sciendo

The appeals and level of involvement influencing purchasing decision

Kateřina MATUŠÍNSKÁ
Silesian University in Opava, The Czech Republic
matusinska@opf.slu.cz

Michal STOKLASA
Silesian University in Opava, The Czech Republic
stoklasa@opf.slu.cz

Abstract. *The aim of this paper is to find out how various product categories are influenced by rational or emotional appeals and the level of involvement in purchasing decisions with regard to selected demographic characteristics of Czech consumers. Scientific research is based on the theoretical assumptions of the Foote-Cone-Belding (hereafter FCB) model with newly formulated product categories that correspond to current Czech consumer behavior. The theoretical background of the paper covers the knowledge of cognitive consumer choice principles with emphasis on different appeals and a level of involvement within consumer decision. Primary research data were obtained using a questionnaire, on the online panel of research agency Ipsos, on 1,050 Czech respondents. The methods used are modified FCB grid based on previous research study, Kolmogorov-Smirnov test, Kruskal-Wallis test with a post hoc test using Dunn's test with Bonferroni correction, and positional maps. The results reveal not only how the newly defined product categories are influenced by rational or emotional appeals and high or low involvement, but also the differences of the theoretical FCB model in comparison with its practical implementation. It is necessary to adapt (extend) this model according to the specific conditions and identification features of different segments. The newly introduced transformed nine-quadrants concept of the FCB model is proposed to be applied.*

Keywords: Foote-Cone-Belding (FCB) model, emotion, rationality, involvement theory, purchasing decision process, marketing.

Please cite the article as follows: Matušínská, K. and Stoklasa, M. (2022), "The Appeals and Level of Involvement Influencing Purchasing Decision", *Management & Marketing. Challenges for the Knowledge Society*, Vol. 17, No. 3, pp. 234-254. DOI: 10.2478/mmcks-2022-0013.

Introduction

Today, there are a number of specific decisions and a number of related events before, during, and after consumption situations (Hansen and Christensen, 2007). There are several conscious and unconscious reasons why people buy and what they buy. Some reasons are rational or some are emotional and the split between them is called the "emotional-rational dichotomy" (Smith and Zook, 2012). The effectiveness of appeals in marketing communications conveyed to recipients varies depending on their thoughts and feelings, and

both emotional and rational appeals contribute to effectiveness (Nesbitt et al., 2011). Emotional appeals are a psychological, social, or symbolic desire that motivates consumers to buy a product because of the feelings it evokes, and conversely, rational appeals relate to the consumer's logical beliefs and attitudes to the benefits of the product's function (Hall, 1963; Albers-Miller and Stafford, 1999; Kotler and Armstrong, 2010). The high involvement in the decision-making process involves extensive problem solving, which means that a considerable amount of time and effort is devoted to external information retrieval and subsequent evaluation of alternatives. Products that trigger low-involvement processes are associated with low levels of perceived risks. They are bought on a regular basis, they are cheap, and they have little personal significance.

One of the well-known models that tries to put rational/emotional appeals and the level of involvement within purchase decisions into one context is the Foote-Cone-Belding (FCB) grid. It represents the integration of various sequential models in order to eliminate their disadvantages. The model is created thanks to the assumption that the cognitive-affective-conative sequence is not constant, but is variable with respect to different circumstances. The FCB grid has been modified several times over the years, but its basic principle is still applied in various scientific research projects.

The aim of this paper is to find out how various product categories are influenced by rational or emotional appeals and the level of involvement in purchasing decisions with regard to selected demographic characteristics of Czech consumers. The authors of this article have already confirmed in the first phase of their research study that the theoretical framework of the FCB grid has its limits and, therefore, there are extensive options to elaborate scientific research to update and modify it according to defined variables (Matušínská and Zapletalová, 2021; Matušínská and Stoklasa, 2021). To achieve the set goal, the authors will analyse the data using necessary statistical tests - Kolmogorov-Smirnov test, Kruskal-Wallis test with a post hoc test using Dunn's test with Bonferroni correction, and positional maps. Furthermore, as the current concept of the FCB model in the form of four quadrants proved insufficient, there will be a proposal of modified theoretical framework for the FCB model in the form of nine quadrants.

Literature review

Cognitive consumer choice

Consumer behavior includes mostly all activities with regard to the purchase, consumption, and exchange of information regarding the brands and products. Even later in the development of psychology, cognitive modelling became more resilient, but constantly very prejudicial toward cognitive and conscious information processing, and it was clear that unconscious cognitive processes had an important role for the individuals. (Hansen and Christensen, 2007) The study of consumer choice behavior is based on cognitive attitudes, and the first experiments are performed by Nicosia (1966). The first better-structured models are published in specific works (Howard and Sheth, 1969; Engel et al., 1971; Hansen, 1972). These early scientists of consumer behavior largely studied the behavior of human choice as information processing, in accordance with the general problem solving known from organizational psychology. However, they all accept the existence of unconscious cognitive processes. Fishbein (1965) on measuring attitudes, Bettman (1979) on cognitive processes, and association theory also has important contributions in this regard. Rather, current neuropsychological approaches see cognitive elements as something that can be

activated in specific situations based on the connection between many different subelements entering into the picture of the overall category (Hansen and Christensen, 2007). Insko (1967) categorizes cognitive relationships as affective, instrumental, logical, and spatial or proximal.

When choosing consumer behavior, attitudes are perceived to be related to special cognitive elements and of particular relevance. Attitudes may be to the brand, to some aspects of the brand, to how it may meet the selection criteria, or to any other element emerging in the total cognitive information system (Mazis et al., 1975). However, many authors have found that multiattribute selection models work best when the activated elements are informational/cognitive, and Fishbein's model is identified as a special version in this field (Hansen, 1972; Bettman, 1979; Fishbein, 1965). In this context, the concept of involvement is crucial as a central determinant of the nature of the decision-making process. The level of consumer involvement in an individual task increases with the risk and relevance of the consequences of the choice, the character of the particular selection situation (time constraints, social consequences, etc.) as well as predisposition for involvement in the consumer brands in the choice condition (Zaichowsky, 1985). In a modified version of Fishbein's model of "Reasoned action" theory, Ajzen and Fishbein (1977) present an extended model in which social beliefs in terms of individual perceptions of different reference groups are multiplied by the belief in the acceptability of an alternative to a group. According to Sheppard et al. (1988), the theory of “Reasoned action” works best when consumers have a reasonable real influence on the decisions they make. The theory of planned behavior was proposed by Ajzen (1991) to deal with this phenomenon.

All of the models described above are compensatory because they assume that the individual makes some comparison of possible contributions for each selection alternative. However, it is possible for an individual to use less complex noncompensatory models. The two main types of noncompensatory models are disjunctive and conjunctive. In the conjunctive type of model, the consumer demands that the alternative is satisfactory with respect to two or more attitudes (selection criteria). The disjunctive type means that the consumer demands that a specific condition must be met. (Johnson and Meyer, 1984).

Essential to the utility of attitude-based cognitive choice models is to confirm the assumption that attitudes precede behaviour in some way. However, several authors have provided evidence to challenge the validity of this claim. In later years, the intention was to analyze attitudes to environmental problems and their limited impact on environmental behavior (Beckamnn and Kolbourne, 1998). Allen et al. (1992) present that implementing feelings/emotions into consumer choice predictions improves the prediction made by attitudes themselves. Various authors have tried to modify the cognitive modelling of consumer choice, including the substance of the involvement concept.

Rossiter and Percy Information Grid (RPB model) could be understood as one of the more integrated approaches to low-engagement information processing (Rossiter and Percy, 1997; Rossiter and Bellman, 2005). The RPB model is based on motivation in connection with various purchases (positive transformation consumption and negative/avoidance information consumption motivation) and high and low involvement in the purchasing process. Moreover, the RPB model also considers the importance of brand awareness when making decisions either before purchase (brand recall) or during purchase (brand recognition) (Ang, 2014).

Vaughn (1980) presents the so-called FCB model with a quadrant consisting of four different assumptions about consumer information processing (Figure 1). Here are the situations of thinking/feeling and high/low involvement. High involvement/thinking purchases are considered to be a classic sequence of cognition, evaluation, and conation (think-feel-do). The other quadrants are characterized by "feel-think-do", "do-think-feel", and "do-feel-think". Cheong and Cheong (2020) propose to eliminate the perceived dichotomy between the four quadrants in the FCB grid, because purchasing involvement and think/feeling dynamics are continuous rather than discrete categories because they argue that emotions and rationality may arise at the same time. Moriarty et al. (2019) state that advertising influences people to think about a communication message, feel something about the product (brand), and then do something. Taylor (1999) tried to rethink the theoretical foundations used in the development of the FCB model in order to propose a more comprehensive model, called the Six-Segment Message Strategy Model. Cheong and Cheong (2020) also state the need to adapt and extend the FCB model beyond the original theoretical framework due to constant changes in consumer behavior, especially emerging products, technologies, media variability, and effects of a coronavirus pandemic. Despite the fact that the first introduction of this methodological approach took place several years ago, its application can still be found in various recent research projects and professional articles (Matušínská and Zapletalová, 2021; Vázquez et al., 2019; Pourazad et al., 2019; Alt et al., 2019; Ghosh et al., 2018; Yaakoop et al., 2018; Teichert et al., 2018; Ambler, 2015; Choi et al., 2010).

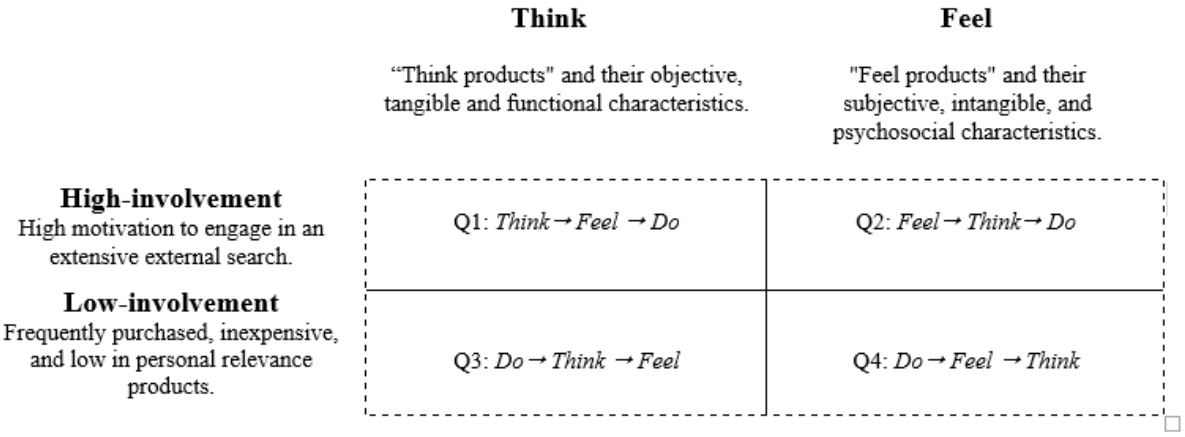


Figure 1. Original four-quadrants concept of the FCB model
Source: Dickinger and Zon, 2008; Yaakop et al., 2018; Josephson et al., 2020.

Petty and Cacioppo (1986) present another theoretical approach to the study of consumer information processing in their Elaboration Likelihood Model. There is a fundamental difference between peripheral and central information processing. Central information processing is what we envision in terms of cognitive hierarchical information processing (think-feel-do), while peripheral information processing relies on less sophisticated and less conscious activity. The Elaboration Likelihood Model (ELM) is then modified in terms of the Elaboration Likelihood Advertising Model (ELAM) (Hansen and Christensen, 2007).

The role of rational and emotional appeals in consumer decision

Rational appeals (informational or logical) can include one or more informational cues. The most used classification system of information cues is the Resnika and Stern information classification, which consists of 14 various types of information: price, quality, performance, components, availability, special offers, taste, nutrition, packaging, guarantees, independent research, corporate research, new ideas, and security (Stern and Resnik, 1991). Abernethy and Franke (1996) conducted a meta-analysis of 59 studies in 24 different countries in which this classification was used, revealing the most commonly used cues such as performance (43%), availability (37%), components (33%), price (25%), quality (19%) and special offers (13%). Advertising regarding the durable goods contains significantly more information cues than advertising for non-durable goods. In addition, advertising in developed countries is more informative than in less developed countries.

According to Fill and Turnbull (2019), rational appeals are supposed not to stimulate consumer behaviour sufficiently. The critique of linear models of advertising persuasion is that they overestimate the importance of economic rationality in advertising consumption and ignore the role of emotions. Subsequent models have incorporated stronger elements of consumer emotionality not as a mediating influence but as a leading motive in the purchasing process, reflecting the often irrational and peculiar motivations behind consumer behavior (Holbrook and Hirschman, 1982; Elliott, 1998; Holbrook and O´Shaughnessy, 1984).

Today, the majority of authors would have the same opinion as the contributors such as Erevelles (1998), Bagozzi et al. (1999) in distinguishing between affective and cognitive processing. Janiszewski (1988) also suggested that these two types of processing must be studied separately. Bagozzi et al. (1999) see affect as an overall terminology for such various mental processes as feelings or emotions, moods, certain elements of attitudes, and even personality. Pham et al. (2001) illustrate how emotion-based assessments provide faster, more stable, and more consistent predictions of an individual's choice.

Many authors highlighted the need to distinguish between feeling and emotion (Izard, 1992; Bagozzi, 1999). Feelings are cognitively conscious or unconscious counterparts of basic physiological emotions (Hansen and Christensen, 2007). Huang (2001) created four major attempts with feeling and related affect models in consumer behaviour such as the following: “Differential emotion (feeling) theory”, “The circular model of emotion (feeling)”, “Panas: The positive and negative affect schedule” and “The PAD-model of affect” where PAD stands for Pleasure/Displeasure, Arousal/Nonarousal and Dominance/Submissiveness. Emotions are often defined as general dimensions, such as positive and negative affect, but there is also an interest in more specific emotions (Richins, 1997; Ruth et al., 2002). Other researchers focus on one or more specific emotions, such as surprise (Derbaix and Vanhamme, 2003), regret (Inman and Zeelenberg, 2002; Tsiros and Mittal, 2000), sympathy and empathy (Escalas and Stern, 2003), embarrassment (Verbeke and Bagozzi, 2000) and anger (Bougie et al., 2003; Taylor, 1994). Appraisal theorists (Frijda et al., 1989; Roseman, 1996; Smith and Lazarus, 1993) claim that specific emotions should not be combined in broad emotional factors because each emotion has a different set of evaluations.

Edell and Burke (1987) formulated their own list of emotions and argued that feelings have an important impact on the effectiveness of advertising. They suggested three factors: an upbeat, negative, and warm. Olney et al. (1991) showed that the emotional dimensions of pleasure and excitement mediate the relationship between the content of the advertisement and the components of the attitude, and consequently, the time of advertising watching.

Laros and Steenkamp (2005) concluded that important nuances are lost when emotions of the same valence collapse together, and it is proposed to use their hierarchical model of consumer emotions, which specifies emotions at three levels of generality: superior level, basic emotion level, and subordinate level.

Many studies including emotions have focused on consumers' emotional responses to advertising and the mediating role of emotions on consumer satisfaction (Derbaix, 1995; Phillips and Baumgartner, 2002). Erevelles (1998) reviews studies on the attractiveness of advertising and confirms that cognitive information advertising is more effective for "thinking products", and affective advertising should be more useful for "feeling products". This statement is also the basis for the FCB grid and Rossiter/Percy grid. Celuch and Slama (1993) state that generally affective-oriented programs and advertisements result in better advertising effectiveness than cognitively-oriented programs and advertisements.

The role of involvement in consumer decision

Kimmel (2018) states that involvement has been defined in various ways by researchers, but it is generally believed that the term largely refers to the personal relevance or importance of a particular product or purchasing situation for consumers. Blythe (2003) states that involvement creates an obstacle to selective perception, where the consumer rejects information that is not relevant or contradicts existing ideas. Antil (1984) defines involvement as a measure of perceived personal importance and relevance that accompany product and brand choices within a particular situation or context. Laurent and Kapferer (1985) add that involvement is a function of the perceived risk of negative outcomes, social sanctions, and ego-relatedness.

Four involvement measures are commonly used in consumer behavior, which are useful in distinguishing situations that trigger high or low involvement processes. Houston and Rothschild (1978) presented four basic indicators of the level of involvement: price, length of purchasing cycle, similarity of choice, and perceived risks. According to Fill and Turnbull (2019), high involvement occurs when a consumer perceives an expected purchase that is not only highly personally relevant, but also presents a high degree of perceived risk. In this sense, risk is defined in terms of the potential negative consequences that the consumer perceives when choosing a product or brand (Rossiter et al., 1991). A high degree of uncertainty about the consequences or outcomes of a particular purchase situation increases the level of involvement. A low-involvement state of mind suggests that the intended purchase poses little threat or risk.

Methodology

This article builds on and develops the authors´ previous research dealing with applicability of Foote-Cone-Belding model in the conditions of the Czech Republic (Matušínská and Zapletalová, 2021; Matušínská and Stoklasa, 2021). The questionnaire structure was again based on the theoretical framework of the FCB model, but was significantly adjusted to the contemporary Czech conditions. The main reason being that the original product groups are no longer representative for what current Czech consumers purchase, and the original four-grid FCB is not accurate enough. Therefore, this research uses 15 representative product categories with items purchased by modern consumers, and the model is expanded to nine grids. The product categories are chosen based on the comprehensive research study conducted in 2020, with the responses from a total of 125 805 households in the 27 European

Union countries having at least one person aged 16-74, and 170 810 individuals aged 16-74 (Eurostat 2021). Model adjustment led to the necessity to use the Likert scale 7 instead of 5. The formulation of the questions remains the same, consumers are surveyed about their emotional and rational influences during the purchasing process, and the level of involvement. The second part of the questionnaire is focused on communication tools and appeals, but is not used in this article.

Based on previous research and the theory presented, two research questions (hereafter as RQ) were formulated: *RQ1: How are product categories influenced by logical or emotional appeals in purchasing decisions with respect to selected demographic characteristics of the consumer? RQ2: How are product categories influenced by the level of involvement in purchasing decisions with respect to selected consumer demographic characteristics?*

The research process logic is the following: adjusted FCB is used, data gathered through online questionnaire, suitable methodology (tests) chosen, data analysed, conclusions drawn. Due to the form in which batteries (questions and statements) were formulated, the nature of dependent variable is the interval with 2 or more levels; thus, ANOVA or Kruskal Wallis (hereafter as KW) tests can be used depending on the data distribution, which can be tested by the Kolmogorov-Smirnov (hereafter as KS) test (Leeper 2021). So, first, the KS test is necessary; if the data have normal distribution, ANOVA is used, otherwise the KW test is used. This will show the dependence of selected identifiers on the attitude towards different product categories. For all the statistically significant results, a suitable a post hoc test is then selected, post hoc test using Dunn's test with Bonferroni correction, to show exactly which identifiers influence the results and how. Positional maps are used to clearly show the results visually.

Based on the theoretical background and previous research, the following working hypotheses are formulated: *Hypothesis 1: The data have normal distribution. Hypothesis 2: Perceived logical or emotional appeals to different product categories are affected by identifying factors of consumers. Hypothesis 3: The perceived level of involvement with different product categories is affected by the identifying factors of consumers.*

The data were gathered by the professional marketing research agency IPSOS in October 2021. The sample consists of 1,050 Czech respondents selected from an online panel of 106 thousand consumers. Probability sampling was chosen; Simple Random Sampling is a method where each member meeting the selected criteria is randomly selected. Ipsos then guarantees the representative sample across all selected criteria, in this case it was gender, age categories, education, and region. With the Czech Republic having 10.494 million inhabitants (Czech Statistical Office, 2022), at the confidence level of 95 %, the margin of error is 2.96 %.

The online questionnaire consisted of questions focused on the adjusted FCB model and stemming communication strategies. For this article, the first two batteries of 15 statements are used. The first battery is introduced by the following question: Are you driven by logic or emotion when you buy or plan to buy these products? Respondents can use the Likert scale 7 to state their answer, from 1 significant prevalence of logical arguments to 7 strong predominance of emotions. The second battery is introduced with the following questions: How much time and effort do you or would you devote to purchasing these products? The scale is from 1 low interest (fast, impulsive, routine purchase, no significant search for product information, etc.) and 7 high purchase interest (search for product information and references, evaluation of alternatives, longer decision time).

The amount of product categories, 15, necessitates the use of abbreviations to make the text concise. In addition, the product categories will be mentioned by their corresponding letter based on this division: A = Cleaning products or personal hygiene product; B = Children toys or childcare items; C = restaurants including fast-food chains; D = Bicycles, mopeds, cars, or other vehicles or their spare parts; E = Cosmetics, beauty or wellness product; F = Books, magazines, films and music (including streaming for charge); G = Medicine or dietary supplements such as vitamins (online renewal of prescriptions is not included); H = Furniture, home accessories or gardening products; I = Theatre, cinema or other cultural events; J = Clothes (including sport clothing), shoes or accessories; K = Computers, tablets, mobile phones or accessories; L = PC games, gaming devices and other accessories for gamers; M = Food or beverages; N = Sports goods (excluding sport clothing); O = Consumer electronics or household appliances.

Results and statistical testing

The results of KS test for both batteries of statements are shown in Tab. 1. All the Asymp.Sig. (2-tailed) are 0.000, which means that for hypothesis 1, the null hypothesis *(H0) the data have normal distribution* is rejected, and alternative hypothesis *(H1) the data does not have normal distribution* is accepted. Thus, ANOVA cannot be used, but the KW test will be suitable.

The Tab. 1 also shows the general means for all product categories. For battery 1, the means are skewed towards lower values, and for battery 2 the means are skewed towards higher values. For mean 1, the product categories with the highest prevalence of logical arguments are cleaning and personal care products, medicines and vitamins, computers, tablets, mobile phones, or accessories, and bicycles, mopeds, cars, and other vehicles or spare parts. The highest predominance of emotions can be observed for product categories cinema, theatre, or another cultural event, children's toys or childcare products, and books, magazines, movies, and music (including paid streaming). For mean 2, the product categories with the lowest involvement are cleaning and personal care products, food and drink, and food in restaurants, including fast food. The highest involvement can be observed for computers, tablets, mobile phones, or accessories, consumer electronics and household appliances, and bicycles, mopeds, cars, and other vehicles or spare parts.

Table 1. One-Sample Kolmogorov-Smirnov Test for Batteries 1 and 2

Product category	Mean 1	Test Statistic 1	Asymp. Sig. 1 (2-tailed)	Mean 2	Test Statistic 2	Asymp. Sig. 2 (2-tailed)
A: Cleaning and personal care products	2.49	0.218	0.000	3.20	0.164	0.000
B: Children's toys or childcare products	3.71	0.132	0.000	4.13	0.133	0.000
C: Food in restaurants, including fast food	3.51	0.121	0.000	3.90	0.135	0.000
D: Bicycles, mopeds, cars and other vehicles or spare parts	2.76	0.187	0.000	4.91	0.172	0.000

Product category	Mean 1	Test Statistic 1	Asymp. Sig. 1 (2-tailed)	Mean 2	Test Statistic 2	Asymp. Sig. 2 (2-tailed)
E: Beauty or wellness products	3.22	0.125	0.000	3.97	0.142	0.000
F: Books, magazines, movies, and music (including paid streaming)	3.65	0.119	0.000	3.98	0.129	0.000
G: Medicines and vitamins (excluding prescription drugs)	2.53	0.219	0.000	4.32	0.126	0.000
H: Furniture, Home furnishings or gardening products	3.44	0.119	0.000	4.65	0.136	0.000
I: Cinema, theatre, or another cultural event attendance	3.99	0.127	0.000	4.05	0.143	0.000
J: Clothing (including sportswear), footwear or accessories	3.54	0.128	0.000	4.34	0.136	0.000
K: Computers, tablets, mobile phones, or accessories	2.70	0.205	0.000	5.10	0.198	0.000
L: Computer games, gaming machines and other accessories for gamers	3.18	0.141	0.000	4.41	0.128	0.000
M: Food and drink	2.95	0.157	0.000	3.86	0.111	0.000
N: Sporting goods (excluding sportswear)	3.00	0.159	0.000	4.30	0.149	0.000
O: Consumer electronics and household appliances	2.80	0.185	0.000	5.04	0.175	0.000

Source: Authors' own research.

Due to the data distribution, the nonparametric KW test is used to test hypothesis 2 about perceived logical or emotional appeals to different product categories and selected consumer identifiers. The working hypothesis is transformed into statistical statistics in the following way: *H0: Perceived logical or emotional appeals to different product categories are not affected by the identifying factors of consumers. H1: Perceived logical or emotional appeals to different product categories are affected by identifying factors of consumers.*

The battery 1 product categories and the identification factors (age, gender, and education) are tested, for results see tab 2. The test is carried out at a significance level $\alpha = 0.05$, that is, 5%.

Table 2. Kruskal-Wallis test results for battery 1, product category on age, gender, education

Battery 1 statement	K-W H - Age	Asymp. Sig. - Age	K-W H - Gender	Asymp. Sig. - Gender	K-W H - Education	Asymp. Sig. - Education
A: Cleaning and personal care products	16.517	*0.002*	4.419	*0.036*	15.642	*0.001*
B: Children's toys or childcare products	3.997	0.406	0.017	0.896	1.139	0.768
C: Food in restaurants, including fast food	17.530	*0.002*	0.933	0.334	2.682	0.443
D: Bicycles, mopeds, cars and other vehicles or spare parts	24.061	*0.000*	4.244	*0.039*	18.671	*0.000*
E: Beauty or wellness products	12.966	*0.011*	0.005	0.941	3.917	0.271
F: Books, magazines, movies, and music (including paid streaming)	16.073	*0.003*	8.324	*0.004*	1.421	0.701
G: Medicines and vitamins (excluding prescription drugs)	9.632	*0.047*	1.356	0.244	15.921	*0.001*
H: Furniture, Home furnishings or gardening products	13.411	*0.009*	3.586	0.058	2.092	0.554
I: Cinema, theatre, or another cultural event attendance	4.497	0.343	5.123	*0.024*	7.517	0.057
J: Clothing (including sportswear), footwear or accessories	26.026	*0.000*	2.731	0.098	0.471	0.925
K: Computers, tablets, mobile phones, or accessories	25.198	*0.000*	0.588	0.443	12.186	*0.007*
L: Computer games, gaming machines and other accessories for gamers	20.380	*0.000*	6.014	*0.014*	2.657	0.448
M: Food and drink	21.356	*0.000*	0.482	0.488	7.820	*0.050*
N: Sporting goods (excluding sportswear)	17.266	*0.002*	0.282	0.595	8.539	*0.036*
O: Consumer electronics and household appliances	16.377	*0.003*	1.280	0.258	14.804	*0.002*

Source: Authors' own research.

The results of the KW test shown in tab 2 led to the conclusion that the null hypothesis can be partially rejected, since 25 out of the 45 results are statistically significant, meaning

that perceived logical or emotional appeals to different product categories are in fact affected by certain factors identifying consumers identifying, mainly age and education.

The KW test is also used to test hypothesis 3 about the perceived level of involvement with different product categories and selected consumer identifiers. The working hypothesis is transformed into a statistical hypothesis in the following way: *H0: The perceived level of involvement with different product categories is not affected by the identifying factors of consumers. H1: Perceived level of involvement with different product categories is affected by identifying factors of consumers.*

The battery 2 product categories and the identification factors (age, gender, and education) are tested, for results, see Tab 3. The test is carried out at a significance level $\alpha = 0.05$, that is, 5 %.

Table 3. Kruskal-Wallis test results for battery 2, product category on age, gender, education

Battery 2 statement	K-W H - Age	Asymp. Sig. - Age	K-W H - Gender	Asymp. Sig. - Gender	K-W H - Education	Asymp. Sig. - Education
A: Cleaning and personal care products	6.077	0.193	7.341	*0.007*	28.147	*0.000*
B: Children's toys or childcare products	2.279	0.685	30.767	*0.000*	2.790	0.425
C: Food in restaurants, including fast food	4.675	0.322	2.530	0.112	6.025	0.110
D: Bicycles, mopeds, cars and other vehicles or spare parts	15.415	*0.004*	0.141	0.707	34.576	*0.000*
E: Beauty or wellness products	1.822	0.768	52.126	*0.000*	1.135	0.769
F: Books, magazines, movies, and music (including paid streaming)	3.790	0.435	4.556	*0.033*	2.161	0.540
G: Medicines and vitamins (excluding prescription drugs)	2.943	0.567	18.000	*0.000*	2.460	0.483
H: Furniture, Home furnishings or gardening products	2.022	0.732	8.424	*0.004*	10.179	*0.017*
I: Cinema, theatre, or another cultural event attendance	5.374	0.251	11.196	*0.001*	5.784	0.123
J: Clothing (including sportswear), footwear or accessories	1.347	0.853	6.445	*0.011*	2.698	0.441
K: Computers, tablets, mobile phones, or accessories	3.912	0.418	0.020	0.889	22.522	*0.000*
L: Computer games, gaming machines and other accessories for gamers	6.316	0.177	0.470	0.493	5.537	0.136
M: Food and drink	16.089	*0.003*	3.243	*0.072*	7.778	0.051
N: Sporting goods (excluding sportswear)	2.493	0.646	9.591	*0.002*	3.126	0.373

Battery 2 statement	K-W H - Age	Asymp. Sig. - Age	K-W H - Gender	Asymp. Sig. - Gender	K-W H - Education	Asymp. Sig. - Education
O: Consumer electronics and household appliances	14.058	*0.007*	2.132	0.144	13.805	*0.003*

Source: Authors' own research.

The results of the KW test shown in Tab. 3 led to the conclusion that the null hypothesis cannot be partially rejected, as only 18 out of the 45 results are statistically significant, meaning that the perceived level of involvement in different product categories is not affected by the chosen identifying factors of consumers. However, the gender warrants further investigation.

The statistically significant results from Tab. 2 and Tab. 3 are further tested with the post hoc test using Dunn's test with Bonferroni correction; these results will not be shown in separate tables but will be directly commented upon in the discussion.

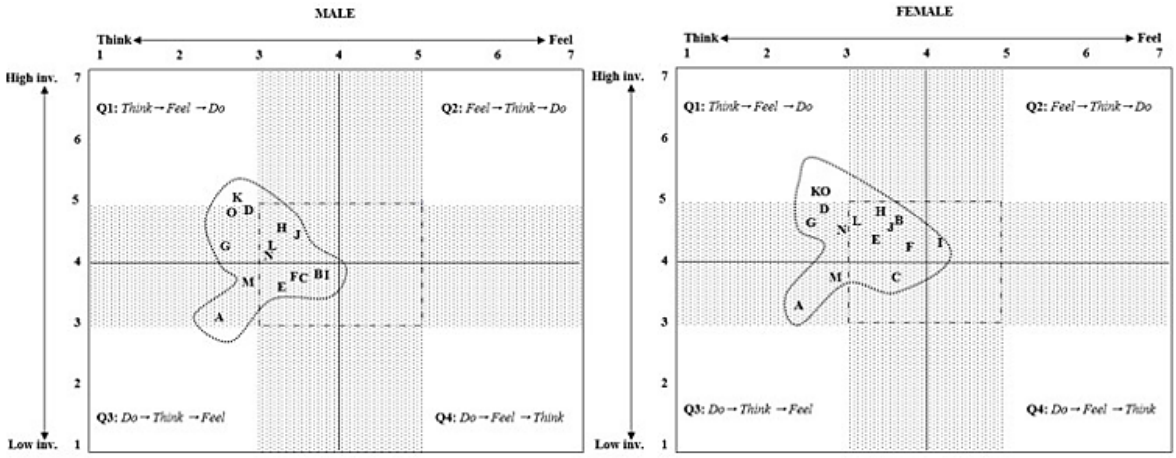
Discussion

For emotional and rational appeals, battery 1, see Tab. 2, generally the means are skewed towards lower values, meaning more towards logical arguments. The product categories with the highest prevalence of logical arguments are A, G, K, and D, while the highest predominance of emotions can be observed for product categories I, B, and F. The age group influenced 13 out of 15 product categories (all except B and I). The results of the post hoc test suggest that in all the cases, the age group 18-25 manifested a statistically significant inclination towards emotions, and the age group 46-55 towards logic, followed by 11 (all product categories except B, E, G, and I) cases for the age group 56-65, and 3 (E, F, and K) for the age group 36-45. Gender influenced 5 out of 15 product categories (A, D, F, I, and L). Women manifested statistically significant inclination towards logic and men towards emotions for product categories A, D, and L, while men manifested statistically significant inclination towards logic and women towards emotions for product categories F and I. Education influenced 7 out of 15 product categories (A, D, G, K, M, N, and O). All of these 7 categories manifested statistically significant inclination towards logic for university education, 3 (D, G, and K) also for high school education, while 4 categories (A, D, G, and O) manifested statistically significant inclination toward emotions for trained education, and 4 categories (D, G, K, and O) for primary education. These results provide an answer to the RQ1.

For high and low involvement, battery 2, see Tab. 3, generally the means are higher, meaning higher involvement. The product categories with the lowest involvement are A, M, and C, while the highest involvement can be observed for K, O, and D. Only 3 out of 15 product categories (D, M, and O) are influenced by age group. The age group 18-25 manifested a statistically significant inclination towards low involvement for categories D and O, age group 36-45 for category M, while and the age group 56-65 towards high involvement for M and O, age group 46-55 for categories M and O, and age group 36-45 for categories D and O. Gender influenced 8 out of 15 product categories (B, E, F, G, H, I, J, and N). For all categories, men manifested statistically significant inclination towards low involvement and women towards high involvement. Education influenced 5 out of 15 product categories (A, D, H, K, and O). The results vary greatly as statistically significant inclination toward low involvement was manifested by university and high school education for category A, primary education for

category D, and trained education for categories D, H, K, and O. statistically significant inclination towards high involvement was manifested by university education for categories D, H, K and O, by high school education for categories D and K, primary and trained education for category A. These results provide an answer to the RQ2.

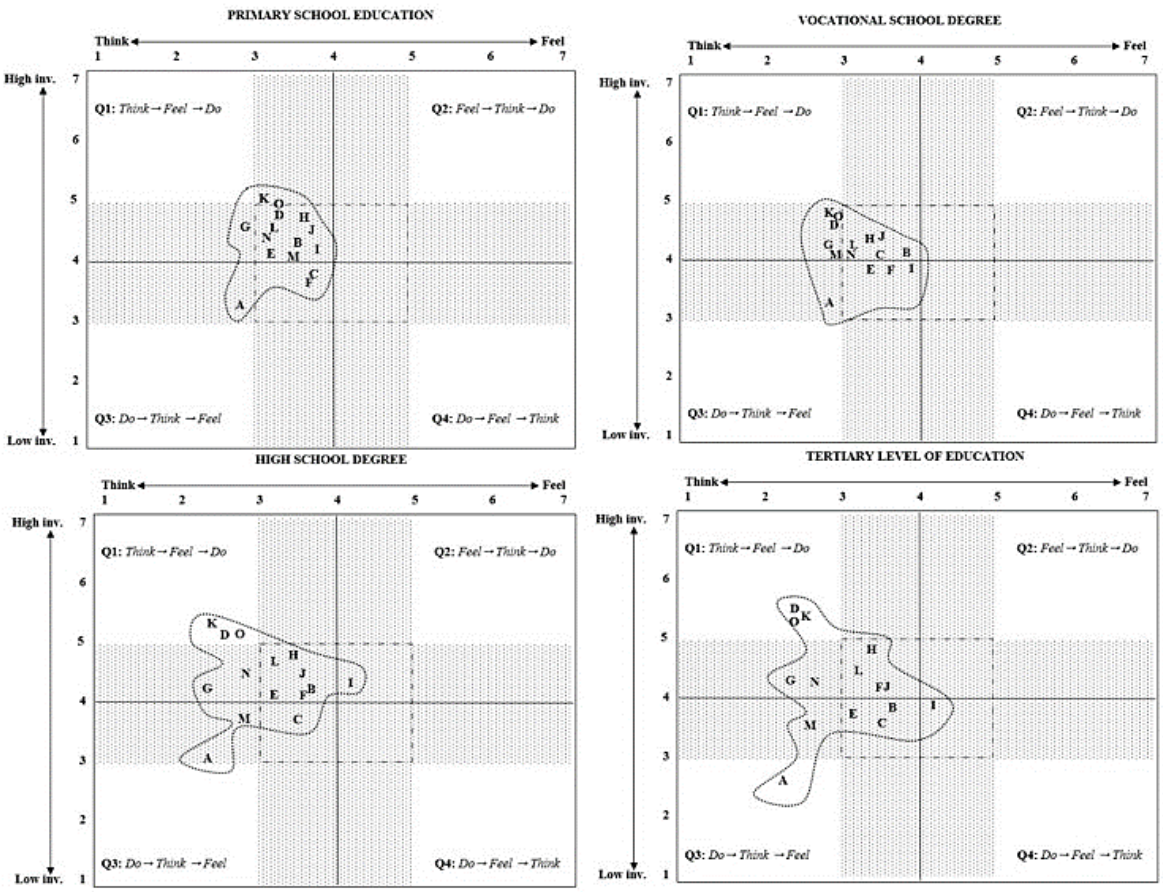
The results are also shown in the form of positional maps because of their clarity. Each positional map is created for all 15 product categories and one consumer identifying factor, altogether 11 positional maps, see Figure 2 for the influence of gender, Figure 3 for the influence of level of education, and Figure 4 for the influence of age group.



Legend: *A = Cleaning products or personal hygiene product; B = Children toys or childcare items; C = restaurants including fast-food chains; D = Bicycles, mopeds, cars, or other vehicles or their spare parts; E = Cosmetics, beauty or wellness product; F = Books, magazines, films and music (including streaming for charge); G = Medicine or dietary supplements such as vitamins (online renewal of prescriptions is not included); H = Furniture, home accessories or gardening products; I = Theatre, cinema or other cultural events; J = Clothes (including sport clothing), shoes or accessories; K = Computers, tablets, mobile phones or accessories; L = PC games, gaming devices and other accessories for gamers; M = Food or beverages; N = Sports goods (excluding sport clothing); O = Consumer electronics or household appliances.*

Figure 2. Positional maps for 15 product categories – male and female

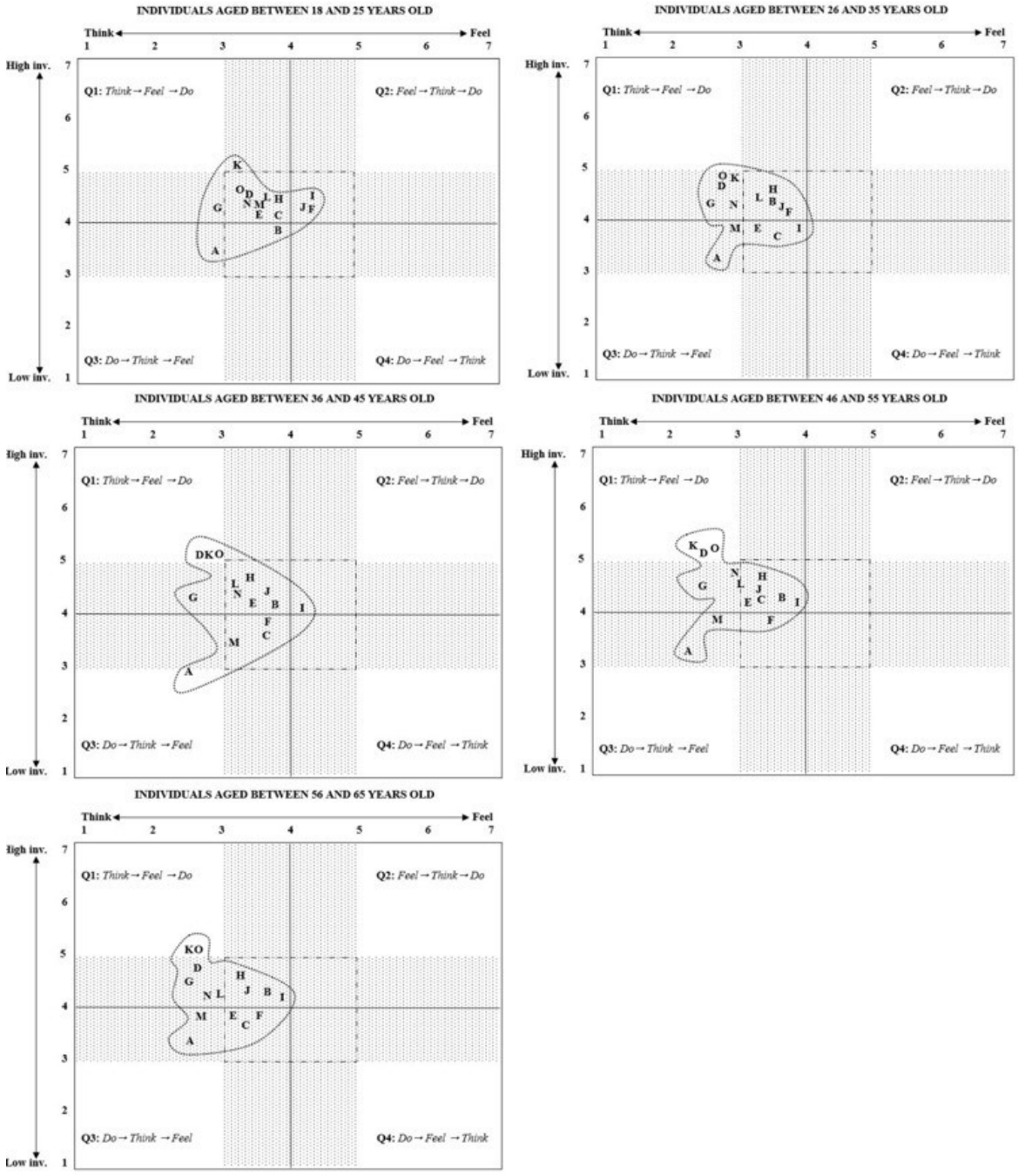
Source: Authors' own research.



Legend: *A = Cleaning products or personal hygiene product; B = Children toys or childcare items; C = restaurants including fast-food chains; D = Bicycles, mopeds, cars, or other vehicles or their spare parts; E = Cosmetics, beauty or wellness product; F = Books, magazines, films and music (including streaming for charge); G = Medicine or dietary supplements such as vitamins (online renewal of prescriptions is not included); H = Furniture, home accessories or gardening products; I = Theatre, cinema or other cultural events; J = Clothes (including sport clothing), shoes or accessories; K = Computers, tablets, mobile phones or accessories; L = PC games, gaming devices and other accessories for gamers; M = Food or beverages; N = Sports goods (excluding sport clothing); O = Consumer electronics or household appliances.*

Figure 3. Positional maps for 15 product categories – level of education achieved

Source: Authors' own research.



Legend: *A = Cleaning products or personal hygiene product; B = Children toys or childcare items; C = restaurants including fast-food chains; D = Bicycles, mopeds, cars, or other vehicles or their spare parts; E = Cosmetics, beauty or wellness product; F = Books, magazines, films and music (including streaming for charge); G = Medicine or dietary supplements such as vitamins (online renewal of prescriptions is not included); H = Furniture, home accessories or gardening products; I = Theatre, cinema or other cultural events; J = Clothes (including sport clothing), shoes or accessories; K = Computers, tablets, mobile phones or accessories; L = PC games, gaming devices and other accessories for gamers; M = Food or beverages; N = Sports goods (excluding sport clothing); O = Consumer electronics or household appliances.*

Figure 4. Positional maps for 15 product categories – age groups

Source: Authors' own research.

The maps above help to understand the described differences visually. Generally, it can be said that most of the product categories are in the quadrants 4 and 5, with some also in 1 and 7.

Our findings are not in line with the theoretical framework of the traditional concept of the FCB model (Figure 1). This fact has already been confirmed in our previous research. The traditional FCB model needs to be updated and expanded in order to create quadrants that consider the fact that customers (consumers) can be influenced by an emotional rationality and a medium involvement in their purchasing decisions. The new proposed model of the FCB is expanded from 2 by 2 matrix to 3 by 3 matrix, creating new quadrants with newly defined purchasing decision sequences (Figure 5).

	Think	**Think & Feel**	**Feel**
	"Think products" and their objective, tangible and functional characteristics.	Combination of these both appeals.	"Feel products" and their subjective, intangible, and psychosocial characteristics.
High-involvement High motivation to engage in an extensive external search.	*Q1: Think → Feel → Do*	*Q2: Think & Feel → Do*	*Q3: Feel → Think → Do*
Medium-involvement Combination of these both involvements.	*Q4: Think → Do → Feel*	*Q5: Combination of Q2 and Q8*	*Q6: Feel → Do → Think*
Low-involvement Frequently purchased, inexpensive, and low in personal relevance products.	*Q7: Do → Think → Feel*	*Q8: Do → Think & Feel*	*Q9: Do → Feel → Think*

Figure 5. Newly introduced transformed nine-quadrants concept of the FCB model
Source: Authors' own research; modified according to Matušínská, and Stoklasa, 2021; Yssel, 1994.

Conclusion

The aim of the paper was to find out how various product categories were influenced by rational or emotional appeals and the level of involvement in purchasing decisions with regard to selected demographic characteristics of Czech consumers. The FCB model framework was used, however, it needed to be adapted to current Czech conditions – the product categories were newly formulated, and the model was expanded. The sample consisted of 1,050 Czech respondents from the online panel of the research agency Ipsos. The methods used were Kolmogorov-Smirnov test, Kruskal-Wallis test with a post hoc test using Dunn's test with Bonferroni correction, and positional maps.

Data analysis revealed that consumers in most of the examined product categories were not unequivocally influenced by rational or emotional appeals. The same could also be said for the degree of involvement of the consumers in the purchasing decision-making process. Apart from the statistical tests used, positional maps were created to clearly visualise the differences. Generally, the results showed most product categories were

clustered within quadrants 4 and 5, with some also in 1 and 7, meaning the prevalence of think products and think & feel products, it was possible to name the appeals as emotionally rational. Within the involvement of the consumers in the purchasing process, the medium rate significantly prevailed, with very few categories on the edge of high or low involvement. The representative product categories, where emotionally rational appeals played a role together with a medium level of participation in purchasing decisions, included: B = Children toys or childcare items; E = Cosmetics, beauty or wellness product; F = Books, magazines, films and music (including streaming for charge); H = Furniture, home accessories or gardening products; I = Theatre, cinema or other cultural events; J = Clothes (including sport clothing), shoes or accessories.

This newly introduced transformed nine-quadrants concept of the FCB model influences a consumer's mentality within a purchase decision process. In terms of sales, all nine quadrants clearly show the customers´ behavior during their purchasing decisions. Then companies can focus directly and effectively on the target segments. Based on research data, in the next phase of the research project, the authors aim to design a suitable representative advertising strategy (type of media, type of emotional and rational appeals, advertising frequency, and cognitive biases application) for individual nine quadrants with respect to defined customer (consumer) segments.

This study has some limitations. There is a lack of prior research studies on the topic of the adjusted FCB model. Another limitation might be the chosen data collection method – the questionnaire, as the answers to how consumers judge their feelings and involvement in purchasing various product categories might have been influenced by the ongoing pandemic of COVID-19, which changed the purchasing process and purchased products. Further research should focus on the applicability of the newly introduced nine-quadrants FCB model. The authors' intention is to apply and investigate this model also in the field of services. Replication study in other countries could lead to validation and comparation of the findings.

Acknowledgement

This paper was supported by the Ministry of Education, Youth and Sports Czech Republic within the Institutional Support for Long-term Development of a Research Organization in 2022.

References

Ajzen, I., & Fishbein, M. (1977). Attitude-Behaviour Relations: A Theoretical Analysis and Review of Empirical Research. *Psychological Bulletin,* 84(5), 889-918.

Ajzen, I. (1991). The Theory of Planned Behavior. *Organizational Behavior and Human Decision Processes,* 50(2), 179-211.

Albers-Miler, N.D., & Stafford, M.R. (1999). An international analysis of emotional and rational appeals in services vs goods advertising. *Journal of Consumer Marketing*, 16(1), 42-57.

Allen, CH. T., Machleit, K.A., & Kleine, S.S. (1992). A Comparison of Attitudes and Emotions as Predictors of Behavior at Diverse Levels of Behavioral Experience. *Journal of Consumer Research*, 18(4), 493-504.

Alt, M., Săplăcan, Z., & Berács, J. (2019). Managerial Framework for Bank Advertising. International *Journal of Bank Marketing,* 37(7), 1547-1565.

Ambler, T. (2015). Myths about the mind: Time to end some popular beliefs about how advertising works. *International Journal of Advertising*, 17(4), 501-509.

Ang, L. (2014). *Principles of Integrated Marketing Communications.* Melbourne: Cambridge University Press.

Antil, J.H. (1984). Conceptualisation and Operationalisation of Involvement. *Advances in Consumer Research*, 11, 203-209.

Avery, A., & Franke, G.R. (1996). The Information Content of Advertising: A Meta-Analysis. *Journal of Advertising*, 25(2), 1-17.

Bagozzi, R.P., Gopinath, M., & Nyer, P.U. (1999). The Role of Emotions in Marketing. *Journal of the Academy of Marketing Science*, 27(2), 184-206.

Beckamn, W.E., & Beckmann, S.C. (1998). Review and Critical Assessment of Research on Marketing and the Environment. *Journal of Marketing Management*, 14(6), 513-532.

Bettman, J.R. (1979). *An information Processing Theory of Consumer Choice.* Boston: Addison-Wesley Publishing Company.

Blythe, J. (2003). *Essentials of Marketing Communications* (2nd ed.). Harlow: Pearson Education Ltd.

Bougie, R., Pieters, R., & Zeelenberg, M. (2003). Angry Customers do not Come Back, They Get Back: The Experience and Behavioral Implications of Anger and Dissatisfaction in Services. *Journal of the Academy of Marketing Science,* 31(4), 377-393.

Celuch, K.G., & Slama, M. (1993). Program Content and Advertising Effectiveness: A Test of the Congruity Hypothesis for Cognitive and Affective Sources of Involvement. *Psychology & Marketing,* 10(4), 285-299.

Cheong, H.J., & Cheong, Y. (2020). Updating the Foote, Cone & Belding Grid: Revisiting the Product Classifications of the FCB Grid for Online Shopping and Contemporary Consumers' Decision Making. *Journal of Advertising Research,* 61(1), 12-29.

Choi, H., Yoon, H.J., Paek, H., & Reid, L.N. (2010). "Thinking and Feeling" Products and "Utilitarian and Value-expressive" Appeals in Contemporary TV Advertising: A Content Analytic Test of Functional Matching and the FCB Model. *Journal of Marketing Communications,* 18(2), 91-111.

Czech Statistical Office. Population change - year 2021. Accessed August 1, 2022. Retrieved from https://www.czso.cz/csu/czso/ari/population-change-year-2021

Derbaix, CH., & Vanhamme, J. (2003). Inducing Word-of-Mouth by Eliciting Surprise – a Pilot Investigation. *Journal of Economic Psychology,* 24(1), 99-116.

Derbaix, Ch. (1995). The Impact of Affective Reactions on Attitudes Toward the Advertisement and the Brand: a Step Toward Ecological Validity. *Journal of Marketing Research,* 32(4), 470-479.

Dickinger, A., & Zorn, S. (2008). Compensation Models for Interactive Advertising. *Journal of Universal Computer Science,* 14(4), 557-565.

Edel, J.A., & Burke, M.CH. (1987). The power of Feelings in Understanding Advertising Effects. *Journal of Consumer Research,* 14(3), 421-433.

Eliott, R. (1998). "A model of Emotion-driven choice." *Journal of Marketing Management*, 14(1-3), 95-108.

Engel, J.F., Kollat, D.D., & Blackwell, R.D. (1971). *Consumer Behavior.* The Dryden Press Series in Marketing.

Erevelles, S. (1998). The Role of Affect in Marketing. *Journal of Business Research,* 42(3), 199-215.

Escalas, J.E., & Stern, B.B. (2003). Sympathy and Empathy: Emotional Responses to Advertising Dramas. *Journal of Consumer Research,* 29(4), 566-578.

Eurostat. E-commerce statistics for individuals. Accessed August 25, 2021. Retrieved from https://ec.europa.eu/eurostat/statistics-explained/index.php?title=E-commerce_statistics_for_individuals#E-shopping:_biggest_increase_among_young_internet_users

Fill, CH., & Turnbull, S. (2019). *Marketing Communications: Touchpoints, Sharing and Disruption* (8th ed.). *Harlow:* Pearson Education Ltd.

Fishbein, M. (1965). *A consideration of Beliefs, Attitudes and their Relationships.* New York: Reinhart and Winston.

Frijda, N., Kuipers, H.P., & Shure, E. (1989). Relations among Emotion, Appraisal, and Emotional Action Readiness. *Journal of Personality and Social Psychology*, 57(2), 212-228.

Ghosh, S., Barai, P., & Datta. B. (2018). Identify Customer Involvement During Organic Food Purchase Through FCB Grid. *Journal of International Food & Agribusiness Marketing,* 31(3), 237-254.

Hansen, F., & Christensen, S.R. (2007). *Emotions, Advertising and Consumer Choice.* Gylling: Copenhagen Business School Press.

Hansen, F. (1972). *Consumer Choice Behavior: A cognitive Theory.* New York: The Free Press.

Holbrook, M.B., & Hirschman, E.C. (1982). The Experimental Aspects of Consumption: Consumer Fantasies, Feelings, and Fun. *Journal of Consumer Research,* 9(2), 132-40.

Holbrook, M.B., & O´Shaughnessy, J. (1984). The Role of Emotion in Advertising. *Psychology and Marketing,* 1(2), 45-64.

Houston, M.J., & Rothschild, ML. (1978). Conceptual and Methodological Perspectives in Involvement. *Research frontiers in marketing: dialogues and directions,* 184-187.

Howard, J. A., & Sheth, J.N. (1969). *A Theory of Buyer Behavior.* New York: John Wiley and Sons.

Huang, M. (2001). The Theory of Emotions in Marketing. *Journal of Business and Psychology*, 16, 239-247.

Inman, J.J., & Zeelenberg, M. 2002. Regret in Repeat Purchase versus Switching Decisions: the Attenuating Role of Decision Justifiability. *Journal of Consumer Research,* 29(1), 116-128.

Insko, CH.A. (1967). *Theories of Attitude Change.* New York: Appleton-Century-Crofts.

Izard, C. E. (1992). Basic Emotions, Relations Among Emotions, and Emotion-Cognition Relations. *Psychological Review,* 99(3), 561-565.

Janiszewski, CH. (1988). Preconscious Processing Effects: The Independence of Attitude Formation and Conscious Thought. *Journal of Consumer Research,* 15(2), 199-209.

Johnson, E.J., & Meyer, R.J. (1984). "Compensatory Choice Models of Non-Compensatory Processes: The Effect of Varying Context." *Journal of Consumer Research,* 11(1), 528-541.

Josephson, S., Kelly, J., & Smith, K. (2020). *Handbook of Visual Communication: Theory, Methods, and Media* (2nd ed.). London: Routledge.

Kimmel, A.J. (2018). *Psychology Foundations of Marketing: The Keys to Consumer Behavior* (2nd ed.). New York: Routledge.

Kotler, P., & Armstrong, G. (2010). *Principles of Marketing* (17th ed.). London: Pearson Education.

Laros, F.J.M., & Steenkamp, J.E.M. (2005). Emotions in Consumer Behavior. A Hierarchical Approach. *Journal of Business Research,* 58(10),1437-1445.

Laurent, G., & Kapferer, J. (1985). Measuring Consumer Involvement Profiles. *Journal of Marketing Research,* 12, 41-53.

Leeper, J.D. (2021). Choosing the Correct Statistical Test. Accessed December 14, 2021. Retrieved from https://stats.idre.ucla.edu/other/mult-pkg/whatstat/

Matušínská, K., & Stoklasa, M. (2021). Advertising Strategy According to the Concept of the FCB model in the Conditions of the Various Generations. *E&M Economics and management,* 24(4), 189-205.

Matušínská, K., & Zapletalová, Š. (2021). Rational and Emotional Aspects of Consumer Behaviour. *Forum Scientiae Oeconomia,* 9(2), 95-110.

Mazis, M.B., Ahtola, O.T., & Klippel, R.E. (1975). A Comparison of Four Multi-Attribute Models in the Prediction of Consumer Attitude. *Journal of Consumer Research,* 2(1), 38-52.

McKay-Nesbitt, J., Manchanda, R. V., Smith, M. C., & Huhmann, B. A. (2011). Effects of age, need for cognition, and affective intensity on advertising effectiveness. *Journal of Business Research,* 64(1), 12-17.

Moriarty, S., Mitchell, N., Wood, CH., & Wells, W.D. (2019). *Advertising & IMC: Principles & Practice.* London: Pearson Education Ltd.

Nicosia, F.M. (1966). Consumer Decision Processes: Marketing and Advertising Implications. *Journal of Marketing Research,* 5(3).

Olney, T., J. Holbrook, M.B., & Batra, R. (1991). Consumer Responses to Advertising: the Effects of Ad Content, Emotions, and Attitude Toward the Ad on Viewing Time. *Journal of Consumer Research,* 17(4), 440-453.

Petty, R.E., & Cacioppo, J.T. (1986). The Elaboration Likelihood Model of Persuasion. *Advances in Experimental Social Psychology,* 19, 123-205.

Pham, M.T., Cohen, J.B., Pracejus, J., & Hughes, G.D. (2001). Affect Monitoring and the Primacy of Feelings in Judgment. *Journal of Consumer Research,* 28(2).

Philips, D.M., & Baumgartner, H. (2002). The Role of Consumption Emotions in the Satisfaction Response. *Journal of Consumer Psychology*, 12(3), 243-252.

Pourazad, N., Stocchi, L., & Pare, V. (2019). Brand Attribute Associations, Emotional Consumer-Brand Relationship and Evaluation of Brand Extensions. *Australasian Marketing Journal,* 27(4).

Richins, M.L. (1997). Measuring Emotions in the Consumption Experience. *Journal of Consumer Research,* 24(2),127-146.

Roseman, I.J. (1996). Appraisal Determinants of Emotions: Constructing a more Accurate and Comprehensive Theory. *Cognition and Emotion,* 10(3), 241-278.

Rossiter, J., R., and Percy, L. (1997). *Advertising Communications and Promotion Management* (2nd ed.). New York: McGraw-Hill.

Rossiter, J.R., & Bellman, S. (2005). *Marketing Communications.* Pearson College.

Rossiter, J.R., Percy, L., & Donovan, R.J. (1991). A better Advertising Planning Grid. *Journal of Advertising Research,* 31(5), 11-21.

Ruth, J.A., Brunel, F.F., & Othes, C.C. (2002). Linking Thoughts to Feelings: Investigating Cognitive Appraisals and Consumption Emotions in a Mixed-Emotions Context. *Journal of the Academy of Marketing Science,* 30(1), 44-58.

Sheppard, B.H., Hartwick, J., & Warshaw, P.R. (1988). The Theory of Reasoned Action: A Meta-analysis of Past Research with Recommendations for Modifications and Future Research. *Journal of Consumer Research,* 15(3), 325-343.

Smith, C.A., & Lazarus, R.S. (1993). Appraisal Components, Core Relational Themes, and Emotions. *Cognition and Emotion,* 7, 295-323.

Smith, PR, & Zook, Z. (2012). *Marketing Communications: Integrating Offline and Online with Social Media* (5th ed.). London: KoganPage.

Stern, L.B., & Resnik, A.J. (1991). Information content in television advertising: A replication and Extension. *Journal of Advertising Research, 31*(3), 36-46.

Taylor, R.E. (1999). A six-Segment Message Strategy Wheel. *Journal of Advertising Research,* 39(6), 7-18.

Taylor, S. (1994). Waiting for Service: The Relationship between delays and Evaluation of Service. *Journal of Marketing,* 58(2), 56-69.

Teichert, T., Hardeck, D., Liu, Y., & Trivedi, R. (2018). How to Implement Informational and Emotional Appeals in Print Advertisements. *Journal of Advertising Research,* 58(3).

Tsiros, M., & Vikas, M. (2000). Regret: a model of its Antecedents and Consequences in Consumer Decision Making. *Journal of Consumer Research,* 26(4), 401-417.

Vaughn, R. (1980). How Advertising Works: A Planning Model. *Journal of Advertising Research,* 20(5), 27-33.

Vázquez, F.J., & Álvarez-Delgado, R.C. (2019). The Interaction between Rational Arguments and Emotional Appeals in the Entrepreneurial Pitch. *International Journal of Entrepreneurial Behaviour & Research,* 26(3), 503-520.

Verbeke, W., & Bagozzi, R.P. (2000). Exploring the role of Self- and Customer-provoked Embarrassment in Personal Selling. *International Journal of Research in Marketing,* 20(3), 233-258.

Yaakoop, A.Y., Mahadi, N., Ariffin, Z.Z., & Omar, S.S. (2018). Review of Hierarchy-of-Effects (HoE) Models and Higher Education Advertising in Malaysia. *Journal of Social Sciences Research,* 2(11), 212-219.

Yssel, J.CH. (1994). *An Evaluation of Advertising Strategies Developed according to the FCB Grid and the Bendinger Formula.* PhD diss., University of South Africa.

Zaichowsky, J.L. (1985). Measuring the Involvement Construct. *Journal of Consumer Research,* 12(3), 341-352.