

Evaluation of Role of Emotional Types on Decision Making towards Advertising among Students in Malaysia

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ABSTRACT

Understanding role of the emotional types between students who are concerned in advertising is a crucial issue prior to starting any intervention programs. It may provide effect on all behaviors and change consumers' decision making. This study was conducted to examine the predictive relationship between emotional types and students decision making towards advertising in Malaysia. The study employed survey research involving the administration of two standardized psychological tests which were the PANAS Questionnaire and the 5 Phases Decision Making Questionnaire. A total of 375 students who were local people in Malaysia participated in this study. Data were analyzed using Pearson correlation and multiple regression analysis. Results showed that there was relationship between emotional types and students' decision making towards advertising. Results also demonstrated that positive emotional types high significantly predicted the of students decision making towards advertising in Malaysia.

KEY WORDS: Positive, Negative, Emotional Types, Decision making, advertising.

INTRODUCTION

Research on how role of the emotional types on consumer decision making toward advertising has historically focused on the contrast between positive and negative emotional types that is, on the differential effect of emotional types that vary in valence. It is only recently that researchers began recognizing that emotional types of the same valence may exert different effect on consumer behaviour and decision making toward advertising.

Damasio (1994) showed that role of the emotional types and feelings act as a gatekeeper to decisions, providing a bridge between the rational activity of the neo-cortex and the non-rational (limbic) functions of the sub-cortex. The apparatus of rationality, traditionally presumed to be neocortical, does not seem to work without that of biological regulation, traditionally presumed to be sub-cortical. His conclusion is that cognition is hard-wired via the emotions, and that feelings are therefore capable of impeding cognition and even driving decisions in the face of negative cognition. This is used to explain intuitive decision-making, which he believes arises from somatic markers – defined as emotions and feelings connected by learning to predict future outcomes of certain scenarios. A negative somatic marker associated with a particular outcome acts as a disincentive, but when a positive somatic marker is juxtaposed, it becomes a beacon of incentive.

Margalit (2002) compared between positive and negative emotional types with neutral condition toward advertisement in a correlation study based on demographic. He determined emotional message toward advertisements also have an impact on every stage of decision based in life. Even young babies are influenced by emotional messages communicated through TV advertisements. He found positive emotion is a major factor in persuasive advertising that aims to change viewpoints, decisions and not simply to demonstrate the logical implications of data.

Heath (2006) analyses emotional types and rational content toward 23 advertisements in the USA and 20 in the UK. Researcher then asked 200 people by questionnaire in each country for their responses towards advertisements. He found advertisements with high emotional content resulted in a significant positive change in attitude and decision.

Based on the analysis of research literature on the cognitive aspect toward advertising impact, a survey of advertising impact on consumer behaviour was carried out by Jakštien, Susnien, and Narbutas (2008). The respondents' age was distributed as follows: 16 to 29 years of age (48% of all respondents) and 30 to 49 years of age (52% of all respondents). The results revealed different emotional types. Some 68% of respondents thought that the product is introduced in a detailed way and contains a funny photograph to make it interesting. Only 32% of respondents named negative emotional types and stated that the advertisements irritated them as much as other advertisements, as similar products were advertised far too often and they were not interested in the adverts of such products. Furthermore, it can be concluded that if advertisement message evokes positive and negative emotional types, it can be prepared successfully to have an effect on decision making. They concluded

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that those 68% of respondents who find the advertisements important and are interested in them get positive feelings about them, while the other 32% find this information message unimportant, although they experience both positive and negative emotional types. Therefore, Jakštien *et al.* (2008) stated that as regards attention and perception toward advertising, the advertisement evokes the feelings not only directly related to it but also additional (both positive and negative) ones.

EMOTIONAL TYPES AND DECISION MAKING

The idea that positive and negative emotions are relationship with consumer decision making toward advertising goes back at least to the Lavidge and Steiner model but in their model the role of emotion is limited to “liking and preferences”. The model also reflects the thinking of the time when emotion was assumed to be post-cognitive, a function not a determinant of thinking (Schachter & Singer, 1962).

Klein (2000) showed that youth consumer is sensitive to emotional toward advertisement. Through advertising, companies successfully assigned the role of emotional types on student’s decision making and the researcher examined the relationship among branding, youth, and education.

In one experimental study in Malaysia, Khorvash, Khiroudin, and Omar (2009) confirmed among 200 participants by ANOVA analysis that there was a significant effect of emotional type on consumer decision making toward TV advertising based on demographic and accordingly there was a significant effect between race and gender variables in emotional type response toward T.V. advertisement on consumer decision making in Malaysia. Furthermore, there was interactional effect between race with gender and race with educational level and gender with educational level; their findings, however, showed there was no interactional effect between gender with educational level and age with educational level in emotional types T.V advertisement. Besides, this data illustrated that the interaction between race and gender, race and education level, gender and age is effective in emotional types variable. Meanwhile, the interaction between gender and age, gender and education level, age and education level was effective in emotional variable on consumer’s decision making in Malaysia. Also, the results of LSD Post Hoc on emotional TV advertisement revealed that there is a difference between interactional effect of emotional types toward TV advertisement on different age groups, i.e., 17-25 vs. 32- 42, 26-32 vs. 33-42 and 33-42 vs. 17-25 and 26-32 age groups in Malaysia. Also, the results illustrated that emotional types had high interaction with men of Malay race between the ages’ 33-42 ages and Master and PhD and diploma education level (Khorvash.M, Khiruddin.R, Omar. F , 2011)

Lastly, Wan-Chen (2010) found in two survey and experiment studies that there are relationship between human emotions and decision making base on demographic. He also showed interaction between positive emotional types and attitude toward the brand and the purchase intention based on gender and ages and education level. Furthermore, for study one, the research notes that there exist some differences emotion types to determinant levels of influence on the attitude towards advertisement, the attitude towards the brand and the purchase intention and decision making.

MATERIALS AND METHOD

This study employed a survey design in which two standardized questionnaires were administered. A total of 375 consumers’ students agreed to participate in this research. The instruments used were two standardized psychological tests which were:

1) The PANAS questionnaire was used to measure emotional types in this research. The Positive and Negative Affect Schedule (PANAS questionnaire) is a 20-item self-report measure. The ten items were positive emotional types that include: excited, interested, enthusiastic, proud, alert, inspired, determined, attentive, active and strong. Ten items were negative emotional, namely: distressed, upset, guilty, hostile, sacred, irritable, ashamed, nervous, jittery and afraid. This questionnaire was developed by Watson, Clark, and Tellegen (1988). The ratings involved a Likert type scale of 1-5; with 1 (*Very slightly or not at all*), 2 (*A little*), 3 (*Moderately*), 4(*Quite a bit*),5 (*Extremely*) (see Appendix B). this study the reliability of the PANAS scales in general is .96, in positive emotions scale is .79 and in negative emotions scale is .78 indicating that the instrument is highly reliable.

2) 5 Phases’ Decision making Questionnaire was used to measure Decision Making and process (5 phases) among consumers in this research. The questionnaire was revised by Khorvash, Khairudin and Omar (2009) in Malaysia. The Decision Making questionnaire is a self-report measure. Decision Making questionnaire which consists of 20 questions related to the consumers’ decision making process (5 phases) which was distributed as the section 5 of the survey pocket. The reliability of the scales in general is .97. The data were keyed in and analyzed using Statistical Package for Social Sciences (SPSS). Statistical analyses employed were Pearson correlation and multiple regression analysis.

RESULTS AND DISCUSSION

There are significant correlations between between positive emotional type and decision making toward advertising is significantly.

The findings in this research for all the hypotheses were presented here. Hypothesis 1 was formulated to examine the correlation between positive and negative emotional types and decision making toward advertising. Results in Table 1 showed that there were significant difference correlations between emotional types and decisions making toward advertising. This meant that the higher the scores of Positive emotional change students' decision making toward advertising toward advertising in Malaysia. On the other hand, there were low correlations between Negative emotional and decision making.

Table: 1 Correlation between emotional type and decision making

Psychological factor	Variable	Correlation Coefficient
Emotions	Decision Making	.68**
Positive emotional	Decision Making	.745 **
Negative emotional	Decision Making	.35**

* $p < 0.5$; **

The hypothesis 2 students' decision making is significantly predicted by emotional type toward advertising in Malaysia .Also, multiple regression analysis was conducted to examine the contribution of positive emotional types towards advertising. Of particular importance were the three emotional types that significantly predicted students' decision making because this indicated those students who were identified to have high motivation to change decision toward advertising. The regression model showed that positive emotional types predicted significantly decision making toward advertising with 5% variance, $R^2 = .05$, $F(247.34) = .000$, $p < .05$.

Table 2: Multiple regression analysis between emotional types and decision making

Model	B	Std. Error	Beta	Sig	t
Emotions	.438	.040	.43	10.875	.000
Positive emotional	.516	.041	.510	12.608	.000
Negative emotional	.007	.009	.013	.715	.475

* $p < 0.5$; *** $p < .01$

Conclusion

When we examined the results of correlation, the decision making was correlated significantly positive emotional types toward advertising at the same time, the significant and negative correlation and low correlation between negative emotional types and students' decision making in Malaysia. Regression analyses showed that emotional types generally and positive emotional types especially significant effect on decision making toward advertising. This pattern of emotions and positive emotional types traits were significant prediction as the stronger predictor compared to other personality traits. However, this finding indicated that the two personality's traits can predict student decision making in Malaysia.

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