should the Levene's Test be  $p < .05$  then the homogeneity of variance would be violated. For the three dependent variables, measuring feelings ( $p = .613$ ), information ( $p = .751$ ) and feelings/information on a slider ( $p = .425$ ), the assumption of equal variance was not violated and therefore, homogeneity of variance could be assumed. Furthermore, there was homogeneity of covariances, which was assessed by Box's test,  $p = .879$ . The results of the MANOVA showed a statistically significant difference between the appeal groups and the dependent variables,  $F(3,251) = 30.94$ ,  $p < .001$ , partial  $\eta^2 = .270$ , Wilk's  $\Lambda = .73$ . According to Cohen (1988) an effect size, measured by partial eta squared (partial  $\eta^2$ ) or eta squared ( $\eta^2$ ), of .01 shows a small effect, .06 a middle effect and 0.14 a large effect. Hence, considering the results it could be said that the effect measured by the ANOVA was large. The two emotional advertisements were successful in conveying

a higher amount of feelings  $M_{\text{emo}} = 4.67 > M_{\text{rat}} = 2.95$ ;  $F(1, 253) = 71.10$ ,  $p < .001$ , partial  $\eta^2 = .219$ , while the two rational advertisement were evaluated in conveying more information  $M_{\text{emo}} = 3.66 < M_{\text{rat}} = 4.23$ ;  $F(1, 253) = 9.53$ ,  $p = .002$ , partial  $\eta^2 = .036$ . In addition, the respondents have been asked to indicate with a slider if they believe that the seen advertisement transmitted mostly information or mostly feelings on a scale from 1 to 101. The two emotional advertisements on average were evaluated at a mean of 63.51 and therefore according to the respondents the advertisement conveyed more feelings. Whereas, with regards to the rational advertisements, a mean score of 38.76 was calculated and therefore suggests that the appeal conveyed more information with an  $M_{\text{emo}} = 63.51 > M_{\text{rat}} = 38.76$ ;  $F(1, 253) = 54.42$ ,  $p < .001$ , partial  $\eta^2 = .177$ . The manipulation of emotional and rational advertising appeals in all three analyses was statistically significant, which shows that the manipulation was successful for both advertisement groups.

#### **4.1.2.2 Promotion manipulation**

For the second manipulation check, which looked if the manipulation of including promotions was successful, a Chi-square ( $\chi^2$ ) test was conducted. The Chi-square test makes it possible to see if a relationship exists between two categorical variables. The chi-square test was used to compare the advertisements which included promotions and the advertisements that did not include any promotions with the participants answer if they saw any promotions. In Figure 13, the frequency of answers for the promotion manipulation check, for both the advertisements with promotions and without promotions, can be seen. For the two advertisements which included promotions 121 out of 134 respondents (90.30%) declared that they saw promotions and for the advertisements which did not include any promotions 82 out of 121 respondents (67.80%) said that the advertisement did not include any promotions. None of the expected cell frequencies was below five. The results showed a significant association between the advertisement viewed and the answer if they saw promotions,  $\chi^2(1) = 91.72$ ,  $p = < .001$ ,  $\phi = .600$ . The Cramer's V,  $\phi = .600$  indicates a large effect (Cohen, 1988). Therefore, also the second manipulation check, dealing with the manipulation of promotions was successful.

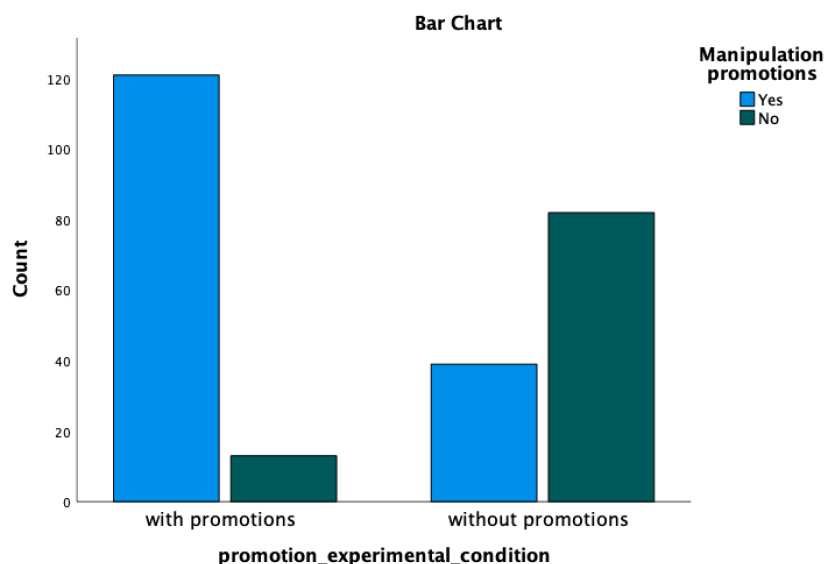


FIGURE 13 - BAR COUNT PROMOTION MANIPULATION

Overall, the p-values of both manipulation checks were significant, ( $p < .05$ ), which indicates that the manipulation of the advertisement materials was successful. Therefore, it can be continued to test the hypotheses of this thesis.

## 4.2 Analysis

### 4.2.1 Promotions and store visit intentions during seasonal shopping events ( $H_1$ )

Following the hypothesis  $H_1$  of this study that sales promotions have a significant positive impact on the store visit intentions during seasonal shopping events, a one-way analysis of variance (one-way ANOVA) test was conducted in order to see if the impact was also statistically significant. Therefore, the two advertisements including promotions were collapsed into one group and the two advertisements without promotions were collapsed into another group for further analysis: with promotions ( $M = 4.20$ ,  $SD = 1.58$ ) and without promotions ( $M = 3.93$ ,  $SD = 1.48$ ), which can be seen in Figure 14. The homogeneity of variances was assessed using a Levene's Test with the result  $p = .124$ . Hence, the homogeneity of variances was not violated and equal variances was assumed. The one-way ANOVA revealed that there was no statistically significant impact of sales promotions on the store visit intentions during seasonal shopping events  $F(1, 253) = 1.95$   $p = .164$ ,  $\eta^2 = .008$ . The eta squared in this analysis of  $\eta^2 = .008$  showed a

small, though non-significant, effect. On a one-tailed test level ( $p = .082$ ), also no significant positive impact of sales promotions on the store visit intentions during seasonal shopping events was found, even though the result was close to be significant.

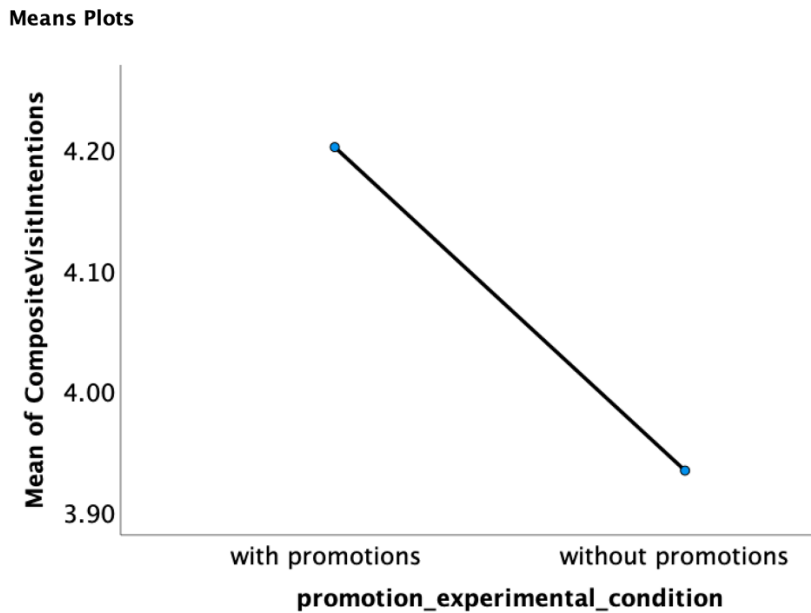


FIGURE 14 - ONE-WAY INTERACTION EFFECT OF PROMOTION - STORE VISIT INTENTIONS

#### 4.2.2 Advertising appeals and store visit intentions during seasonal shopping events ( $H_2$ )

To test the hypothesis  $H_2$ , stating that emotional advertising appeals in sales promotions have a greater impact on the store visit intentions than rational appeals during seasonal shopping events, a one-way ANOVA was conducted. Therefore, the two groups including advertisements with promotions were considered as the independent variable. Here the visit intentions of the emotional advertisement including promotions ( $M = 4.33$ ,  $SD = 1.54$ ) were compared to the rational advertisement including promotions ( $M = 4.08$ ,  $SD = 1.61$ ), which can be seen in Figure 15. The Levene's Test which assessed the homogeneity of variances showed no violation with  $p = .546$ . The one-way ANOVA showed no significant impact that emotional advertisements have a higher impact on store visit intentions in comparison to rational advertising appeals  $F(1, 132) = .81$ ,  $p = .370$ ,  $\eta^2 = .006$ . The effect size given by eta squared is small with  $\eta^2 = .006$ . Also, on a one-tailed test level ( $p = .185$ ) no significant results were found that emotional advertisements have a

higher impact on the store visit intentions during seasonal shopping events, in comparison to rational advertising appeals.

Means Plots

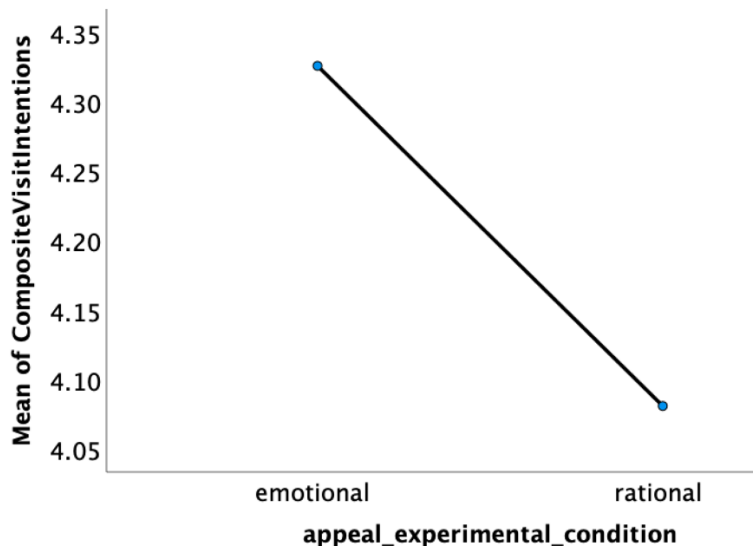


FIGURE 15 - ONE-WAY INTERACTION EFFECT OF EMOTIONAL-RATIONAL - STORE VISIT INTENTIONS

#### 4.2.3 Gender moderating the impact of advertising appeals on store visit intentions during seasonal shopping events (H<sub>3</sub>)

Following the hypothesis H<sub>3</sub>, declaring that gender moderates the impact of emotional appeals on store visit intentions so that the effect is pronounced for women and that for rational advertising appeals, no differences in store visit intentions are expected between men and women, a two-way ANOVA was performed. This two-way ANOVA was used to analyze how the means of the store visit intentions change according to the levels of the two categorical variables gender (female, male) and advertising appeal (emotional, rational). More specifically, the variances of the store visit intentions were compared among females being exposed to the emotional advertisement (M = 4.56, SD = 1.60), females being exposed to the rational advertisement (M = 4.42, SD = 1.64), males being exposed to the emotional advertisement (M = 3.98, SD = 1.40) and males being exposed to the rational advertisement (M = 3.69, SD = 1.47), which can be seen in Figure 16. In the first step in order to test the homogeneity of variances, a Levene's test of equality of error variances was evaluated. The assumption of homogeneity of variances was not violated,  $p = .768$ , and therefore the main analysis of the hypothesis could

be resumed. According to the two-way ANOVA test there was no statistically significant interaction between gender and experiment group on store visit intentions during seasonal shopping events,  $F(1, 128) = .07, p = .788, \text{partial } \eta^2 = .001$ . On a one-tailed test level ( $p = .394$ )  $H_3$  can be partially supported by rejecting that gender moderates the impact of emotional appeals on store visit intentions so that the effect is pronounced for women. Nevertheless, it can be accepted that for rational advertising appeals no differences in store visit intentions between men and women were found. The effect size given by partial eta squared was small,  $\eta^2 = .001$ . Nevertheless, gender overall had a statistically significant positive impact on the store visit intentions during seasonal shopping events,  $F(1, 128) = 5.81, p = .017$ , whereby the effect was pronounced that females had a higher store visit intention than males,  $M_{\text{female}} = 4.49 > M_{\text{male}} = 3.83$ . On a one-tailed test level ( $p = .009$ ) gender also had a significant positive impact on the store visit intentions during seasonal shopping events. Overall, while the literature predicted that for emotional advertising appeals females show a higher store visit intention, it has been found that there was no statistically significant moderation of gender on the impact of emotional advertising appeals on store visit intentions.

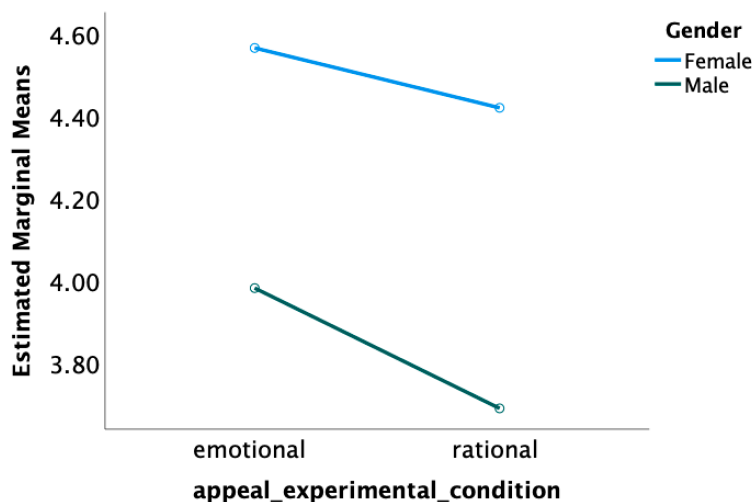


FIGURE 16 - TWO-WAY INTERACTION EFFECT OF EMOTIONAL-RATIONAL X GENDER - STORE VISIT INTENTIONS

#### 4.2.4 Age moderating the impact of advertising appeals on store visit intentions during seasonal shopping events ( $H_4$ )

Lastly, in order to test the hypothesis  $H_4$  holding that age moderates the effect of advertising appeals on store visit intentions during seasonal shopping events, so that emotional appeals have a stronger effect for younger ( $\leq 40$ ) than older ( $> 40$ ) consumers, a

two-way ANOVA was performed. This two-way ANOVA was used to analyze how the means of the store visit intentions change according to the levels of the two categorical variables age category ( $\leq 40$ ,  $> 40$ ) and advertising appeal (emotional, rational). More specifically, the variances of the store visit intentions were compared among respondents  $\leq 40$  being exposed to the emotional advertisement ( $M = 4.77$ ,  $SD = 1.42$ ), respondents  $\leq 40$  being exposed to the rational advertisement ( $M = 4.42$ ,  $SD = 1.64$ ), respondents  $> 40$  being exposed to the emotional advertisement ( $M = 3.91$ ,  $SD = 1.55$ ) and respondents  $> 40$  being exposed to the rational advertisement ( $M = 3.62$ ,  $SD = 1.47$ ), which can be seen in Figure 17. For the Levene's Test of Equality of Error Variances, the assumption of homogeneity was not violated,  $p = .689$ , and therefore it was continued with the main analysis of the hypothesis. According to the two-way ANOVA which was conducted, no significant results could be detected,  $F(1, 130) = .01$ ,  $p = .923$ , partial  $\eta^2 < .001$ . Also, on a one-tailed test level ( $p = .462$ )  $H_4$  was rejected. The effect given by partial eta squared was small, partial  $\eta^2 < .001$ . Nevertheless, it was found that age had a statistically significant impact on the store visit intentions, which was pronounced on consumers who are 40 years or below,  $F(1, 130) = 9.67$ ,  $p = .002$ , partial  $\eta^2 = .069$ . Therefore, on a one-tailed test level ( $p = .001$ ) the store visit intention of consumers who are 40 or below was significantly higher in comparison to the store visit intentions of consumers who are 41 and above,  $M_{40\text{bel}} = 4.58 > M_{41\text{ab}} = 3.78$ .

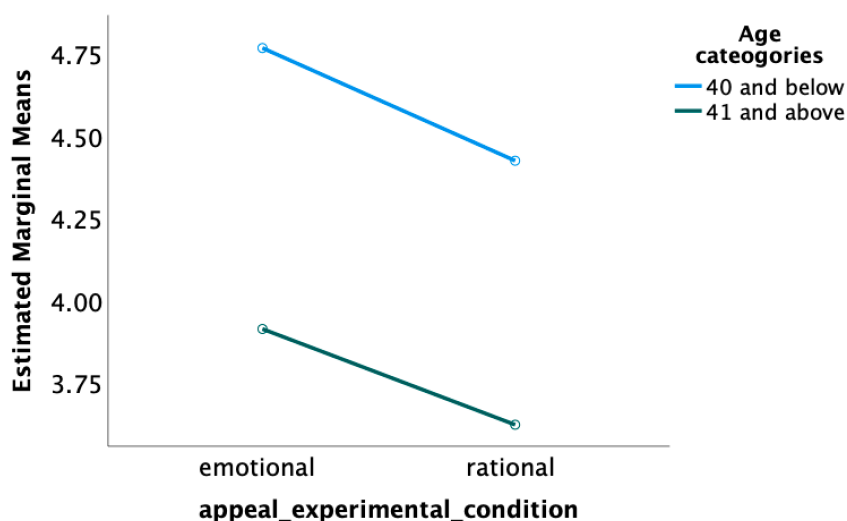


FIGURE 17 - TWO-WAY INTERACTION EFFECT OF EMOTIONAL-RATIONAL X AGE - STORE VISIT INTENTIONS



### 4.3 Additional insights

#### 4.3.1 Attitude towards H&M

In order to investigate if the advertisement impacted the attitude towards H&M, the attitude before viewing the advertisement and after were compared. Thereby, the pre- and post-attitude towards H&M within subjects was investigated using a Repeated Measures ANOVA (RMANOVA). In the analysis, the attitude towards H&M before seeing the emotional advertising ( $M = 4.28$ ,  $SD = 1.32$ ) was compared to the attitude after being exposed to the emotional appeal ( $M = 4.32$ ,  $SD = 1.33$ ), which can be seen in Figure 18. Furthermore, the attitude before being exposed to the rational appeal ( $M = 4.33$ ,  $SD = 1.38$ ) was compared to the attitude towards H&M after being exposed to the rational appeal ( $M = 4.03$ ,  $SD = 1.38$ ), which can be seen in Figure 19. The RMANOVA consisted of two levels (attitude before; attitude after) and therefore, no violation of the sphericity was possible. For the emotional appeal group no significant difference in attitude before and after could be detected,  $F(1, 65) = .10$ ,  $p = .758$ ,  $\text{partial } \eta^2 = .001$ . When looking at the difference in attitude of the rational group, a statistically significant difference could be found regarding the mean attitude before and after viewing the advertisement,  $F(1, 67) = 10.23$ ,  $p = .002$ ,  $\text{partial } \eta^2 = .132$ . From Figure 19 it can be inferred that the attitude towards H&M significantly decreased after seeing the rational advertisement,  $M_{\text{ratattb}} = 4.33 > M_{\text{ratatta}} = 4.03$ .

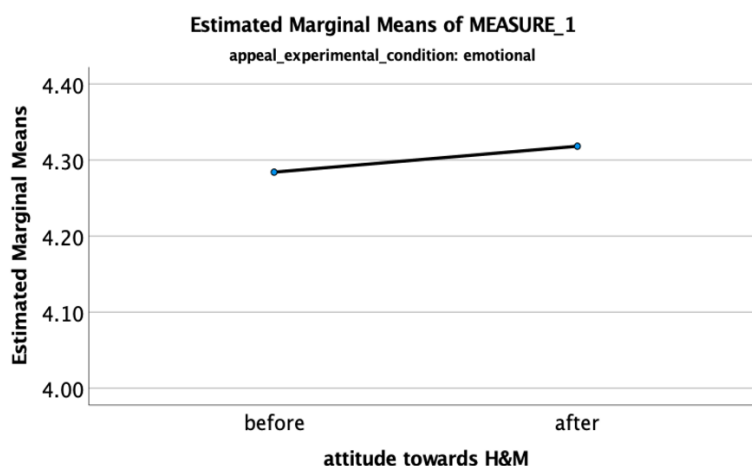


FIGURE 18 - H&M BRAND ATTITUDE BEFORE AND AFTER EMOTIONAL APPEAL

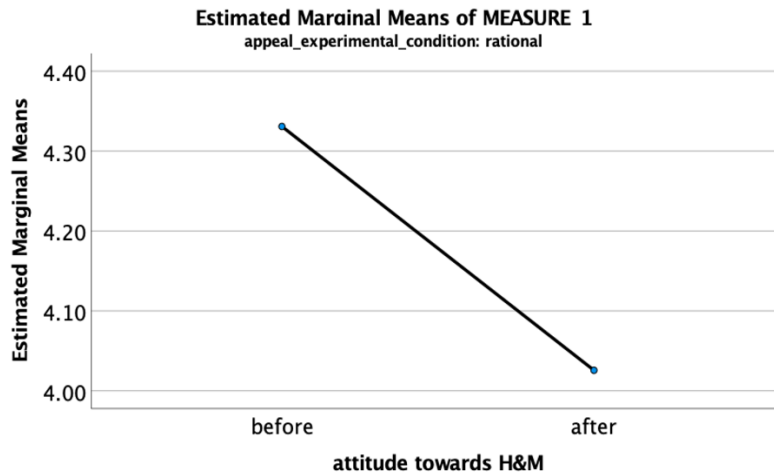


FIGURE 19 - H&amp;M BRAND ATTITUDE BEFORE AND AFTER RATIONAL APPEAL

### 4.3.2 Word of mouth intentions

A variable which was of additional interest of this study was the word of mouth intention of the respondents. Therefore, data was collected about the consumers' intentions to recommend the brand to a friend based on the advertisement they have viewed. To test the impact of advertising appeals on the word of mouth intentions during seasonal shopping events, a one-way ANOVA was performed to see if the advertising appeals had a statistically different impact on the word of mouth intentions of the participants. Here the word of mouth intentions of the emotional advertisement including promotions ( $M = 3.31$ ,  $SD = 1.58$ ) were compared to the rational advertisement including promotions ( $M = 3.06$ ,  $SD = 1.52$ ), which can be seen in Figure 20. The assumption of equal variances was not violated according to the Levene's Test,  $p = .637$ . The effect size was small with a partial eta-squared of .006. The main analysis showed no significant difference,  $F(1,132) = .86$ ,  $p = .356$ ,  $\eta^2 = .006$ , which concludes that between the advertising appeals there was no statistically significant difference of the word of mouth intentions during seasonal shopping events.

Means Plots

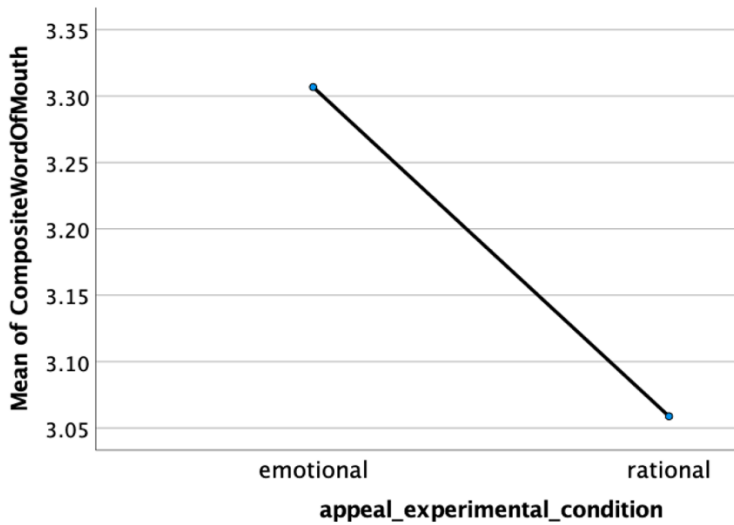


FIGURE 20 - ONE-WAY INTERACTION EFFECT OF EMOTIONAL-RATIONAL - WORD OF MOUTH INTENTIONS

### 4.3.3 Shopping habits, preference of sales promotions, participation in seasonal shopping events

In the process of the experiment the respondents were asked to disclose information about their general shopping habits, preference of sales promotions and their previous participation in seasonal shopping events. The corresponding results can be found in Table 5. The data was analyzed using descriptive statistics in order to see the respondents' preferences when it comes to shopping. When looking at the respondents' shopping habits it was found that 14.12% of the participants usually shop exclusively online and 25.49% of the respondents mainly buy exclusively in-store. However, the majority of respondents with 60.39% complete their shopping in a combination of in-store and online purchases. With regards to the preference of promotions, 228 respondents indicated that they prefer price reductions, 97 respondents like to buy promotion packs and 74 respondents like to make use of loyalty discounts when shopping. Furthermore, 50 respondents make use of coupons while shopping and only nine respondents make use of rebates. The seasonal shopping event Black Friday is being the most participated seasonal shopping event, whereby 149 respondents of the experiment have ever participated. Black Friday is followed by Woman Day with 94 of the respondents who have participated in the event. In comparison to Black Friday and Woman Day, in Cyber Monday 76 of the participants have participated. Glamour Shopping Week with 11 participants and Singles' Day with only 8 participants have had the lowest participant rates. 73

of the respondents have never participated in any of the named seasonal shopping events which are currently present in Austria. This number indicates that while 28.63% have never participated in one of the named seasonal shopping event in Austria, 71.37% of respondents have at least participated in one.

| <i>Shopping habits (%)</i>   |       |
|--|-------|
| Online   | 14.12 |
| In-store   | 25.49 |
| Online and In-store  | 60.39 |
|  |       |
| <i>Preference of sales promotions (multiple response)</i>            |       |
| Price reductions   | 228   |
| Promotion packs  | 97    |
| Loyalty discounts  | 74    |
| Coupons  | 50    |
| Rebates  | 9     |
|  |       |
| <i>Participation in seasonal shopping events (multiple response)</i> |       |
| Black Friday   | 149   |
| Cyber Monday   | 76    |
| Woman Day  | 94    |
| Glamour Shopping Week  | 11    |
| Singles' Day   | 8     |
| None   | 73    |

TABLE 5 - SHOPPING HABITS, PREFERENCE OF SALES PROMOTIONS AND PARTICIPATION IN SEASONAL SHOPPING EVENTS

#### 4.4 Discussion

This chapter of the thesis explained the results of the data analysis. Both manipulation checks were successful and the analysis of the four hypotheses was completed. A summary of the results from the manipulation check can be found in the Table 6 and the results from the hypotheses analysis can be found in Table 7. Additionally, Table 8 summarizes the results of the tests conducted regarding the brand attitude and the word of mouth intentions.

| Manipulation                     | Testing method | Result                            |
|----------------------------------|----------------|-----------------------------------|
| Manipulation advertising appeals | MANOVA         | Manipulation check was successful |
| Manipulation promotions          | Chi-square     | Manipulation check was successful |

TABLE 6 - RESULTS OF THE MANIPULATION CHECK

| Hypothesis   | Testing method | Result             |
|--|----------------|--------------------|
| <b>H<sub>1</sub></b> Sales promotions have a significant positive impact on the store visit intentions during seasonal shopping events.  | One-way ANOVA  | rejected           |
| <b>H<sub>2</sub></b> Emotional appeals in sales promotions have a greater impact on store visit intentions than rational appeals during seasonal shopping events.  | One-way ANOVA  | rejected           |
| <b>H<sub>3</sub></b> Gender moderates the impact of emotional appeals on store visit intentions so that the effect is pronounced for women. For rational advertising appeals, no differences in store visit intentions are expected between men and women. | Two-way ANOVA  | Partially rejected |
| <b>H<sub>4</sub></b> Age moderates the effect of advertising appeals on store visit intention during seasonal shopping events, so that emotional appeals have a stronger effect for younger ( $\leq 40$ ) vs older ( $> 40$ ) consumers.                   | Two-way ANOVA  | rejected           |

TABLE 7 - RESULTS OF THE HYPOTHESES TESTING

| Additional insights   | Testing method | Result  |
|---|----------------|---|
| Comparison of attitude towards H&M before and after viewing the emotional and rational advertisements   | RMANOVA        | Rational appeal group showed a statistically significantly lower attitude towards H&M after viewing the stimuli. Respondents of the emotional appeal group showed no significant changes in attitude. |
| The difference in impact of emotional and rational advertising appeals on the word of mouth intentions of participants during seasonal shopping events. | One-way ANOVA  | No significant difference of impact between the emotional and rational advertising appeal on word of mouth intentions could be detected.  |

TABLE 8 - RESULTS OF ADDITIONAL INSIGHTS

The last chapter of this thesis will summarize the findings of this thesis and provides a recommendation for businesses in Austria about the use of advertising appeals during seasonal shopping events. Furthermore, the limitations of this study will be highlighted together with recommendations for future research.

## 5 DISCUSSION AND CONCLUSION

In the past years, seasonal shopping events have become increasingly prominent with the majority of consumers participating during the events which makes retailers interested into how to design advertisements in order to persuade consumers to visit their stores. Especially in the competitive market where retailers have little ways to set themselves apart from competitors designing the appropriate advertisements can be vital. A considerable number of studies in the past have looked at the best application of emotional and rational advertisements to impact the behavior of consumers such as increasing their purchase intentions. Hence the aim of this thesis was to analyze the impact of advertising appeals on store visit intentions during seasonal shopping events. Particularly the objective was to detect a significant relationship between the use of advertising appeals (emotional vs rational) on the store visit intentions of consumers during seasonal shopping events. Additionally, this study had the aim to investigate if gender and age had a moderating effect on the impact of advertising appeals on store visit intentions during seasonal shopping events.

In order to answer the two research questions relevant for this study a quantitative research approach with an explanatory research design was chosen, whereby the author conducted an online experiment. The online experiment had the purpose to collect data in order to test four hypotheses and to gain additional insights into the shopping behavior of consumers during seasonal shopping events.

First of all, since one of the essences of seasonal shopping events is offering a variety of sales promotion to consumers it has been investigated if sales promotions have a significant positive impact on the store visit intentions during seasonal shopping events ( $H_1$ ). The results of the conducted one-way ANOVA could not detect any significant positive impact, even though the one-tailed p-value of the analysis was close to be significant ( $p = .082$ ). While multiple scholars have found that both monetary and non-monetary sales promotions can have an impact on purchase and store visit intentions of consumers (Chang, 2017; Chen & Li, 2020; Keni & Wilson, 2021; Qazi et al., 2021; Santini et al., 2015), this study found no statistically significant impact of sales promotions on the store visit intentions during seasonal shopping events. Nevertheless, the author of this

thesis suggests some further investigation into this topic since it could be that Black Friday, which is effectively a sale event, is automatically associated with the words “sale” and “discounts” without having to be included in the advertisements.

With regards to the analysis of H<sub>2</sub>, stating that emotional appeals in sales promotions have a greater impact on store visit intentions than rational appeals during seasonal shopping events, no statistically significant impact was found. While multiple scholars highlighted that emotional appeals have a higher impact on the behavior of consumers such as purchase intentions (Abbasi et al., 2014; Noble et al., 2014; Peng & Liang, n.d.), this study was not able to detect a significant impact within the surveyed Austrian sample. This could be explained by Jeon et al. (1999) who argued that regional differences can be present when dealing with advertising appeals. Especially the impact of cultural and economic factors could lead to differences in results (Jeon et al., 1999). According to Panda et al. (2013) emotional advertising appeals are frequently used for products with a high price. This study focused purely on one retailer without advertising a specific product and therefore, a recommendation for further research would be to look at a variety of product categories in different price ranges.

The investigation of H<sub>3</sub> dealt with the question if gender moderates the impact of emotional appeals on store visit intention so that the effect was pronounced for women. Whereas, for rational advertising appeals no difference was expected between men and women. This hypothesis was partially supported by finding that there are no differences in store visit intentions during seasonal shopping events between men and women for both emotional and rational advertising appeals. Gender segmentation is commonly used by marketers when designing advertisements and a large body of literature has dealt with the topic of gender differences in emotional advertising. In the literature it is argued that women experience emotions more often and intense in comparison to men and that the use of emotional advertising appeals will lead to a higher purchase intention in women (Brebner, 2003; Feldman Barrett et al., 1998; Grossman & Wood, 1993; Jovanovic et al., 2016). Nevertheless, this study found that gender did not have a moderating effect on the impact of emotional and rational advertising appeals on the store visit intentions during seasonal shopping events. Indeed, Keshari and Jain (2014, 2016) concluded that women and men show no preference between emotional and rational



advertising appeals. They argued that the reason for no gender moderation could be that in today's world men and women are getting closer to being similar and with women receiving the same education they can make informed decisions in the same manner as men (Keshari & Jain, 2016).

Additionally, this study did not find a statistically significant result for H<sub>4</sub> that investigated if age moderates the effect of advertising appeals on store visit intentions during seasonal shopping events, so that emotional appeals have a stronger effect for younger ( $\leq 40$ ) vs older ( $> 40$ ) consumers. While a large body of literature suggests that young adults show a higher preference for emotional appeals (Khanh & Hau, 2007; Sudbury-Riley & Edgar, 2016; Teichert et al., 2018), this study did not find a moderating effect of age on the impact of advertising appeals on the store visit intentions during seasonal shopping events. The findings of this study are similar to Keshari and Jain (2016) who also found no significant effect of age on the response of consumers to advertising appeals. Keshari and Jain (2016) named a possible reason why no differences exist that young adults start making important decisions from an early age on, similar to older adults.

Additional insights about the attitude towards the brand H&M and the of word of mouth intentions were analyzed, whereby it could be concluded that advertising appeals do not have a statistically significant difference in impact on the word of mouth intentions during seasonal shopping events. With regards to the attitude towards the brand, it could be found that the attitude significantly decreased after the participants have seen the rational advertisement.

Overall, this study which investigated the impact of advertising appeals on store visit intentions during seasonal shopping events could not find a statistically significant difference in impact between emotional and ration advertising appeals on store visit intentions. Also, the mentioning of sales promotions did not have a significant positive impact on the store visit intentions during seasonal shopping events. Whereby, it can be argued that there was a tendency that the mentioning of sales promotions had a positive impact on the store visit intentions during seasonal shopping events as on a one-tailed test level ( $p = .082$ ) the result was close to being significant. Neither could this study

detect a significant gender or age moderating effect. Nevertheless, while the results were insignificant this gained information has some important implications for Austrian marketers for advertising during seasonal shopping events. Additionally, it has been seen that this area leaves room for further research.

## **5.1 Contribution to knowledge**

Contrary to the present literature this thesis was not able to support the investigated hypotheses with regards to the surveyed Austrian participant sample. Thereby, it has to be mentioned that the international literature that has been studied for this thesis, did also not unitedly support all the hypotheses due to various mentioned possible explanations. Taking into consideration the various limitations of this study, this thesis is serving as an additional source contributing to the diverse findings in the academic literature, adding information about advertising appeals targeting store visit intentions during seasonal shopping events. While this thesis adds data to the opposition of the researched hypotheses, the implications of these non-significant results serve as a valuable resource for other stakeholders.

Additionally, the results of this thesis showed that despite the fact that there is extensive research supporting the individual hypotheses, there might be several confounding variables that need to be taken into consideration regarding their applicability in different countries or markets. Therefore, it is important to keep in mind that when someone considers applying certain hypotheses to new markets, events, countries, industries, cultures or other conditions that have not been part of the research where the idea was taken from, the results might not be applicable and hence might not lead to the desired outcomes.

Compared to the studied literature this thesis is the only one specifically analyzing advertising appeals on the store visit intentions during seasonal shopping events in the Austrian market. Therefore, the individual findings of this thesis can serve as an inspiration for expanding further on the individual analyzed effects within the Austrian market in order to gather more diverse data. This study may also help researchers in countries

that are comparably similar to Austria in order to gain valuable information or ideas for their research.

## **5.2 Implications for relevant stakeholders**

With the increase in prominence of seasonal shopping events and the increasing participation of retailers and consumers these events got more competitive. Since many retailers sell similar products it gets increasingly difficult for them to differentiate themselves from their competitors, therefore, the appropriate way to advertise is important in order to attract consumers. Advertising and targeting consumers can be expensive, especially when not the right consumers are targeted. Therefore, this study has important insights for retailers during seasonal shopping events with regards to the information that could be gained from the researched sample audience considering the limitations that will be mentioned within the next subsection.

With regards to the participation of the respondents in the seasonal shopping events present in Austria the results indicate out of the study participants over 70% have at least participated in one seasonal shopping event in their life. This shows the importance of Austrian retailers participating in these events. Especially Black Friday, Woman Day and Cyber Monday have been the events where most respondents participated in. In comparison, the Glamour Shopping Week and Singles' Day are not yet as prominent under the respondents.

Contrary to the international literature the focus on an emotional advertising appeal did not result in any significant moderation, which means that a marketer targeting Austrian shoppers does not have to specifically focus on creating an emotional advertisement if it does not suit the brand or promotion. Nevertheless, given that the rational advertising appeal led to a decrease in the attitude towards the brand, it may be beneficial to choose an emotional advertising appeal over a rational one if possible. Additionally, a gender segmentation for emotional or rational advertising appeals did not lead to any significant changes in the store visit intentions which means that a marketer can save resources for creating and promoting two gender specific advertisements with regards to seasonal shopping events in Austria. Lastly, also a segmentation in age for emotional or

rational advertising appeals did not significantly impact the store visit intentions which might be another important insight that allows the marketer to save resources.

However, this thesis could identify additional insights such as that the use of price reductions are the most preferred sales promotions for consumers when shopping. Also, 60.40% of the respondents complete their shopping online and in-store, 25.50% usually only shop in-store, while only 14.10% shop solely online. This indicates that retailers should definitely put a focus in offering the sales promotions both online and offline. Additionally, it could be found that it might be beneficial to include sales promotions in the advertising appeal in order to increase store visit intentions as the associated hypothesis showed a tendency towards such a reasoning.

### **5.3 Limitations and suggestions for future research**

While this research makes a contribution to the existing body of literature, during the course of this thesis the author encountered some limitations which need to be highlighted. First of all, the use of a convenience sample makes it impossible to make a precise generalization of the results to the population of Austria as a whole. Therefore, for further research into this topic a random selection of participants needs to be applied in order to make a generalization of the results possible.

Furthermore, this thesis had a limiting focus on one internationally present fashion retailer in Austria, but in order to investigate the impact of advertising appeals on store visit intentions more comprehensively it is crucial to look at a variety of retailers. Hereby, a look can be taken at both local businesses and international ones. Additionally, as this study did not take into account retailers from different industries who sell a variety of products in various price categories, further research into this area could give valuable insights. Furthermore, the stimulus materials designed were for one seasonal shopping event, namely Black Friday which is an event with international origin, therefore, meaningful insights could be captured when also investigating seasonal shopping events with a local origin. Additionally, in this study the stimulus material was designed with elements that constitute emotional and rational appeals, nevertheless, further elements are available which could be used in different combinations. Similarly, different positive

and negative emotions could be used for further investigations. Additionally, this study focused solely on print advertisements as stimulus material, which means that focusing on digital media and social media advertising can provide a valuable contribution into this area of research.

In the experiment the respondents got introduced to one of four stimulus materials, whereby they had to focus on the advertisement for at least 30 seconds, but according to Vargas et al. (2017) in normal environments advertisements are seen in between clutter and other stimuli. To ensure that the respondents took the time to fully analyze the advertisement a 30 second timer was applied in this study, but in order to gain more natural insights into the consumers' behaviors when being confronted with advertising materials a possibility would be to conduct a field experiment. Since Vargas et al. (2017) suggests that advertising studies in non-forced situation can be even more meaningful, this study design could lead to additional valuable insights into the topic.

The use of an online experiment offered many advantages during times of Covid-19. Nevertheless, it certainly also imposed the limitation that respondents were not able to be monitored during the process. This could have led to the case that some respondents rushed through the process which could have had an impact on the accuracy of the data collected. Also, the use of an online procedure could have been more difficult to older generations whose responses were also highly relevant for this thesis. If this group of respondents was not familiar with online surveys before, this could have led to them giving inaccurate answers when not understanding the format and process of the questions completely.

With regards to the sample which participated, it becomes apparent that a perfect gender and age distribution was not fully achieved in this thesis. Overall, in the experiment more female than male participants have taken part and therefore, also in the randomly assigned groups an overrepresentation of females was present. Similarly, an overrepresentation of respondents 40 years and below was present.

Overall, the suggested further research that can be conducted to both build on the present limitations of this study and to take a closer look at some of the questions that came up during the discussion of the results, would be vital in gaining more insights into

the impacts of advertising appeals on store visit intentions during seasonal shopping events in the Austrian market.

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# APPENDICES

## Appendix 1: Online experiment (English version)

Page 01

### Welcome to this Survey!

Dear participant,

I am a Master student at Modul University and in the process of writing my thesis, whereby, I am investigating seasonal shopping events (e.g. Black Friday, Cyber Monday, Woman Day, Glamour Shopping Week, Singles' Day) in Austria. I would highly appreciate it if you could spare a few minutes to answer the following questionnaire (5 minutes at most).

I guarantee that your answers will remain confidential and will be used for academic purposes only. Please note that your answers should reflect your personal judgement.

Thank you for your input and participation.

Clicking on the "Next" button below would indicate that you have read the information above and that you voluntarily agree to participate.

---

Page 02

#### 1. Are you living in Austria?

- Yes  
 No

---

Page 03

#### 2. Do you know the fashion brand H&M?

- Yes  
 No

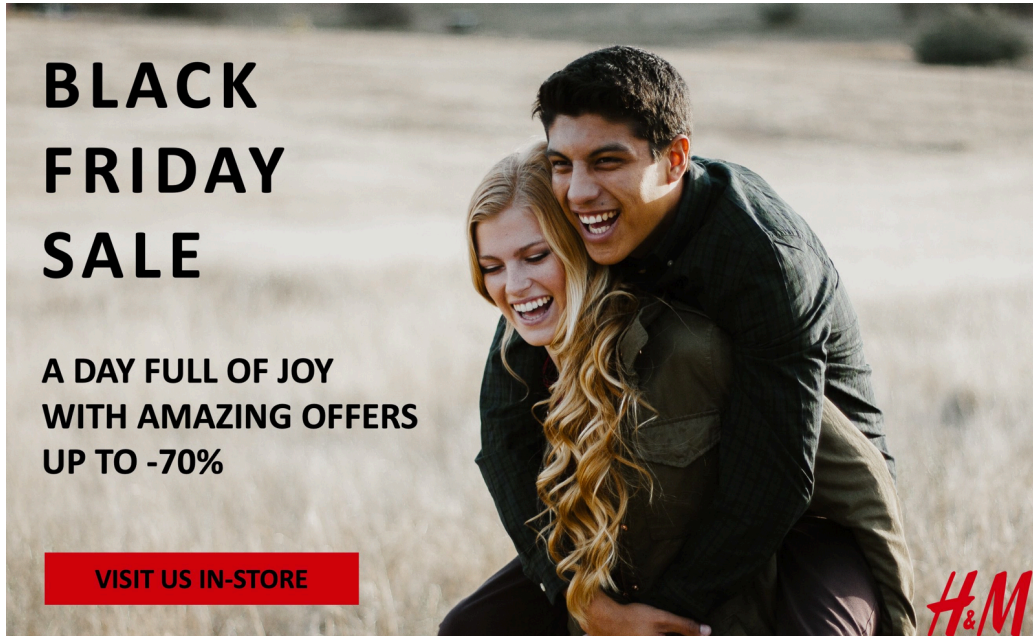
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Page 04

#### 3. How do you perceive the brand H&M?

- |                 |   |                  |
|-----------------|---|------------------|
| Not appealing   | <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> | Very appealing   |
| Not interesting | <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> | Very interesting |
| Dislike         | <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> | Like             |
| Bad             | <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> | Good             |

Please take a moment to look at this advertisement. In the following you will be asked questions about it. (The "Next" button will appear after 30 seconds)



Strongly disagree

Strongly agree

This advertisement conveys feelings.

This advertisement conveys information.

**4. Now we're curious, given the choice between information and feelings, how would you rate the advertisement on this scale?**

Drag the blue slider bar to where you would classify this advertisement. Note that you need to move the slider in order to continue with the survey.

information

feelings

Please answer the following questions based on the advertisement you have just viewed.

**5. Did you see any sales offers in the advertisement (i.e. "sale", "discounts", "up to -70%", ...)?**

- Yes
- No

|  | Strongly<br>disagree  |                       |                       |                       |                       |                       | Strongly<br>agree     |
|--|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| The likelihood that I would shop in this store is very high. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| I would be willing to buy merchandise at this store.         | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

**6. How do you perceive the brand H&M after seeing this advertisement?**

|                 |                       |                       |                       |                       |                       |                       |                       |                  |
|-----------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|------------------|
| Not appealing   | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | Very appealing   |
| Not interesting | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | Very interesting |
| Dislike         | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | Like             |
| Bad             | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | Good             |

|   | Strongly<br>disagree  |                       |                       |                       |                       |                       | Strongly<br>agree     |
|---|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| I would tell other people about the advantages of this shop.              | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| I would tell other people that this shop is better than others.           | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| I would recommend this shop to my family/friends.                         | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| If my family/friends would ask my advice, I tell them to go to this shop. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

**7. Which types of sales promotions do you generally prefer?**

(multiple answers possible)

- Price reductions (e.g. -20%)
- Promotion packs (e.g. "buy two get one free" or "10% extra")
- Loyalty discounts
- Coupons (e.g. coupons in newspapers)
- Rebates (e.g. pay full price and send in receipt for a discount)

**8. Do you generally shop online or in-store?**

- Online
- In-store
- Online and In-store

**9. In which of the named seasonal shopping events did you ever participate?**

(multiple answers possible)

- Black Friday
- Cyber Monday
- Woman Day
- Glamour Shopping Week
- Singles' Day
- None

---

**Page 09**

**10. Highest completed education**

- University
- High school
- Vocational school
- Apprenticeship
- Compulsory schooling

**11. What is your gender?**

- Female
- Male
- Prefer not to say

Other

**12. How old are you?**

I am  years old

---

**Last Page**

Thank you for completing this questionnaire! I would like to thank you very much for helping me. Your answers were transmitted; you may close the browser window or tab now. Disclaimer: The survey you participated in and the advertisement you have just viewed has no association to H&M. The advertisement was designed for the purpose of this study using a stock image by Vince Fleming. Source: <https://unsplash.com/photos/NUHSbynw9IE>

## Appendix 2: Online experiment (German version)

Seite 01

### Willkommen zu dieser Umfrage!

Liebe TeilnehmerInnen,

ich bin Masterstudentin an der Modul University und schreibe gerade meine Abschlussarbeit, wobei ich saisonale Shopping-Events (z.B. Black Friday, Cyber Monday, Woman Day, Glamour Shopping Week, Singles' Day) in Österreich untersuche. Ich würde es sehr schätzen, wenn Sie sich ein paar Minuten Zeit nehmen könnten, um den folgenden Fragebogen zu beantworten (höchstens 5 Minuten).

Ich garantiere, dass Ihre Antworten vertraulich behandelt und nur für akademische Zwecke verwendet werden. Bitte beachten Sie, dass Ihre Antworten Ihre persönliche Einschätzung widerspiegeln sollten.

Vielen Dank für Ihren Beitrag und Ihre Teilnahme.

Klicken Sie unten auf die Schaltfläche „Weiter“, um anzuzeigen, dass Sie die obigen Informationen gelesen haben und freiwillig der Teilnahme zustimmen.

---

Seite 02

#### 1. Leben Sie in Österreich?

- Ja  
 Nein

---

Seite 03

#### 2. Kennen Sie die Modemarke H&M?

- Ja  
 Nein

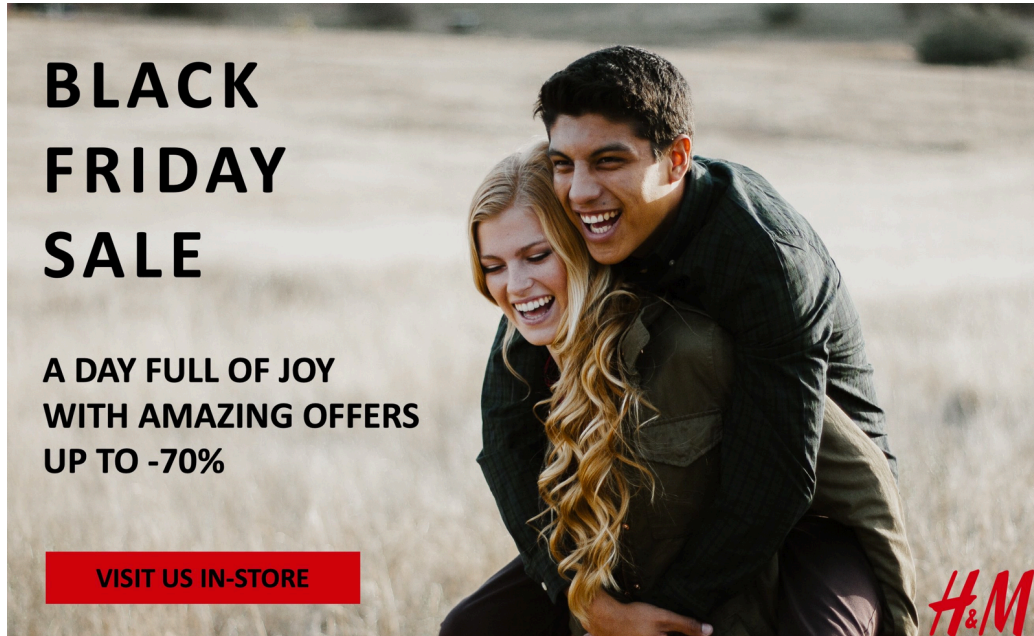
---

Seite 04

#### 3. Wie nehmen Sie die Marke H&M wahr?

- |                   |   |                  |
|-------------------|---|------------------|
| Nicht ansprechend | <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> | Sehr ansprechend |
| Nicht interessant | <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> | Sehr interessant |
| Ich mag H&M nicht | <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> | Ich mag H&M      |
| Schlecht          | <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> | Gut              |

Bitte nehmen Sie sich einen Moment Zeit, um sich diese Werbung anzusehen. Im Folgenden werden Ihnen Fragen hierzu gestellt. (Die Schaltfläche "Weiter" erscheint erst nach 30 Sekunden)



Stimme überhaupt  
nicht zu

Stimme voll und  
ganz zu

Diese Werbung vermittelt Gefühle.

Diese Werbung vermittelt Informationen.

**4. Nun würde uns interessieren, wenn Sie die Wahl zwischen Informationen und Gefühlen haben, wie würden Sie die Werbung auf dieser Skala eher beurteilen?**

Bewegen Sie den blauen Schieberegler dorthin, wo Sie diese Anzeige einordnen würden. Beachten Sie, dass Sie den Schieberegler bewegen müssen, um mit der Umfrage fortfahren zu können.

Informationen

Gefühle



Bitte beantworten Sie die folgenden Fragen basierend auf der Werbung die Sie gerade angesehen haben.

**5. Haben Sie spezielle Sale Angebote in dieser Werbung gesehen (z.B. „Sale“, „Discounts“, „up to -70%“, ...)?**

- Ja
- Nein

|   | Stimme<br>überhaupt<br>nicht zu |                       |                       |                       |                       |                       | Stimme voll<br>und ganz zu |
|---|---------------------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|----------------------------|
| Die Wahrscheinlichkeit, dass ich in diesem Geschäft einkaufen würde, ist sehr hoch. | <input type="radio"/>           | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>      |
| Ich wäre bereit, Waren in diesem Geschäft zu kaufen.                                | <input type="radio"/>           | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>      |

**6. Wie nehmen Sie die Marke H&M wahr nachdem Sie diese Werbung gesehen haben?**

|                   |                       |                       |                       |                       |                       |                       |                       |                  |
|-------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|------------------|
| Nicht ansprechend | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | Sehr ansprechend |
| Nicht interessant | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | Sehr interessant |
| Ich mag H&M nicht | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | Ich mag H&M      |
| Schlecht          | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | Gut              |

|   | Stimme<br>überhaupt<br>nicht zu |                       |                       |                       |                       |                       | Stimme voll<br>und ganz zu |
|---|---------------------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|----------------------------|
| Ich würde anderen Leuten von den Vorteilen dieses Geschäfts erzählen.   | <input type="radio"/>           | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>      |
| Ich würde anderen Leuten sagen, dass dieses Geschäft besser ist als andere.                                     | <input type="radio"/>           | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>      |
| Ich würde dieses Geschäft meiner Familie/Freunden empfehlen.  | <input type="radio"/>           | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>      |
| Wenn meine Familie/Freunde mich um Rat fragen würden, sage ich ihnen, dass sie in dieses Geschäft gehen sollen. | <input type="radio"/>           | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>      |

**7. Welche Art von Angeboten bevorzugen Sie normalerweise?**

(mehrere Antworten möglich)

- Preisnachlässe (z.B. -20%)
- Aktionspakete (z.B. „kaufe zwei, erhalte eins gratis“ oder „10% extra“)
- Treuerabatte
- Gutscheine (z.B. Gutscheine in Zeitungen)
- Rückvergütungen (z.B. Sie zahlen den vollen Preis und erhalten beim Einsenden der Rechnung einen Rabatt)

**8. Kaufen Sie im Allgemeinen online oder im Geschäft ein?**

- Online
- Im Geschäft
- Online und im Geschäft

**9. An welchen der genannten saisonalen Shopping-Events haben Sie jemals teilgenommen?**

(mehrere Antworten möglich)

- Black Friday
- Cyber Monday
- Woman Day
- Glamour Shopping Week
- Singles' Day
- Keinem

---

Seite 09

**10. Höchste abgeschlossene Ausbildung**

- Universität
- Oberstufe (weiterführende Schule)
- Berufsschule
- Lehre
- Pflichtschule

**11. Was ist Ihr Geschlecht?**

- Weiblich
- Männlich
- Ich möchte keine Angabe machen
- Andere

**12. Wie alt sind Sie?**

Ich bin  Jahre alt

---

Letzte Seite

Vielen Dank für das Ausfüllen dieses Fragebogens! Ich möchte mich ganz herzlich bei Ihnen bedanken, dass Sie mir geholfen haben. Ihre Antworten wurden übermittelt; Sie können das Browserfenster oder den Tab jetzt schließen.  
Disclaimer: Die Umfrage, an der Sie teilgenommen haben, und die Anzeige die Sie gerade angesehen haben stehen in keinem Zusammenhang mit H&M. Die Anzeige wurde für den Zweck dieser Studie unter Verwendung eines Archivbildes von Vince Fleming gestaltet. Quelle: <https://unsplash.com/photos/NUHSbynw9IE>