

# **Influential Article Review - Understanding Links Between Emotions and Women's Product Preferences**

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*This paper examines consumer behavior. We present insights from a highly influential paper. Here are the highlights from this paper: A wide difference of opinion exists about the content and composition of emotions. Advertising may influence an audience and their buying decisions about products and services. The objective of this study is to better conceptualize how women emotionally respond to emotional advertisements (EAs). The variant views are integrated into an ACE model, composed of subordinate levels of emotions (E), celebrity endorsements (C), and appeal drivers (A). This empirical study examines women's emotional response using data from 240 Chinese women respondents. The study participants were invited to develop ACE mix based advertisements and fill out questionnaires. PLS-SEM analysis, a novel approach in ACE advertisement development and its applicability to consumer behavior, was used. The results show that showbiz celebrities expressing the emotion of happiness with music and color make the most effective ACE mix to influence the consumption behavior of women. The results are significantly mediated by attention levels and are widely applicable in the burgeoning advertising industry. The study also calls for further research with different ACE mixes in different contexts and on different audiences. It also opens doors for policy making and an appropriate understanding of women's consumption behavior in the Chinese context. For our overseas readers, we then present the insights from this paper in Spanish, French, Portuguese, and German.*

*Keywords: Emotions, Celebrity endorsement, Appeal drivers, Advertisement, Consumer behavior*

## **SUMMARY**

- In this research, the antecedents to women's consumption behavior are depicted to study the proposed hypotheses while highlighting some new insights in the spheres of emotional responses to ACE-based advertising. It is evident that the specific appeal drivers, celebrity endorsements, and the kind of emotional feelings generated from the advertisement may impact the consumption patterns of women. It has been found that, as expected, interesting and eye catchy advertisements may hold the attention levels of Chinese women which also mediates the direct effect of ACE constructs on their consumption behavior.
- This research work contributes to the growing knowledge of marketing and advertising theory that investigates the relationship between emotions, appeal drivers, celebrity endorsement, attention

levels and consumption behavior. This relationship is investigated by analyzing the mediating effect of attention level as an important process ACE employs to increase consumption patterns. Based on the complete nomological web weaved into the research model shown in Fig. 2, the PLS-SEM statistical analysis provides supporting results to the research objective of this study: to illuminate the best combination to be adopted while developing EAs, the best audience for ACE mix based EAs and to reveal how to capture the attention and influence the consumption behavior of the audience through EAs. The study shows that women's response, particularly Chinese women's response, was primarily driven by their interest and attention levels induced by a specific ACE combination in the advertisement. The results advance the theory and conceptualization of the celebrity endorsement and their good fit in the EAs, which were previously unknown. Moreover, attention levels significantly mediate the relationship between emotions, appeal drivers, celebrity endorsements and Chinese women's consumption behavior. This research work provides empirical grounding for some of the theoretical assumptions surrounding EAs and its developments and measures the magnitude of consumer response. This research work is one of the few efforts that measures the depth and multidimensional nature of EA development, with ACE combinations, and women's consumption response in a Chinese context.

- It is strategically important to determine the appropriate target audience for the advertising because consumers have different demographics. Considering age cohorts, background information, likes and dislikes, income, location, and challenges being met by the audience provide valid grounds to launch marketing and advertising campaigns. Campaigns can highlight how the advertised products and services provide the best solution to their problems. As certain groups of women differ from other women, products should be positioned uniquely for their target markets. Incorporating all advertising tactics to target all women would provide nothing for the consumer or business. Although outside the frame of the present study, an important direction for future study would be to investigate the application of ACE combinations on male consumers. The study could further be extended to examine memory and brand loyalty among the male and female consumers.

## HIGHLY INFLUENTIAL ARTICLE

We used the following article as a basis of our evaluation:

Majeed, S., Lu, C., & Usman, M. (2017). Want to make me emotional? The influence of emotional advertisements on women's consumption behavior. *Frontiers of Business Research in China*, 11(1), 1–25.

This is the link to the publisher's website:

<https://fbr.springeropen.com/articles/10.1186/s11782-017-0016-4>

## INTRODUCTION

Advertising is an old phenomenon, which has evolved over centuries. Multidimensional tactics, which are being incorporated in advertisements to influence consumer behavior, have ushered the advertisement industry into a new era. Since emotions shape consumers' behavior and decision-making (Khuong and Tram, 2015; Sebastian, 2014), anecdotal shreds of evidence suggest that emotional advertisement (EA) has become a strategic tool to influence consumer behavior favorably in a diversified business world. Advertisers deploy creative strategies, for example, incorporating emotions into advertisements in order to play on consumers' heartstrings with the intention of influencing their decision-making (Roozen, 2013). The oft-quoted emotional descriptions link emotions (E) to gestures, postures, and tactics to manage actions or reactions (Bagozzi et al., 1999; Hakkak et al., 2016; King, 2016 Rhoton, 2014). Emotions are generally perceived to be categorized in the obvious conceptualized dimensions, for example, negative emotions (shame, disgust, fear, sadness, anger, rage, revenge, disappointment, etc.) and positive emotions (joy, love, pride, happiness, hope, etc.) (Hakkak et al., 2016; Plutchik, 1997; Ekman, 2007; Bindu et al., 2007), but

there is more emotional context hidden beneath this simple demarcation. Many researchers see the need to study specific emotional states in greater detail. This is the reason that in the marketing context emotional appeals and their incorporation into promotions were rated as firms' most important tools for successful marketing strategies (Roos, 2014).

Every consumer has different choice criteria for advertised products (a term used to address both products and services). Consumers evaluate products with their unique choice and attention criteria which may include perceptions about the products and different appeal drivers (A), that is, the product's characteristics: how the product sounds, looks, feels, etc. (O' Shaughnessy and O' Shaughnessy, 2003; Randhir et al., 2016; Wagner, 2013). For example, a food advertisement incorporating the sound of a sizzling steak, or a soft drink advertisement incorporating the sound of a soda can opening, with soda coming out, may strongly affect consumers making them crave the product to satisfy their hunger and thirst (Lewis et al., 2012). Hence, marketers attempt to stimulate consumers with emotions and a wide variety of appeal drivers in order to influence consumers to choose their product. In doing so, many celebrities (C) often appear in marketing and promotional communication (Patel, 2009). For example, the featuring of David Beckham, an English soccer star, in Police sunglasses and Vodafone advertisements was associated with an unprecedented increase in the business of the respective companies (Pringle, 2004). One of the strategic tools of modern day marketing is the celebrity endorsement (Biswas et al., 2009). It is estimated that about 20–30% of advertisements generally feature celebrity endorsers (Sliburte, 2009; Hambrick and Mahoney, 2011), and this trend has increased considerably in recent decades. Although marketing professionals and other stakeholders are convinced about the effectiveness of celebrity endorsers, yet little is known about what kind of celebrity endorsement is a good fit with EAs, under emotions and appeal drivers, to influence consumers' attention, buying and consumption behavior (Erdogan et al., 2001; Agrawal and Kamakura, 1995). The academic literature on marketing varies widely in addressing this dilemma.

Further, it demands investment and effort from companies to lead the market unless they invest in EAs appropriately. Consequently, billions of dollars are invested every year in marketing and advertising strategies with the intention of influencing the behavior of consumers. However, much of the invested effort and money is wasted on poor marketing ploys which quickly exhaust opportunities to convince consumers to buy their products. There might be many reasons for this failure, which range from the improper combination of emotions (E), celebrity endorsements (C) and supporting appeal drivers (A) in the advertisements. Apart from the industry perspective, the right choice of audience and their gender can determine the success magnitude of the EAs, which ultimately turns into market share maximization. Further, it has been documented that men and women may have different emotional responses towards advertised products, which may impact their attention and consumption patterns. This may further impact the success or failure of the advertised product (Donges et al., 2012; Vigil, 2009; Lwin and Phau, 2013). Hence, the identification of the proper audience for the advertisement is important to consider for advertisers when developing their advertisements.

Although theoretical and practical developments in the marketing field have advanced exponentially, it is still not known with certainty how to best frame a combination of ACE variables for a particular audience. Moreover, it is also important to probe how the consumer's attention mediates between ACE constructs and consumer behavior. Hence, in a highly sophisticated advertising industry, these concepts still require further research. Although much of the research examines the behavior and profitable relationship with consumers, the industry and academic literature is silent about the prioritized combination of ACE mixes and attention levels in advertisement and their ultimate effect on consumers' behavior. Hence, it demands proper planning, research, and strategies from marketing professionals combined with consumer behavior analysis (Mendelson and Bolls, 2002; Brodie et al., 2011).

The purpose of this study is twofold. First, it aims to develop an appropriate ACE combination in the psychological realms of consumer behavior. It will not only elucidate the super-dominant combination of ACE mixes, but will also uncover subordinate levels which consist of specific emotions, celebrity endorsements and appeal drivers. Second, the study seeks to reveal the applicability of ACE mixes in measuring women's behavior through partial least squares path modeling (PLS-SEM), a novel approach to

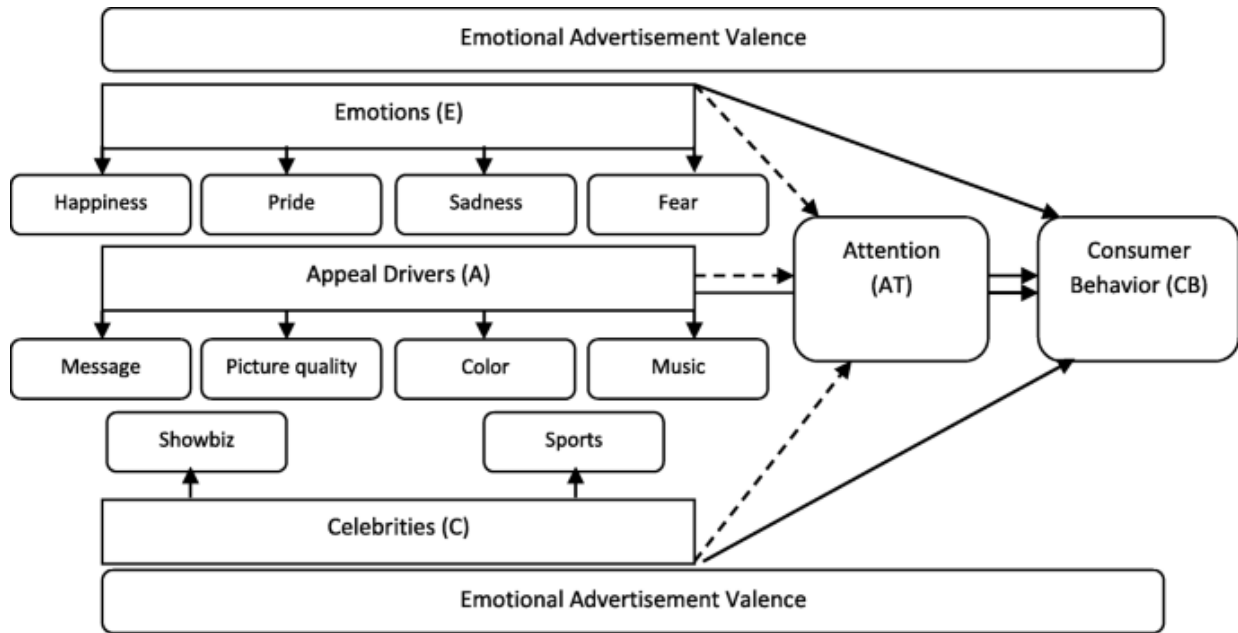
advertisement development and consumers' consumption behavior analysis. The study also highlights the mediating role of attention in this overall context which may influence the relationship between ACE constructs and women's consumption behavior. For this purpose, master level Chinese female students at the Fujian Medical University, Fuzhou China, were randomly engaged to participate in the present study with a total sample of 240 respondents. Since it is claimed that women are the most powerful consumers (Tomlinson, 2007), we take this as a basis to measure Chinese women's response towards ACE-based advertisements. Since some studies suggest that women express emotions three times, on average, more than the men do (Vigil, 2009), the results presented in this study may provide some guidelines to Chinese marketing and advertising professionals to effectively boost business volumes in China by influencing Chinese women's consumption and contagion behavior. ACE research dimensions encapsulated in this study may provoke constructive discussions on advertising and marketing in the Chinese context. This paper proposes a theoretical model which attempts to advance theoretical and practical knowledge with its findings.

## **CONCLUSION**

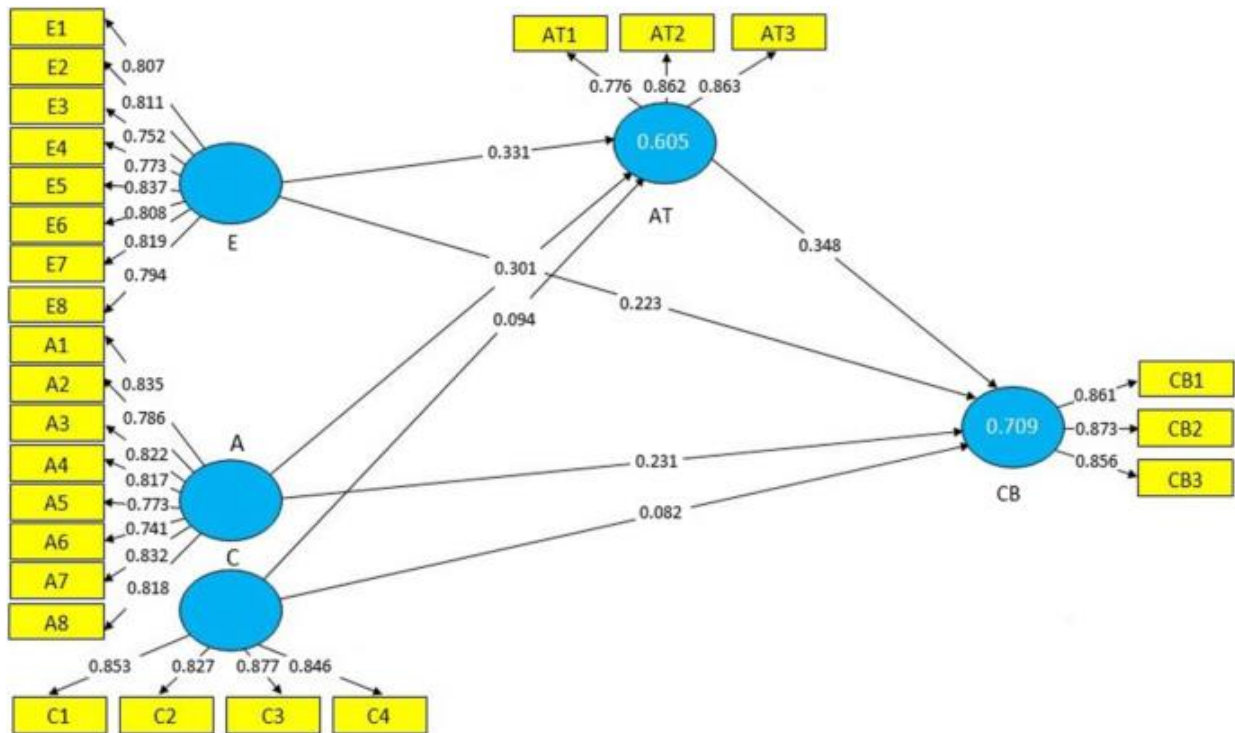
The current study contributes to the understanding of how women, the most powerful consumers on earth (Tomlinson, 2007), could be emotionally affected by EAs. The resulting robustness notes that a better understanding of ACE combinations to develop EAs may generate the desired emotional response among Chinese women and influence their consumption behavior. The findings provide support to the arguments that emotional responses are predicted by the attention levels generated by EAs and how well the ACE combination is developed. The methods incorporated to map the antecedents to Chinese women's emotional responses generalize it to measure the response of consumers across different business marketing and advertising realms, and hence fuel the notions of Guerilla Marketing. This research has attempted to bridge the theoretical and practical research gaps. However, further research is needed to develop the insights into other niches in the business world by incorporating ACE combinations and engaging different target audiences with different demographic combinations. It generates a need for appropriate strategic planning from scholars and marketing professionals, execution of tactical strategies through emotional advertisements, and coordination of media to encapsulate the overall context.

## **APPENDIX**

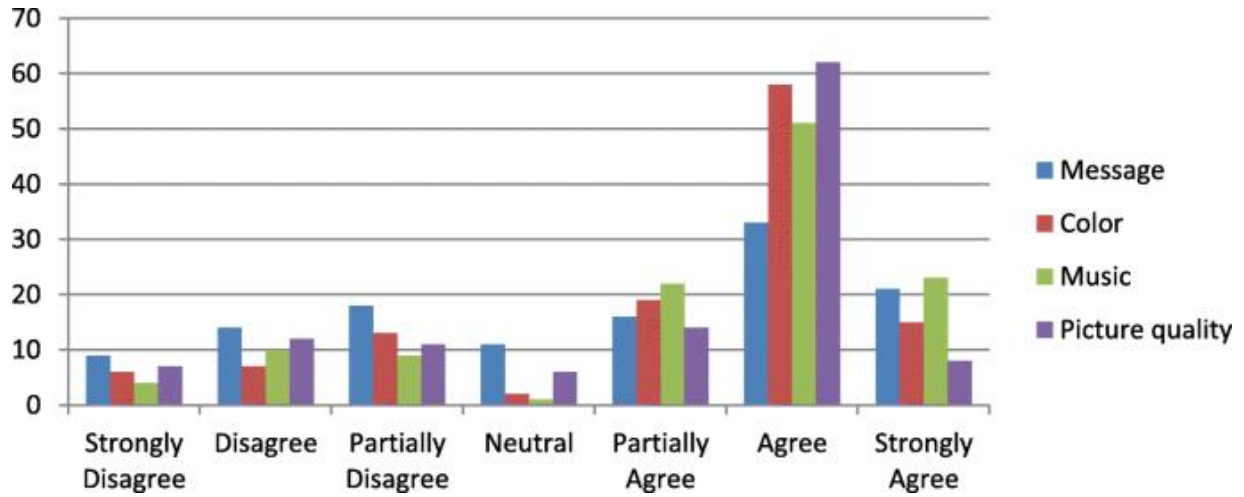
**FIGURE 1  
ACE MODEL**



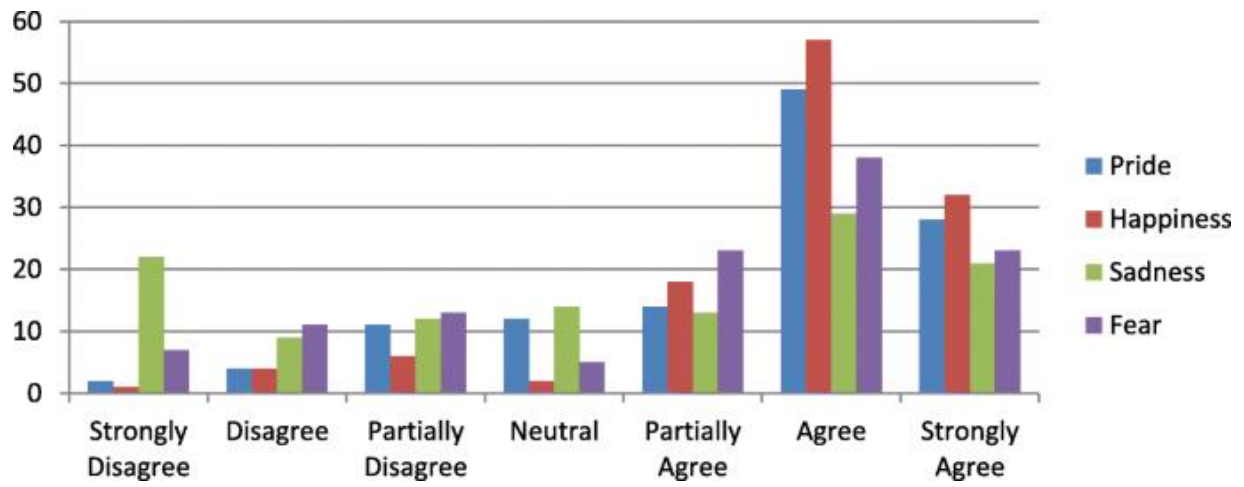
**FIGURE 2  
STRUCTURAL MODEL RESULTS**



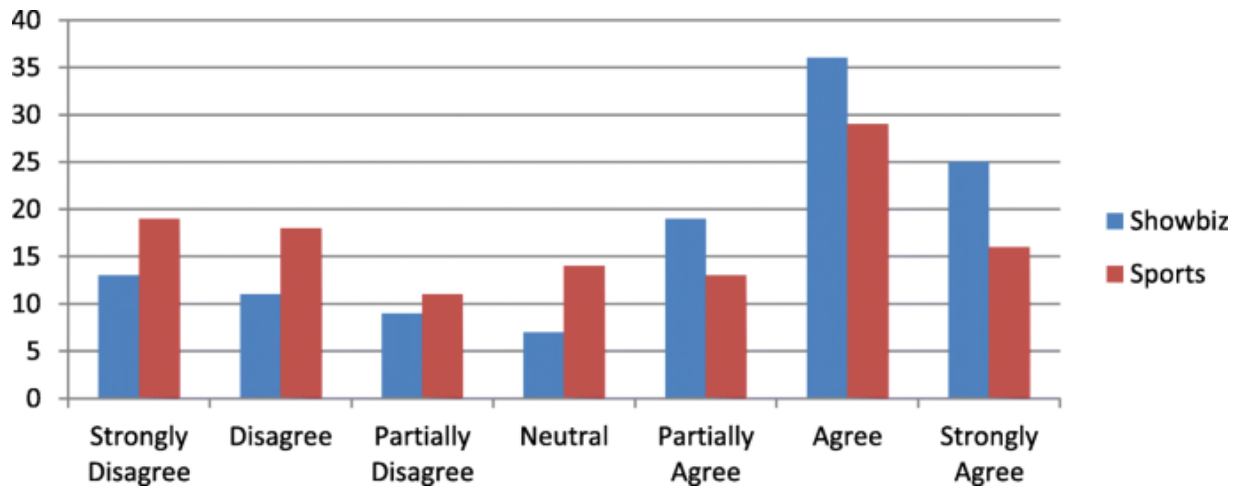
**FIGURE 3  
MOST PREFERRED APPEAL DRIVERS**



**FIGURE 4  
MOST PREFERRED EMOTIONS**



**FIGURE 5  
MOST PREFERRED TYPE OF CELEBRITY**



**TABLE 1  
DEMOGRAPHIC PROFILES OF THE RESPONDENTS**

Variable	Category	Frequency	Percent	Cumulative Percent
Gender	Male	0	0	0
	Female	240	100	100
	Total	240	100	
Nationality	Others	0	0	0
	Chinese	240	100	100
	Total	240	100	
Age	20–25	136	56.67	56.67
	26–30	83	34.58	91.25
	31–35	21	8.75	100
	Total	240	100	
Qualification	Undergraduate	71	29.58	29.58
	Graduate	129	53.75	83.33
	Post-graduate	40	16.67	100
	Total	240	100	
Work Status	Full time student	138	57.5	57.5
	Working part time	58	24.17	81.67
	while attending school			

	Working full time	44	18.33	100
	while attending school			
	Total	240	100	

**TABLE 2  
MODEL MEASUREMENT**

Constructs	Items	LVs	CR	$\alpha$	AVE	R <sup>2</sup>
Emotions (E)						–
Hope	E1	0.807	0.851	0.783	0.663	
	E2	0.811				
Pride	E3	0.752	0.786	0.817	0.681	
	E4	0.773				
Sadness	E5	0.837	0.793	0.849	0.652	
	E6	0.808				
Fear	E7	0.819	0.825	0.825	0.661	
	E8	0.794				
Appeal Drivers (A)						–
Message	A1	0.835	0.788	0.721	0.585	
	A2	0.786				
Picture quality	A3	0.822	0.857	0.746	0.637	
	A4	0.817				
Color	A5	0.773	0.810	0.717	0.593	
	A6	0.741				
Music	A7	0.832	0.863	0.733	0.539	
	A8	0.818				
Celebrities (C)						–
Showbiz	C1	0.853	0.811	0.738	0.675	
	C2	0.827				
Sports	C3	0.877	0.865	0.716	0.611	



	C4	0.846				
Attention (AT)						
	AT1	0.776	0.901	0.855	0.701	0.605
	AT2	0.862				
	AT3	0.863				
Consumer Behavior (CB)	CB1	0.861	0.921	0.887	0.745	0.709
	CB2	0.873				
	CB3	0.856				

Note: All loadings are significant at 0.05% level of significance (2-tailed)

LV Loading Values, C.R Composite Reliability,  $\alpha$  Cronbach's alpha, AVE Average Variance Extracted, R2 Coefficient of Determination

**TABLE 3  
HETEROTRAIT MONOTRAIT (HTMT) ANALYSIS RESULTS**

HTMT	1	2	3	4	5
1 Emotions					
2 Appeal Drivers	0.46				
3 Celebrities	0.42	0.61			
4 Consumer Behavior	0.44	0.59	0.58		
5 Attention	0.55	0.64	0.62	0.68	

**TABLE 4  
PATH COEFFICIENTS OF MODEL AND SIGNIFICANT TESTING OF HYPOTHESES  
(DIRECT EFFECT)**

Structural Path	Path Coefficients (t-value)	Confidence Interval	P-value (0.05%)	Results
E→CB	0.223 (5.836)	(0.152–0.305)	0.001	Accepted
A→CB	0.231 (4.462)	(0.132–0.342)	0.000	Accepted
C→CB	0.082 (2.733)	(0.023–0.143)	0.004	Accepted
AT→CB	0.348 (7.924)	(0.262–0.432)	0.000	
E→AT	0.331 (7.826)	(0.247–0.413)	0.000	
A→AT	0.301 (5.472)	(0.192–0.408)	0.011	

C→AT	0.094 (2.523)	(0.018–0.171)	0.001	
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**TABLE 5**  
**BOOTSTRAPPING MEDIATION TEST (INDIRECT / MEDIATION EFFECT)**

Structural Path	Direct Effect (t- Value)	Indirect Effect (t- Value)	Total Effect <sup>^</sup>	VAF (%)	Interpretation	Results
E→AT→CB	0.223	0.114	0.337	34.16	Partial Mediation	Accepted
	(5.836)	(5.686)				
A→AT→CB	0.231	0.103	0.334	31.24	Partial Mediation	Accepted
	(4.462)	(4.236)				
C→AT→CB	0.082	0.034	0.116	29.12	Partial Mediation	Accepted
	(2.733)	(2.476)				

VAF variance accounted for, n.s not significant:  $|t| \geq 1.96$  at  $p = 0.05$  level; The VAF  $> 80\%$  indicates full mediation,  $20\% \leq \text{VAF} < 80\%$  shows partial mediation while VAF  $< 20\%$  is no mediation (Ali & Park, 2016)

**TABLE 6**  
**MOST PREFERRED APPEAL DRIVERS**

Music	Colors
1	2
Mean = 5.46	Mean = 4.55
S.D = 1.53	S.D = 1.79
Message	Picture quality
4	3
Mean = 3.34	Mean = 4.38
S.D = 1.88	S.D = 1.82

**TABLE 7  
MOST PREFERRED EMOTIONS**

<b>Happiness</b>	<b>Pride</b>
1	2
Mean = 5.86	Mean = 4.43
S.D = 1.52	S.D = 1.80
<b>Sadness</b>	<b>Fear</b>
4	3
Mean = 3.28	Mean = 4.31
S.D = 1.90	S.D = 1.87

**TABLE 8  
MOST PREFERRED TYPE OF CELEBRITY**

<b>Showbiz</b>	<b>Sports</b>
1	2
Mean = 5.67	Mean = 4.58
S.D = 1.55	S.D = 1.69

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## **TRANSLATED VERSION: SPANISH**

Below is a rough translation of the insights presented above. This was done to give a general understanding of the ideas presented in the paper. Please excuse any grammatical mistakes and do not hold the original authors responsible for these mistakes.

## **VERSION TRADUCIDA: ESPAÑOL**

A continuación se muestra una traducción aproximada de las ideas presentadas anteriormente. Esto se hizo para dar una comprensión general de las ideas presentadas en el documento. Por favor, disculpe cualquier error gramatical y no responsabilite a los autores originales de estos errores.

## **INTRODUCCIÓN**

La publicidad es un fenómeno antiguo, que ha evolucionado a lo largo de los siglos. Las tácticas multidimensionales, que se están incorporando en los anuncios para influir en el comportamiento de los consumidores, han llevado a la industria de la publicidad a una nueva era. Dado que las emociones dan forma al comportamiento y la toma de decisiones de los consumidores (Khuong y Tram, 2015; Sebastian, 2014), los trozos anecdóticos de evidencia sugieren que la publicidad emocional (EA) se ha convertido en una herramienta estratégica para influir favorablemente en el comportamiento de los consumidores en un

mundo empresarial diversificado. Los anunciantes implementan estrategias creativas, por ejemplo, incorporando emociones en los anuncios con el fin de jugar en las cuerdas cardíacas de los consumidores con la intención de influir en su toma de decisiones (Roozen, 2013). Las descripciones emocionales citadas a frecuencia vinculan las emociones (E) con gestos, posturas y tácticas para manejar acciones o reacciones (Bagozzi et al., 1999; Hakkak et al., 2016; King, 2016; Rhoton, 2014). Las emociones generalmente se perciben como categorizadas en las dimensiones conceptualizadas obvias, por ejemplo, las emociones negativas (vergüenza, disgusto, miedo, tristeza, ira, rabia, venganza, decepción, etc.) Y emociones positivas (alegría, amor, orgullo, felicidad, esperanza, etc.) (Hakkak et al., 2016; Plutchik, 1997; Ekman, 2007; Bindu et al., 2007), pero hay más contexto emocional oculto debajo de esta simple demarcación. Muchos investigadores ven la necesidad de estudiar estados emocionales específicos con mayor detalle. Esta es la razón por la que en el contexto de marketing los atractivos emocionales y su incorporación a las promociones fueron calificados como las herramientas más importantes de las empresas para estrategias de marketing exitosas (Roos, 2014).

Cada consumidor tiene diferentes criterios de elección para los productos anunciados (un término utilizado para abordar tanto los productos como los servicios). Los consumidores evalúan los productos con sus criterios únicos de elección y atención que pueden incluir percepciones sobre los productos y los diferentes impulsores de la apelación (A), es decir, las características del producto: cómo suena el producto, se ve, se siente, etc. (O' Shaughnessy y O' Shaughnessy, 2003; Randhir et al., 2016; Wagner, 2013). Por ejemplo, un anuncio de comida que incorpore el sonido de un filete chisporroteante, o un anuncio de refresco que incorpore el sonido de una abertura de caña de refresco, con la salida de soda, puede afectar fuertemente a los consumidores haciéndoles anhelar el producto para satisfacer su hambre y sed (Lewis et al., 2012). Por lo tanto, los vendedores intentan estimular a los consumidores con emociones y una amplia variedad de impulsores de atractivo con el fin de influir en los consumidores para elegir su producto. Al hacerlo, muchas celebridades (C) a menudo aparecen en marketing y comunicación promocional (Patel, 2009). Por ejemplo, la presentación de David Beckham, una estrella de fútbol inglesa, en gafas de sol de la policía y anuncios de Vodafone se asoció con un aumento sin precedentes en el negocio de las respectivas empresas (Pringle, 2004). Una de las herramientas estratégicas del marketing moderno es el respaldo de celebridades (Biswas et al., 2009). Se estima que alrededor de 20–30% de los anuncios generalmente cuentan con patrocinadores de celebridades (Sliburyte, 2009; Hambrick y Mahoney, 2011), y esta tendencia ha aumentado considerablemente en las últimas décadas. Aunque los profesionales del marketing y otras partes interesadas están convencidos sobre la eficacia de los patrocinadores de celebridades, sin embargo, se sabe poco acerca de qué tipo de respaldo de celebridades es una buena opción con los eas, bajo las emociones y los conductores de atractivo, para influir en la atención de los consumidores, la compra y el comportamiento de consumo (Erdogan et al., 2001; Agrawal y Kamakura, 1995). La literatura académica sobre marketing varía ampliamente en abordar este dilema.

Además, exige inversiones y esfuerzos de las empresas para liderar el mercado a menos que inviertan en eas adecuadamente. En consecuencia, se invierten miles de millones de dólares cada año en estrategias de marketing y publicidad con la intención de influir en el comportamiento de los consumidores. Sin embargo, gran parte del esfuerzo invertido y el dinero se desperdicia en estratagemas de marketing deficientes que agotan rápidamente las oportunidades para convencer a los consumidores de comprar sus productos. Puede haber muchas razones para este fracaso, que van desde la combinación incorrecta de emociones (E), endosos de celebridades (C) y apoyar a los conductores de apelación (A) en los anuncios. Aparte de la perspectiva de la industria, la elección correcta de la audiencia y su género puede determinar la magnitud del éxito de los eas, que en última instancia se convierte en la maximización de la cuota de mercado. Además, se ha documentado que hombres y mujeres pueden tener diferentes respuestas emocionales hacia los productos anunciados, lo que puede afectar sus patrones de atención y consumo. Esto puede afectar aún más el éxito o fracaso del producto anunciado (Donges et al., 2012; Vigil, 2009; Lwin y Phau, 2013). Por lo tanto, la identificación de la audiencia adecuada para el anuncio es importante tener en cuenta a los anunciantes al desarrollar sus anuncios.

Aunque los desarrollos teóricos y prácticos en el campo del marketing han avanzado exponencialmente, todavía no se sabe con certeza cómo enmarcar mejor una combinación de variables ACE para un público

en particular. Además, también es importante sondear cómo media la atención del consumidor entre las construcciones de ACE y el comportamiento del consumidor. Por lo tanto, en una industria publicitaria altamente sofisticada, estos conceptos todavía requieren más investigación. Aunque gran parte de la investigación examina el comportamiento y la relación rentable con los consumidores, la industria y la literatura académica guardan silencio sobre la combinación priorizada de mezclas de ACE y niveles de atención en la publicidad y su efecto final en el comportamiento de los consumidores. Por lo tanto, exige una planificación, investigación y estrategias adecuadas de los profesionales del marketing combinados con el análisis del comportamiento del consumidor (Mendelson y Bolls, 2002; Brodie et al., 2011).

El propósito de este estudio es doble. En primer lugar, tiene como objetivo desarrollar una combinación de ACE adecuada en los ámbitos psicológicos del comportamiento del consumidor. No sólo elucidará la combinación super-dominante de mezclas ACE, sino que también descubrirá niveles subordinados que consisten en emociones específicas, endosos de celebridades y conductores de apelación. En segundo lugar, el estudio busca revelar la aplicabilidad de las mezclas de ACE en la medición del comportamiento de las mujeres a través del modelado parcial de caminos de mínimos cuadrados (PLS-SEM), un enfoque novedoso para el desarrollo de la publicidad y el análisis del comportamiento del consumo de los consumidores. El estudio también destaca el papel mediador de la atención en este contexto general que puede influir en la relación entre las construcciones de ACE y el comportamiento de consumo de las mujeres. Para ello, las estudiantes chinas de nivel maestro de la Universidad Médica de Fujian, Fuzhou China, se comprometieron aleatoriamente a participar en el presente estudio con una muestra total de 240 encuestados. Dado que se afirma que las mujeres son los consumidores más poderosos (Tomlinson, 2007), tomamos esto como base para medir la respuesta de las mujeres chinas hacia los anuncios basados en ACE. Dado que algunos estudios sugieren que las mujeres expresan emociones tres veces, en promedio, más que los hombres (Vigil, 2009), los resultados presentados en este estudio pueden proporcionar algunas pautas a los profesionales chinos de marketing y publicidad para aumentar eficazmente los volúmenes de negocios en China al influir en el consumo de las mujeres chinas y el comportamiento de contagio. Las dimensiones de investigación de ACE encapsuladas en este estudio pueden provocar discusiones constructivas sobre publicidad y marketing en el contexto chino. Este documento propone un modelo teórico que intenta avanzar en los conocimientos teóricos y prácticos con sus hallazgos.

## **CONCLUSIÓN**

El estudio actual contribuye a la comprensión de cómo las mujeres, los consumidores más poderosos del mundo (Tomlinson, 2007), podrían verse afectadas emocionalmente por los eas. La robustez resultante señala que una mejor comprensión de las combinaciones de ACE para desarrollar eas puede generar la respuesta emocional deseada entre las mujeres chinas e influir en su comportamiento de consumo. Los hallazgos proporcionan apoyo a los argumentos de que las respuestas emocionales son predichas por los niveles de atención generados por los eas y qué tan bien se desarrolla la combinación de ACE. Los métodos incorporados para mapear los antecedentes de las respuestas emocionales de las mujeres chinas lo generalizan para medir la respuesta de los consumidores en diferentes ámbitos de marketing y publicidad empresarial, y por lo tanto alimentar las nociones de Guerilla Marketing. Esta investigación ha intentado salvar las brechas teóricas y prácticas de investigación. Sin embargo, se necesitan más investigaciones para desarrollar la información sobre otros nichos en el mundo de los negocios mediante la incorporación de combinaciones de ACE e involucrando a diferentes audiencias objetivo con diferentes combinaciones demográficas. Genera la necesidad de una planificación estratégica adecuada por parte de académicos y profesionales del marketing, la ejecución de estrategias tácticas a través de anuncios emocionales y la coordinación de los medios de comunicación para encapsular el contexto general.

**TRANSLATED VERSION: FRENCH**

Below is a rough translation of the insights presented above. This was done to give a general understanding of the ideas presented in the paper. Please excuse any grammatical mistakes and do not hold the original authors responsible for these mistakes.

## **VERSION TRADUITE: FRANÇAIS**

Voici une traduction approximative des idées présentées ci-dessus. Cela a été fait pour donner une compréhension générale des idées présentées dans le document. Veuillez excuser toutes les erreurs grammaticales et ne pas tenir les auteurs originaux responsables de ces erreurs.

## **INTRODUCTION**

La publicité est un phénomène ancien, qui a évolué au fil des siècles. Les tactiques multidimensionnelles, qui sont incorporées dans les publicités pour influencer le comportement des consommateurs, ont introduit l'industrie de la publicité dans une nouvelle ère. Puisque les émotions façonnent le comportement et la prise de décision des consommateurs (Khuong et Tram, 2015; Sebastian, 2014), des éléments anecdotiques suggèrent que la publicité émotionnelle (EA) est devenue un outil stratégique pour influencer favorablement le comportement des consommateurs dans un monde des affaires diversifié. Les annonceurs déploient des stratégies créatives, par exemple, intégrant des émotions dans les publicités afin de jouer sur les cordes sensibles des consommateurs dans l'intention d'influencer leur prise de décision (Roozen, 2013). Les descriptions émotionnelles souvent citées relient les émotions (E) aux gestes, aux postures et aux tactiques pour gérer les actions ou les réactions (Bagozzi et coll., 1999; Hakkak et coll., 2016; King, Rhoton 2016, 2014). Les émotions sont généralement perçues comme étant catégorisées dans les dimensions conceptualisées évidentes, par exemple, les émotions négatives (honte, dégoût, peur, tristesse, colère, rage, vengeance, déception, etc.) Et les émotions positives (joie, amour, fierté, bonheur, espoir, etc.) (Hakkak et coll., 2016; Plutchik, 1997; Ekman, 2007; Bindu et coll., 2007), mais il y a plus de contexte émotionnel caché sous cette simple démarcation. De nombreux chercheurs voient la nécessité d'étudier plus en détail des états émotionnels spécifiques. C'est la raison pour laquelle, dans le contexte du marketing, les appels émotionnels et leur intégration dans les promotions ont été classés comme les outils les plus importants des entreprises pour des stratégies de marketing réussies (Roos, 2014).

Chaque consommateur a des critères de choix différents pour les produits annoncés (un terme utilisé pour traiter à la fois des produits et des services). Les consommateurs évaluent les produits avec leur choix unique et leurs critères d'attention qui peuvent inclure des perceptions sur les produits et les différents facteurs d'appel (A), c'est-à-dire les caractéristiques du produit : sons, apparences, feels, etc. (O' Shaughnessy et O' Shaughnessy, 2003; Randhir et coll., 2016; Wagner, 2013). Par exemple, une publicité sur les aliments incorporant le bruit d'un steak grésillant ou une publicité sur les boissons gazeuses incorporant le son d'une ouverture de canne à soda, avec la sortie de soda, peut fortement affecter les consommateurs qui leur font avoir soif du produit pour satisfaire leur faim et leur soif (Lewis et coll., 2012). Par conséquent, les spécialistes du marketing tentent de stimuler les consommateurs avec des émotions et une grande variété de facteurs d'appel afin d'influencer les consommateurs à choisir leur produit. Ce faisant, de nombreuses célébrités (C) apparaissent souvent dans le marketing et la communication promotionnelle (Patel, 2009). Par exemple, mettant en vedette David Beckham, une star du football anglais, dans les lunettes de soleil de la police et les publicités Vodafone a été associée à une augmentation sans précédent des affaires des entreprises respectives (Pringle, 2004). L'un des outils stratégiques du marketing moderne est l'approbation des célébrités (Biswas et coll., 2009). On estime qu'environ 20 à 30 % des publicités comportent généralement des endosseurs de célébrités (Sliburyte, 2009; Hambrick et Mahoney, 2011), et cette tendance s'est considérablement accrue au cours des dernières décennies. Bien que les professionnels du marketing et d'autres intervenants soient convaincus de l'efficacité des endosseurs de célébrités, on sait peu de choses sur le type d'approbation des célébrités qui convient bien aux EE, sous les émotions et les facteurs d'appel, afin d'influencer l'attention, l'achat et le comportement de consommation des

consommateurs (Erdogan et coll., 2001; Agrawal et Kamakura, 1995). La littérature universitaire sur le marketing varie considérablement pour résoudre ce dilemme.

En outre, il exige des investissements et des efforts de la part des entreprises pour diriger le marché à moins qu'elles n'investissent dans les EE de manière appropriée. Par conséquent, des milliards de dollars sont investis chaque année dans des stratégies de marketing et de publicité dans l'intention d'influencer le comportement des consommateurs. Cependant, une grande partie de l'effort investi et de l'argent est gaspillé sur de mauvais stratagèmes de commercialisation qui épuisent rapidement les possibilités de convaincre les consommateurs d'acheter leurs produits. Il pourrait y avoir de nombreuses raisons à cet échec, qui vont de la combinaison inappropriée des émotions (E), des approbations de célébrités (C) et des facteurs d'appel de soutien (A) dans les publicités. Outre le point de vue de l'industrie, le bon choix de l'auditoire et de leur sexe peut déterminer l'ampleur du succès des EE, qui se transforme en maximisation des parts de marché. En outre, il a été documenté que les hommes et les femmes peuvent avoir des réactions émotionnelles différentes à l'égard des produits annoncés, ce qui peut avoir un impact sur leur attention et leurs habitudes de consommation. Cela pourrait avoir une incidence supplémentaire sur le succès ou l'échec du produit annoncé (Donges et coll., 2012; Vigil, 2009; Lwin et Phau, 2013). Par conséquent, l'identification de l'audience appropriée pour la publicité est importante à considérer pour les annonceurs lors de l'élaboration de leurs publicités.

Bien que les développements théoriques et pratiques dans le domaine du marketing aient progressé de façon exponentielle, on ne sait toujours pas avec certitude comment encadrer au mieux une combinaison de variables ACE pour un public particulier. En outre, il est également important d'enquêter sur la façon dont l'attention du consommateur médie entre les constructions ACE et le comportement des consommateurs. Par conséquent, dans une industrie de la publicité très sophistiquée, ces concepts nécessitent encore des recherches plus approfondies. Bien qu'une grande partie de la recherche examine le comportement et la relation rentable avec les consommateurs, l'industrie et la littérature universitaire est silencieuse sur la combinaison hiérarchisée de mélanges ACE et les niveaux d'attention dans la publicité et leur effet final sur le comportement des consommateurs. Par conséquent, il exige une planification, une recherche et des stratégies appropriées de la part des professionnels du marketing, combinées à l'analyse du comportement des consommateurs (Mendelson et Bolls, 2002; Brodie et coll., 2011).

Le but de cette étude est double. Tout d'abord, il vise à développer une combinaison ACE appropriée dans les domaines psychologiques du comportement des consommateurs. Il permettra non seulement d'élucider la combinaison super-dominante de mélanges ACE, mais aussi découvrir des niveaux subordonnés qui se composent d'émotions spécifiques, d'approbations de célébrités et de facteurs d'appel. Deuxièmement, l'étude cherche à révéler l'applicabilité des mélanges ACE dans la mesure du comportement des femmes par le biais de la modélisation partielle des parcours les moins carrés (PLS-SEM), une nouvelle approche du développement de la publicité et de l'analyse du comportement de consommation des consommateurs. L'étude met également en évidence le rôle de médiation de l'attention dans ce contexte global qui peut influencer la relation entre les constructions ACE et le comportement de consommation des femmes. À cette fin, des étudiantes chinoises de niveau master de l'Université médicale du Fujian, Fuzhou Chine, ont été engagées au hasard pour participer à la présente étude auprès d'un échantillon total de 240 répondants. Puisqu'il est allégué que les femmes sont les consommateurs les plus puissants (Tomlinson, 2007), nous prenons ceci comme base pour mesurer la réponse des femmes chinoises aux publicités basées sur ACE. Puisque quelques études suggèrent que les femmes expriment des émotions trois fois, en moyenne, plus que les hommes font (Vigil, 2009), les résultats présentés dans cette étude peuvent fournir quelques lignes directrices aux professionnels chinois de vente et de publicité pour augmenter efficacement des volumes d'affaires en Chine en influençant la consommation et le comportement de contagion des femmes chinoises. Les dimensions de recherche d'ace résumées dans cette étude peuvent provoquer des discussions constructives sur la publicité et le marketing dans le contexte chinois. Cet article propose un modèle théorique qui tente de faire progresser les connaissances théoriques et pratiques avec ses résultats.

## CONCLUSION

L'étude actuelle contribue à la compréhension de la façon dont les femmes, les consommateurs les plus puissants au monde (Tomlinson, 2007), pourraient être touchées émotionnellement par les EE. La robustesse qui en résulte note qu'une meilleure compréhension des combinaisons d'ace pour développer les EE peut générer la réponse émotionnelle désirée chez les femmes chinoises et influencer leur comportement de consommation. Les résultats appuient les arguments selon qui les réponses émotionnelles sont prédites par les niveaux d'attention générés par les EE et la façon dont la combinaison ACE est développée. Les méthodes incorporées pour cartographier les antécédents aux réponses émotionnelles des femmes chinoises le généralisent pour mesurer la réponse des consommateurs dans différents domaines du marketing d'affaires et de la publicité, et donc alimenter les notions de Guerilla Marketing. Cette recherche a tenté de combler les lacunes de la recherche théorique et pratique. Toutefois, d'autres recherches sont nécessaires pour développer les connaissances sur d'autres créneaux dans le monde des affaires en incorporant des combinaisons ACE et en engageant différents publics cibles avec différentes combinaisons démographiques. Il génère un besoin de planification stratégique appropriée de la part des chercheurs et des professionnels du marketing, l'exécution de stratégies tactiques par le biais de publicités émotionnelles et la coordination des médias pour résumer le contexte global.

### **TRANSLATED VERSION: GERMAN**

Below is a rough translation of the insights presented above. This was done to give a general understanding of the ideas presented in the paper. Please excuse any grammatical mistakes and do not hold the original authors responsible for these mistakes.

### **ÜBERSETZTE VERSION: DEUTSCH**

Hier ist eine ungefähre Übersetzung der oben vorgestellten Ideen. Dies wurde getan, um ein allgemeines Verständnis der in dem Dokument vorgestellten Ideen zu vermitteln. Bitte entschuldigen Sie alle grammatikalischen Fehler und machen Sie die ursprünglichen Autoren nicht für diese Fehler verantwortlich.

### **EINLEITUNG**

Werbung ist ein altes Phänomen, das sich über Jahrhunderte entwickelt hat. Multidimensionale Taktiken, die in Anzeigen integriert werden, um das Verbraucherverhalten zu beeinflussen, haben die Werbeindustrie in eine neue Ära geführt. Da Emotionen das Verhalten und die Entscheidungsfindung der Verbraucher prägen (Khuong und Tram, 2015; Sebastian, 2014), anekdotische Fetzen von Beweisen deuten darauf hin, dass emotionale Werbung (EA) zu einem strategischen Werkzeug geworden ist, um das Verbraucherverhalten in einer diversifizierten Geschäftswelt günstig zu beeinflussen. Werbetreibende setzen kreative Strategien ein, indem sie beispielsweise Emotionen in Werbung einbinden, um auf die Herzen der Verbraucher zu spielen, um ihre Entscheidungsfindung zu beeinflussen (Roozen, 2013). Die oft zitierten emotionalen Beschreibungen verbinden Emotionen (E) mit Gesten, Haltungen und Taktiken, um Handlungen oder Reaktionen zu steuern (Bagozzi et al., 1999; Hakkak et al., 2016; King, 2016; Rhoton, 2014). Emotionen werden allgemein als in den offensichtlichen konzeptualisierten Dimensionen kategorisiert wahrgenommen, z. B. Negative Emotionen (Schande, Ekel, Angst, Traurigkeit, Wut, Wut, Rache, Enttäuschung usw.) Und positive Emotionen (Freude, Liebe, Stolz, Glück, Hoffnung, etc.) (Hakkak et al., 2016; Plutchik, 1997; Ekman, 2007; Bindu et al., 2007), aber es gibt mehr emotionalen Kontext versteckt unter dieser einfachen Abgrenzung. Viele Forscher sehen die Notwendigkeit, bestimmte emotionale Zustände genauer zu untersuchen. Dies ist der Grund, warum emotionale Appelle und deren Einbeziehung in Promotions im Marketingkontext als die wichtigsten Instrumente für erfolgreiche Marketingstrategien eingestuft wurden (Roos, 2014).

Jeder Verbraucher hat unterschiedliche Auswahlkriterien für beworbene Produkte (ein Begriff, der sowohl für Produkte als auch für Dienstleistungen verwendet wird). Die Verbraucher bewerten Produkte mit ihrer einzigartigen Auswahl und Aufmerksamkeitskriterien, die Wahrnehmungen über die Produkte und verschiedene Reiztreiber (A) umfassen können, d. H. Die Eigenschaften des Produkts: wie das Produkt klingt, aussieht, fühlt, usw. (O' Shaughnessy und O' Shaughnessy, 2003; Randhir et al., 2016; Wagner, 2013). Zum Beispiel kann eine Lebensmittelwerbung, die den Klang eines brutzelnden Steaks enthält, oder eine Softdrink-Werbung, die den Klang einer Sodarohröffnung enthält, mit Soda, die herauskommt, die Verbraucher stark beeinflussen, die sie nach dem Produkt sehnen, um ihren Hunger und Durst zu stillen (Lewis et al., 2012). Daher versuchen Vermarkter, die Verbraucher mit Emotionen und einer Vielzahl von Anziehungskrafttreibern zu stimulieren, um die Verbraucher bei der Auswahl ihres Produkts zu beeinflussen. Dabei treten oft viele Prominente (C) in Marketing- und Werbekommunikation auf (Patel, 2009). Zum Beispiel, mit David Beckham, einem englischen Fußballstar, in Police Sonnenbrillen und Vodafone Werbung wurde mit einem beispiellosen Anstieg im Geschäft der jeweiligen Unternehmen verbunden (Pringle, 2004). Eines der strategischen Werkzeuge des modernen Marketings ist die Promi-Befürwortung (Biswas et al., 2009). Es wird geschätzt, dass etwa 20-30% der Anzeigen in der Regel Prominente Endorser (Sliburyte, 2009; Hambrick und Mahoney, 2011), und dieser Trend hat sich in den letzten Jahrzehnten deutlich verstärkt. Obwohl Marketing-Profis und andere Stakeholder von der Wirksamkeit von Prominenten überzeugt sind, ist wenig darüber bekannt, welche Art von Promi-Unterstützung gut zu eas passt, unter Emotionen und Appell-Treibern, um die Aufmerksamkeit der Verbraucher, das Kauf- und Konsumverhalten zu beeinflussen (Erdogan et al., 2001; Agrawal und Kamakura, 1995). Die wissenschaftliche Literatur über Marketing ist sehr unterschiedlich, wenn es darum geht, dieses Dilemma anzugehen.

Darüber hinaus erfordert sie Investitionen und Anstrengungen von Unternehmen, um den Markt zu führen, es sei denn, sie investieren angemessen in eas. Folglich werden jedes Jahr Milliarden von Dollar in Marketing- und Werbestrategien investiert, um das Verhalten der Verbraucher zu beeinflussen. Ein Großteil des investierten Aufwands und Geldes wird jedoch für schlechte Marketingtricks verschwendet, die schnell Die Möglichkeiten ausschöpfen, die Verbraucher zum Kauf ihrer Produkte zu überzeugen. Es könnte viele Gründe für dieses Versagen geben, die von der unsachgemäßen Kombination von Emotionen (E), Promi-Empfehlungen (C) und unterstützenden Berufungsfahrern (A) in den Anzeigen reichen. Abgesehen von der Branchenperspektive kann die richtige Wahl des Publikums und ihres Geschlechts die Erfolgsgröße der eas bestimmen, die letztlich in Marktanteilsmaximierung umschlägt. Darüber hinaus wurde dokumentiert, dass Männer und Frauen unterschiedliche emotionale Reaktionen auf beworbene Produkte haben können, was sich auf ihre Aufmerksamkeit und konsumatole Muster auswirken kann. Dies kann sich weiter auf den Erfolg oder Misserfolg des beworbenen Produkts auswirken (Donges et al., 2012; Vigil, 2009; Lwin und Phau, 2013). Daher ist die Identifizierung der richtigen Zielgruppe für die Werbung wichtig, für Werbetreibende bei der Entwicklung ihrer Werbung zu berücksichtigen.

Obwohl sich die theoretischen und praktischen Entwicklungen im Marketingbereich exponentiell weiterentwickelt haben, ist immer noch nicht mit Sicherheit bekannt, wie eine Kombination von ACE-Variablen für ein bestimmtes Publikum am besten gerahmen werden kann. Darüber hinaus ist es auch wichtig zu untersuchen, wie die Aufmerksamkeit des Verbrauchers zwischen ACE-Konstrukten und Verbraucherverhalten vermittelt. Daher bedarf es in einer hochentwickelten Werbebranche noch weiterer Forschung. Obwohl ein Großteil der Forschung das Verhalten und die profitable Beziehung zu den Verbrauchern untersucht, schweigt die Industrie und die akademische Literatur über die priorisierte Kombination von ACE-Mischungen und Aufmerksamkeitsniveaus in der Werbung und ihre ultimative Wirkung auf das Verhalten der Verbraucher. Daher erfordert es eine angemessene Planung, Forschung und Strategien von Marketing-Profis kombiniert mit Verbraucherverhaltensanalyse (Mendelson und Bolls, 2002; Brodie et al., 2011).

Der Zweck dieser Studie ist zweifach. Erstens zielt es darauf ab, eine geeignete ACE-Kombination im psychologischen Bereich des Konsumverhaltens zu entwickeln. Es wird nicht nur die super-dominante Kombination von ACE-Mischungen aufklären, sondern auch untergeordnete Ebenen aufdecken, die aus spezifischen Emotionen, Promi-Empfehlungen und Anziehungskraft-Treibern bestehen. Zweitens soll die

Anwendbarkeit von ACE-Mischungen bei der Messung des Verhaltens von Frauen durch partielle Kleinste Quadrate -Pfadmodellierung (PLS-SEM), einem neuartigen Ansatz für die Anzeigenentwicklung und die Konsumverhaltensanalyse der Verbraucher, aufgezeigt werden. Die Studie hebt auch die vermittelnde Rolle der Aufmerksamkeit in diesem Gesamtkontext hervor, die die Beziehung zwischen ACE-Konstrukten und dem Konsumverhalten von Frauen beeinflussen kann. Zu diesem Zweck wurden chinesische Studentinnen der Fujian Medical University, Fuzhou China, nach dem Zufallsprinzip mit einer Gesamtstichprobe von 240 Befragten für die Teilnahme an der aktuellen Studie engagiert. Da behauptet wird, dass Frauen die mächtigsten Verbraucher sind (Tomlinson, 2007), nehmen wir dies als Grundlage, um die Reaktion chinesischer Frauen auf ACE-basierte Werbung zu messen. Da einige Studien darauf hindeuten, dass Frauen Emotionen dreimal ausdrücken, im Durchschnitt mehr als die Männer tun (Vigil, 2009), die Ergebnisse in dieser Studie präsentiert können einige Richtlinien für chinesische Marketing- und Werbefachleute liefern, um effektiv steigern Geschäftsvolumen in China durch die Beeinflussung der chinesischen Frauen Konsum und Ansteckungsverhalten. Die in dieser Studie gekapselten ACE-Forschungsdimensionen können konstruktive Diskussionen über Werbung und Marketing im chinesischen Kontext provozieren. In diesem Beitrag wird ein theoretisches Modell vorgeschlagen, das versucht, theoretisches und praktisches Wissen mit seinen Erkenntnissen voranzubringen.

## **SCHLUSSFOLGERUNG**

Die aktuelle Studie trägt zum Verständnis bei, wie Frauen, die mächtigsten Konsumenten der Welt (Tomlinson, 2007), emotional von eas beeinflusst werden könnten. Die daraus resultierende Robustheit stellt fest, dass ein besseres Verständnis von ACE-Kombinationen zur Entwicklung von eas die gewünschte emotionale Reaktion unter chinesischen Frauen erzeugen und ihr Konsumverhalten beeinflussen kann. Die Ergebnisse unterstützen die Argumente, dass emotionale Reaktionen durch die von eas generierten Aufmerksamkeitsniveaus vorhergesagt werden und wie gut die ACE-Kombination entwickelt wird. Die Methoden, die dazu integriert wurden, die Vorläufer den emotionalen Reaktionen chinesischer Frauen zuzuordnen, verallgemeinern sie, um die Reaktion der Verbraucher in verschiedenen Geschäftsmarketing- und Werbebereichen zu messen und damit die Vorstellungen von Guerilla Marketing anzuheizen. Diese Forschung hat versucht, die theoretischen und praktischen Forschungslücken zu schließen. Es bedarf jedoch weiterer Forschung, um Einblicke in andere Nischen in der Geschäftswelt zu entwickeln, indem ACE-Kombinationen integriert und unterschiedliche Zielgruppen mit unterschiedlichen demografischen Kombinationen einbezogen werden. Es erzeugt den Bedarf an einer angemessenen strategischen Planung von Wissenschaftlern und Marketing-Profis, der Umsetzung taktischer Strategien durch emotionale Werbung und der Koordination von Medien, um den Gesamtkontext zu kapseln.

## **TRANSLATED VERSION: PORTUGUESE**

Below is a rough translation of the insights presented above. This was done to give a general understanding of the ideas presented in the paper. Please excuse any grammatical mistakes and do not hold the original authors responsible for these mistakes.

## **VERSÃO TRADUZIDA: PORTUGUÊS**

Aqui está uma tradução aproximada das ideias acima apresentadas. Isto foi feito para dar uma compreensão geral das ideias apresentadas no documento. Por favor, desculpe todos os erros gramaticais e não responsabilize os autores originais responsáveis por estes erros.



## INTRODUÇÃO

A publicidade é um fenômeno antigo, que vem evoluindo ao longo dos séculos. Táticas multidimensionais, que estão sendo incorporadas em anúncios para influenciar o comportamento do consumidor, levaram a indústria publicitária a uma nova era. Uma vez que as emoções moldam o comportamento e a tomada de decisões dos consumidores (Khuong e Tram, 2015; Sebastian, 2014), fragmentos anedóticos de evidências sugerem que a propaganda emocional (EA) tornou-se uma ferramenta estratégica para influenciar o comportamento do consumidor favoravelmente em um mundo de negócios diversificado. Os anunciantes implantam estratégias criativas, por exemplo, incorporando emoções em anúncios a fim de jogar no coração dos consumidores com a intenção de influenciar sua tomada de decisão (Roozen, 2013). As descrições emocionais citadas ligam as emoções (E) a gestos, posturas e táticas para gerenciar ações ou reações (Bagozzi et al., 1999; Hakkak et al., 2016; King, 2016; Rhoton, 2014). As emoções são geralmente percebidas como categorizadas nas dimensões conceituais óbvias, por exemplo, emoções negativas (vergonha, nojo, medo, tristeza, raiva, raiva, vingança, decepção, etc.) E emoções positivas (alegria, amor, orgulho, felicidade, esperança, etc.) (Hakkak et al., 2016; Plutchik, 1997; Ekman, 2007; Bindu et al., 2007), mas há mais contexto emocional escondido sob essa simples demarcação. Muitos pesquisadores veem a necessidade de estudar estados emocionais específicos com mais detalhes. Essa é a razão pela qual, no contexto de marketing, os apelos emocionais e sua incorporação em promoções foram classificados como as ferramentas mais importantes das empresas para estratégias de marketing bem-sucedidas (Roos, 2014).

Cada consumidor tem critérios de escolha diferentes para produtos anunciados (termo usado para abordar produtos e serviços). Os consumidores avaliam os produtos com seus critérios únicos de escolha e atenção que podem incluir percepções sobre os produtos e diferentes drivers de apelo (A), ou seja, as características do produto: como o produto soa, parece, sente, etc. (O' Shaughnessy e O' Shaughnessy, 2003; Randhir et al., 2016; Wagner, 2013). Por exemplo, um anúncio de comida incorporando o som de um bife sizzling, ou um anúncio de refrigerante incorporando o som de uma abertura de cana de refrigerante, com refrigerante saindo, pode afetar fortemente os consumidores fazendo-os desejar o produto para satisfazer sua fome e sede (Lewis et al., 2012). Assim, os profissionais de marketing tentam estimular os consumidores com emoções e uma grande variedade de motoristas de apelo, a fim de influenciar os consumidores a escolher seu produto. Ao fazê-lo, muitas celebridades (C) frequentemente aparecem em marketing e comunicação promocional (Patel, 2009). Por exemplo, a participação de David Beckham, um astro do futebol inglês, em óculos de sol da Polícia e anúncios da Vodafone foi associado a um aumento sem precedentes nos negócios das respectivas empresas (Pringle, 2004). Uma das ferramentas estratégicas do marketing moderno é o endosso das celebridades (Biswas et al., 2009). Estima-se que cerca de 20 a 30% dos anúncios geralmente apresentam apoiadores de celebridades (Sliburyte, 2009; Hambrick e Mahoney, 2011), e essa tendência aumentou consideravelmente nas últimas décadas. Embora os profissionais de marketing e outras partes interessadas estejam convencidos sobre a eficácia dos apoiadores de celebridades, ainda pouco se sabe sobre que tipo de endosso de celebridades é um bom ajuste com os eas, sob emoções e motoristas de apelo, para influenciar a atenção dos consumidores, o comportamento de compra e consumo (Erdogan et al., 2001; Agrawal e Kamakura, 1995). A literatura acadêmica sobre marketing varia muito ao abordar esse dilema.

Além disso, exige investimento e esforço das empresas para liderar o mercado, a menos que invistam adequadamente nos eas. Consequentemente, bilhões de dólares são investidos todos os anos em estratégias de marketing e propaganda com a intenção de influenciar o comportamento dos consumidores. No entanto, grande parte do esforço investido e dinheiro é desperdiçado em truques de marketing ruins que rapidamente esgotam as oportunidades para convencer os consumidores a comprar seus produtos. Pode haver muitas razões para esse fracasso, que vão desde a combinação imprópria de emoções (E), endossamentos de celebridades (C) e drivers de apelação de apoio (A) nos anúncios. Além da perspectiva da indústria, a escolha certa do público e seu gênero pode determinar a magnitude de sucesso dos eas, que acabam se transformando em maximização da participação de mercado. Além disso, foi documentado que homens e mulheres podem ter diferentes respostas emocionais em relação aos produtos anunciados, o que pode afetar

seus padrões de atenção e consumo. Isso pode impactar ainda mais o sucesso ou o fracasso do produto anunciado (Donges et al., 2012; Vigília, 2009; Lwin e Phau, 2013). Por isso, a identificação do público adequado para a propaganda é importante considerar para os anunciantes no desenvolvimento de seus anúncios.

Embora os desenvolvimentos teóricos e práticos no campo de marketing tenham avançado exponencialmente, ainda não se sabe com certeza como melhor enquadrar uma combinação de variáveis ACE para um determinado público. Além disso, também é importante investigar como a atenção do consumidor media entre as construções ace e o comportamento do consumidor. Assim, em uma indústria publicitária altamente sofisticada, esses conceitos ainda exigem mais pesquisas. Embora grande parte da pesquisa examine o comportamento e a relação lucrativa com os consumidores, a indústria e a literatura acadêmica estão em silêncio sobre a combinação priorizada de misturas ACE e níveis de atenção na propaganda e seu efeito final no comportamento dos consumidores. Assim, exige planejamento, pesquisa e estratégias adequadas de profissionais de marketing combinados com a análise do comportamento do consumidor (Mendelson e Bolls, 2002; Brodie et al., 2011).

O objetivo deste estudo é duplo. Em primeiro lugar, tem como objetivo desenvolver uma combinação adequada de ACE nos domínios psicológicos do comportamento do consumidor. Ele não só elucidará a combinação super-dominante de mixagens ACE, mas também descobrirá níveis subordinados que consistem em emoções específicas, endosso de celebridades e drivers de apelo. Em segundo lugar, o estudo busca revelar a aplicabilidade das misturas de ACE na medição do comportamento das mulheres por meio da modelagem parcial de caminhos menos quadrados (PLS-SEM), uma nova abordagem para o desenvolvimento da propaganda e análise do comportamento de consumo dos consumidores. O estudo também destaca o papel mediador da atenção neste contexto geral que pode influenciar a relação entre construções ace e comportamento de consumo das mulheres. Para isso, estudantes mulheres chinesas de nível superior na Universidade Médica fujian, Fuzhou China, foram aleatoriamente engajadas a participar do presente estudo com uma amostra total de 240 entrevistados. Uma vez que se afirma que as mulheres são as consumidoras mais poderosas (Tomlinson, 2007), tomamos isso como base para medir a resposta das mulheres chinesas em relação aos anúncios baseados em ACE. Uma vez que alguns estudos sugerem que as mulheres expressam emoções três vezes, em média, mais do que os homens (Vigília, 2009), os resultados apresentados neste estudo podem fornecer algumas diretrizes para os profissionais de marketing e publicidade chineses para aumentar efetivamente os volumes de negócios na China, influenciando o consumo e o comportamento de contágio das mulheres chinesas. As dimensões de pesquisa da ACE encapsuladas neste estudo podem provocar discussões construtivas sobre publicidade e marketing no contexto chinês. Este artigo propõe um modelo teórico que tenta avançar o conhecimento teórico e prático com seus achados.

## **CONCLUSÃO**

O presente estudo contribui para a compreensão de como as mulheres, os consumidores mais poderosos do mundo (Tomlinson, 2007), poderiam ser emocionalmente afetadas pelas eas. A robustez resultante observa que uma melhor compreensão das combinações de ACE para desenvolver eas pode gerar a resposta emocional desejada entre as mulheres chinesas e influenciar seu comportamento de consumo. Os achados fornecem suporte aos argumentos de que as respostas emocionais são previstas pelos níveis de atenção gerados pelos eas e quão bem a combinação ACE é desenvolvida. Os métodos incorporados para mapear os antecedentes às respostas emocionais das mulheres chinesas generalizam-no para medir a resposta dos consumidores em diferentes reinos de marketing de negócios e publicidade e, portanto, alimentar as noções de Marketing de Guerrilha. Esta pesquisa tem tentado preencher as lacunas teóricas e práticas de pesquisa. No entanto, mais pesquisas são necessárias para desenvolver os insights sobre outros nichos no mundo dos negócios, incorporando combinações de ACE e engajando diferentes públicos-alvo com diferentes combinações demográficas. Gera a necessidade de planejamento estratégico adequado de acadêmicos e profissionais de marketing, execução de estratégias táticas por meio de anúncios emocionais e coordenação de mídia para encapsular o contexto geral.