

A Research on the Impact of Advertising Slogans' Attributes on Consumer Purchase Intention

Shipei ZHANG

Department of Foreign Language Studies, Tianjin University of Commerce Boustead College, China, Email: 1440251906@qq.com

Abstract

Advertising serves as a bridge between products and consumers. As a means of publicity, the ultimate goal of advertising is to cater to both the psychology and needs of consumers. The promotion of the product is the focal point of any marketing strategy. When designing advertisements, businesses should consider not only whether the content aligns with the product's characteristics but also how consumers perceive the advertisement's content. This paper, therefore, aims to study the effects of various attributes of advertising slogans on consumers' willingness to purchase, considering product types (hedonic, practical, and neutral) and focusing on a key element of advertising content: the slogan. Through this study, the paper concludes the following: the attributes of advertising statements for different product types significantly influence consumer attitudes and purchase intentions. Consumers respond more positively to emotional advertising statements for hedonic products, while rational statements are more effective for practical and neutral products. Moreover, consumer attitudes fully mediate the relationship between advertising statement attributes and purchase intentions for each product type. Thus, consumers are more inclined to purchase hedonic products paired with emotional slogans and practical or neutral products paired with rational slogans. Additionally, the sentence structures of different slogan attributes impact consumers' purchase intentions. For emotional slogans, consumers prefer imperative sentence types; for rational slogans, they favor non-invocative sentence types. This paper explores factors affecting consumers' purchase intentions from both a product and linguistic perspective, aligning with market needs and offering valuable insights for businesses' marketing decisions.

Keywords: advertising slogans attributes; consumer purchase intention; product type

1. Introduction

Advertisement has played a crucial role in marketing. According to a British regulatory body for media, Ofcom (Office of Communication), the gross revenue of global advertising went up to 308.1 billion pounds between 2011 and 2015 (Fuchs, 2018). It turns out that an increasing number of enterprises have realized the importance of advertisement and paid more attention to it in order to gain more profit and market share. Based on the report from Windstock, some Chinese-listed companies ramped up their investment in advertising in 2015. However, it's regrettable that despite the substantial increase in advertising and promotional expenses, the performance did not see a considerable improvement. For instance, although Bairun Corporation's total investment increased dramatically by more than 951 times compared to 2014, the net profit growth rate was only 74.36%. Therefore, only making a large amount of investment in advertising is not enough to navigate the market. It is important to figure out which advertising appeal is compatible with product types to the maximum extent while making advertising campaigns.

Advertising slogans are the purveyors of an advertisement's appeal, especially at the lexical level as Vestergaard and Schroder say in *The Language of Advertising*, "Advertising takes many forms, but in most of them language is of crucial importance" (p. 140). The language of an advertisement functions as a stimulus to arouse consumers' interests and desires and then evoke them to take the action of purchasing. A great advertising campaign involves an appropriate advertising appeal that draws consumers' attention and influences their feelings toward the product (Ruchi & Gupta, 2012).

Theoretically, advertising slogans and consumer purchase intention have been studied individually rather than collectively. There are few studies that discuss the influence of different sentence types of advertising slogans on consumer purchase intention, especially based on the product type and advertising appeal. Therefore, this study focuses on product type, advertising appeal and consumer purchase intention as study objectives and fills in the gap in the related field.

2. Literature Review

2.1 Advertising slogans

Advertising slogans are defined differently in previous researches. Therefore, terms such as advertising message and advertising sentence, which have the same definition as advertising slogans, are adopted in this paper.

The advertising message is an important component in an advertisement because it can make advertising more persuasive and more promotional (Vestergaard & Schroder, 1985). Advertising sentences are designed to be memorable for consumers (Huang, 2004; Li, 2004). A proper advertising sentence can help improve the market share and the financial

state of a company (Mathur & Mathur, 1995). From the syntax level, the grammar of advertising sentences shows little intervention in consumers' understanding and attitude towards the advertisement. However, the simpler the grammar is, the easier it is for consumers to memorize (Bradley & Meeds, 2002). In the study of Heflin and Haygood (1985), consumers are more impressed by advertising sentences and the price of the advertised product rather than the product brand.

Advertising slogans contain advertising appeals, which are driving powers aiming to encourage consumers to take purchasing actions or leave a positive impression of the product or brand (Kotler, 1997; Lewis, 1900). Via mass media, advertising slogans, carrying the advertising appeal, convey specific opinions or certain information about the product to the target group in order to motivate the consumer and make the selling job easier (Belch & Belch, 2001). It is essential to make a good and persuasive advertisement associated with a proper appeal by matching the product type because it helps producers sell more products and earn more (Johar & Sirgy, 1991; Nelson, 1974).

Advertising appeals can be categorized into three groups, rational appeals, emotional appeals and moral appeals based on Kotler's theory (Ruchi, 2012). Accordingly, in this study, the types of advertising appeal are considered as the attributes of advertising slogans. The attributes of advertising slogans are defined as rational slogans and emotional slogans as well. Fourteen different factors are counted as identifying the informative attribute of the advertisement based on the classification system proposed by Resnik and Stern (1977). They are: (1) price, (2) quality, (3) performance, (4) components or contents, (5) availability, (6) special offers, (7) taste, (8) nutrition, (9) packaging, (10) warranties, (11) safety, (12) independent research, (13) company research, (14) new ideas. Advertisements with at least one of these informative cues can be identified as rational ones. Shortly afterwards, Pelsmacker and Genuens (1997) filled in the gap in the classification system. They put forward a standard for distinguishing advertisements with emotional appeal. In their study, humor, warmth, nostalgia, eroticism and provocation act as emotional stimuli to arouse consumers' emotional reactions. An advertisement containing one or more of these stimuli is recognized as an emotional advertisement.

In advertisements, three types of sentences, simple sentences, interrogative sentences, and imperative sentences, are commonly used (Guo, 2015). Hence, in this study, the sentence types of advertising slogans are separated into two groups. One is imperative sentences, and the other is non-imperative sentences including simple sentences and interrogative sentences. Imperative sentences have a broad usage in advertisements (Dietrich, 2018). Savina (2017) claimed that the imperative sentence is the most useful tool in persuasion. Non-imperative sentences also have a pragmatic function in advertisements. According to the theory of Tsui (1992), when using interrogative sentences, the advertiser empathizes with the existing problem of the potential customer to get them to confirm the problem and offer them a solution to that problem.

2.2 Consumer purchase intention

Consumer purchase intention, defined by Fishbein and Ajzen (1977), is a factor that affects the final purchase decision and leads to buying behavior. Furthermore, Mullet and Karson (1985) added that consumers' subjective preference is involved in purchase intention, which predicts the buying behavior. For marketing managers, consumer purchase intention is a key indicator used to forecast future sales, determine following actions and measure consumer demand for new products (Jamieson & Bass, 1989; Dodds, Monroe and Grewal, 1991). Other scholars gave their opinions about consumer purchase intention as well. Zhu (1985) considered purchase intention as a display of consumers' psychology. Engel et al. (1993) noted that purchase intention is about personal affection that is closely related to the brand. Han and Tian (2005) discussed that purchase intention shows a possibility of buying behavior.

Consumer buying behavior and purchase intention are highly related. Spears and Singh (2004) studied the relationship between consumers' attitudes and purchase intention and suggested that attitude decides intention. Hervé and Mullet (2009) concluded that consumers' attitude to the product or the brand is the intrinsic factor of consumer purchase intention. However, scholars such as Eagly and Chaiken (1993) hold an opposing view. They supposed that attitude equals an individual's opinion while the intention is a cognitive motivation that encourages an individual to take action to purchase. Thus, attitude and intention are very different.

In conclusion, most scholars agree that purchase intention indicates the likelihood that an individual will buy the product (Dodds, Monroe, and Grewal, 1991). A study conducted by Bagozzi and Baumgartner (1989) concluded that magazine readers' intentions and behavior are linked tightly. Banks, Blundell and Lewbel (1997) also found a congruency between consumers' intentions and behavior in their experiment. For these reasons, consumer purchase intention is an effective indicator for predicting buying behavior (Katona, 1960).

2.3 Advertising slogans' impact on consumer purchase intention

The main objective of advertising is to gain profits, as discussed before. Using appropriate advertising slogans with different attributes is a method to increase the chance of motivating consumers to buy the product. Consumers' psychological routes to process source cues are very different (Johar & Sirgy, 1991). Thus, consumers react differently when facing advertisements. As an important concept in psychology, attitude is also widely used in other study fields. It

is a state of constant affection or disapproval towards a person, character or object (Fishbein & Ajzen, 1975; Sallam & Wahid, 2012). Advertising slogans with different attributes exert a certain impact on consumers' attitudes (Schiffman & Kanuk, 2007). Besides, consumer purchase intention is an essential factor involved in this process because advertisers endeavor to make consumer purchase intention positive by influencing the thought process and the attitudes of the receivers of advertisement (Dianoux, Linhart & Vnouckova, 2014). Some researchers found that consumers tend to receive emotional slogans first and then rational ones (Ray & Batra, 1983; Chan, 1996), which makes the effectiveness of emotional advertisements better than that of rational advertisements (Ding, 2000). While Aaker and Norris (1982) supposed that rational advertising slogans are superior to emotional slogans in influencing consumer purchase intention towards the advertisement because rational ones offer precise information of the product.

In addition, brand is another element in studying consumer behavior. Pang and Bi (2015) found that the match between different attributes of advertising slogans and the country-of-origin stereotype of a brand has a significant impact on consumer attitude and then on their willingness to purchase, or in other words, on consumer purchase intention. Also, different attributes of advertising slogans match with brand familiarity. Toward an unfamiliar brand, consumers show a positive attitude towards the emotional appeal. While toward a familiar brand, consumers show a positive attitude towards the rational appeal (Li, et al., 2015). Moreover, the emotional message is more persuasive than the rational message. (Pallak, Murrioni, Koch, 1983).

Nevertheless, Aker and Stayman (2010) noted that advertising slogans with rational attributes are more effective than those with emotional attributes. Laskey (1995) pointed out that rational slogans carry more information, including key information about the product, and it is more likely to get more attention from consumers. What's more, rational slogans are simpler and clearer than emotional ones. Thus, the consumer intention to purchase rationally advertised products is much stronger (Holbrook, 1978).

3. Research Design

Table 3 - 1 shows the definition and classification of each variable studied in the paper.

Table 3 - 1 Definition and classification for each variable

Variables	Classification	Definition
Product type	Hedonic Utilitarian Neutral	Based on product function, hedonic products are for sensory feelings, fun and enjoyment or affection; utilitarian products provide cognitive benefits to consumers; and neutral products are those that are unable to be identified and are in between hedonic and utilitarian attributes.
The attributes of advertising slogans	Utilitarian Emotional	Rational advertising slogans offer relevant facts about the product or the brand and cause logical thinking processes, whereas emotional ones preferably associate the product or the brand with the feeling of affection
The syntax of advertising slogans	Imperative Non-imperative	Imperative sentences include claiming and commanding; non-imperative sentences include simple sentences and interrogative sentences.
Consumer attitude		The attitude towards the advertising slogan and advertised product.
Consumer Purchase intention		The intention to buy the advertised product.

3.1 Hypotheses and theoretical model

3.1.1 Hypotheses

Based on the theories listed above, the following hypotheses are proposed:

Hypothesis 1: Advertisement slogans of different product types have a significant influence on consumer attitude.

Hypothesis 2: Advertising slogans of product type have a significant influence on consumer purchase intention.

Hypothesis 3: Emotional advertising slogans work better with imperative sentences on consumer purchase intention, while utilitarian advertising slogans work better with non-imperative sentences on consumer purchase intention.

Hypothesis 4: Consumer attitude has a positive influence on consumer purchase intention.

Hypothesis 5: There is a mediating effect of consumer attitude in the relationship between different attributes of advertising slogans of product and consumer purchase intention.

3.1.2 Theoretical model

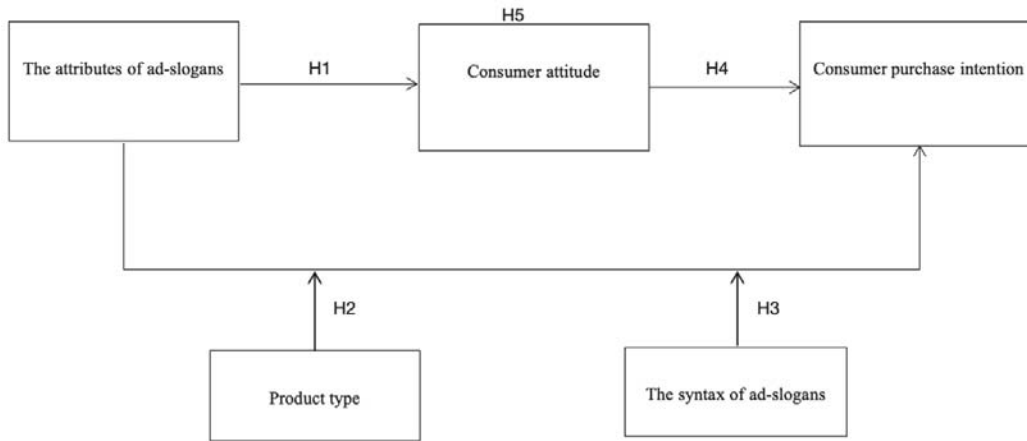


Figure 3 - 1 An operational framework

Source: Made by author.

3.2 Questionnaire design

This study organizes the questionnaire among a group of university students since they are the main force in consumption. Their consumption preferences are highly personal and diverse. According to the report by iiMedia Research, an organization delving into data statistics, the annual spending by China's university students exceeded ¥870 billion yuan in 2022. Therefore, this study focuses on university students since they show great potential in purchasing power.

The survey research method is adopted in this thesis, and the scales proposed by previous researchers have been used in surveys to build up a proper and valid questionnaire (seen in Appendix).

4. Data Analysis and Hypotheses Test

4.1 Demographic characteristics of the respondents

In this study, 200 questionnaires were issued and 180 of them were returned, with a 90% recovery rate. 168 valid survey packets were acquired and utilized for analysis after invalid questionnaires were removed, yielding an effective rate of 93.3%. The sampling group consisted of 168 Chinese university students. The characteristics of the respondents are shown in Table 4 - 1. The questionnaire is shown in Appendix 3.

Table 4 - 1 Demographic characteristics of the respondents

	Category	Frequency	Percent (%)
Gender	Male	84	50.0%
	Female	84	50.0%
Age	Less than or equal to 20	36	22.0%
	21-25	101	60.0%
	26-30	31	18.0%
The highest level of education qualification	Bachelor degree	122	73.0%
	Master degree	46	27.0%
Total		168	100%

According to Table 4.1, there is an almost even distribution between male and female when it comes to “gender.” The sample consisted of 168 people, 84 of whom were men and 84 of whom were women. Regarding the highest level of education, 73.0% had a bachelor's degree, and 27.0% had a master's or higher degree.

Table 4 - 2 Descriptive analysis of the variables

Dependent variables: consumer purchase intention

Product type	Advertising slogans	Mean	Std. deviation	N
Hedonic	Emotional	5.4129	0.54536	28
	Utilitarian	2.5239	0.45586	28
	Total	3.9684	1.54027	56
Utilitarian	Emotional	2.3900	0.37827	28
	Utilitarian	5.4775	0.62117	28
	Total	3.9338	1.63895	56
Neutral	Emotional	4.5100	0.53798	28
	Utilitarian	5.3107	0.51123	28
	Total	4.9104	0.65847	56

Table 4 - 2 is a descriptive analysis of each factor. The mean scores, the standard deviation as well as valid N of these factors are listed in the table.

4.2 Reliability analysis

The results of the questionnaire reliability test are displayed below, Cronbach's alpha for each variable is measured. It can be seen that the reliability coefficient of consumer attitude $\alpha = 0.947$, the reliability coefficient of Consumer purchase intention $\alpha = 0.938$, which implies that every scale of the questionnaire is reliable.

Table 4 - 3 Scale-reliability statistics

Variable	Item number	Cronbach's Alpha
Consumer's attitude	A1	0.947
	A2	
	A3	
	A4	
Consumer purchase intention	B1	0.938
	B2	
	B3	
	B4	

4.3 Validity analysis

Table 4 - 4 KMO and Bartlett's TEST

Variable	KMO	Bartlett's Test of Sphericity		
		Approx. Chi-Square	df	sig
Consumer's attitude	0.963	2225.410	120	0.000
Consumer purchase intention	0.962	1773.647	120	0.000

The obtained values of KMO are both above 0.7, with 0.963 and 0.962 respectively, which indicates a valid structure of the questionnaire for research. The results of the Bartlett sphere test showed that the values of the chi-square test are 2225.410 and 1773.647. When the *Sig* value (*P* value) is at the test level of 0.05, it is statistically significant (Seber and Lee, 2003). Therefore, the *Sig* values of these two variables are 0.000, which is less than 1%, close to 0, and also proves a significant correlation between these variables.

4.4 ANOVA analysis

In this chapter, consumer attitude is abbreviated to CA and consumer purchase intention is abbreviated to CPI.

4.4.1 Demographic characteristics, CA and CPI

4.4.1.1 Gender, CA and CPI

Table 4 - 5 CA and CPI between Male and Female university students

		Sum of squares	df	Mean square	F	Sig.
CA	Between groups	0.038	1	0.038	0.030	0.863
	Within groups	209.076	166	1.259		
	Total	209.113	167			
CPI	Between groups	0.491	1	0.491	0.222	0.623
	Within groups	355.967	166	1.024		
	Total	336.458	167			

From Table 4 - 5, it can be noticed that the P values are 0.863 and 0.623 respectively. Both of them are greater than 0.05, indicating that they are not at the significant level, and these three factors are not affected by the graduate's gender.

4.4.1.2 Age, CA and CPI

Table 4 - 6 CA and CPI between the Ages

		Sum of squares	df	Mean square	F	Sig.
CA	Between groups	0.184	2	0.092	0.073	0.930
	Within groups	208.029	165	1.266		
	Total	209.113	167			
CPI	Between groups	0.489	2	0.245	0.120	0.887
	Within groups	335.969	165	2.036		
	Total	336.458	167			

As can be seen in Table 4 - 6, the P values of ages regarding CA and CPI are 0.930 and 0.887 respectively, and they are greater than 0.05. Therefore, it can be said that consumers' attitude and consumer purchase intention are not significantly different with respect to age.

4.4.1.3 Education level, CA and CPI

Table 4 - 7 CA and CPI between the Education Level

		Sum of squares	df	Mean square	F	Sig.
CA	Between groups	0.184	1	0.013	0.011	0.918
	Within groups	208.029	166	1.260		
	Total	209.113	167			
CPI	Between groups	0.015	1	0.015	0.007	0.932
	Within groups	336.443	166	2.027		
	Total	336.458	167			

From Table 4 - 7, it can be noted that the P values are all larger than 0.05. In other words, consumers' attitude and consumer purchase intention are not affected by the highest level of education.

4.4.2 Advertising slogans' attributes of different products and CA

4.4.2.1 Interaction effect

Table 4 - 8 The Result of two-way ANOVA analysis
 Dependent Variable: CA

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model		5	34.985	165.788	0.000
Intercept	2972.262	1	2972.262	14084.881	0.000
Product type	20.717	2	10.358	49.086	0.000
Advertisement sentence	3.655	1	3.655	17.320	0.000
Product type*Advertising slogans	150.555	2	75.278	356.724	0.000
Error	34.186	162	0.211		
Total	3181.376	168			
Corrected total	3.655	167			

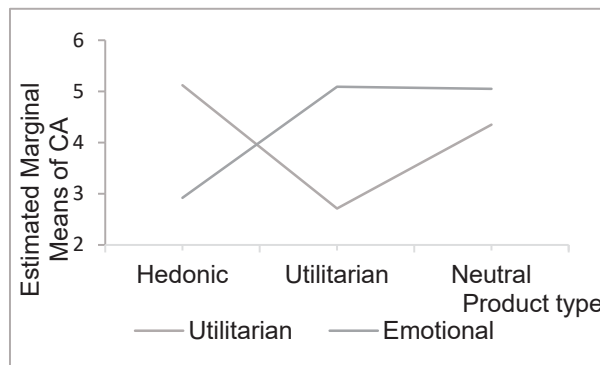


Figure 4 - 1 The result of interaction effect

From Table 4 - 8 and Figure 4 - 1, the P value of the product type * attributes of advertising slogans is less than 0.05, which means that their interaction affects consumers' attitude significantly.

4.4.2.2 Simple effect

Table 4 - 9 Pairwise Comparisons for Product type * Advertising slogans

Dependent variable: consumer attitude

The attributes of advertising slogans	(I) product type	(J) product type	Mean Difference (I-J)		95% Confidence Interval for	
					Lower bound	Upper bound
Utilitarian	Hedonic	Utilitarian	3.023*	0.000	2.691	3.354
		Neutral	.903*	0.000	0.571	1.234
	Utilitarian	Hedonic	-3.023*	0.000	-3.354	-2.691
		Neutral	-2.120*	0.000	-2.451	-1.789
Neutral	Hedonic	Utilitarian	-2.120*	0.000	-2.451	-1.789
		Utilitarian	2.120*	0.000	1.789	2.451
	Utilitarian	Hedonic	-2.954*	0.000	-3.285	-2.622
		Neutral	-2.787*	0.000	-3.118	-2.455
Emotional	Utilitarian	Hedonic	2.954*	0.000	2.622	3.285
		Neutral	0.167	0.537	-0.165	0.498
	Neutral	Hedonic	2.787*	0.000	2.455	3.118
		Utilitarian	-0.167	0.537	-0.498	0.165

Based on estimated marginal means

* The mean difference is significant at the .05 level

b Adjustment for multiple comparisons: Sidak.

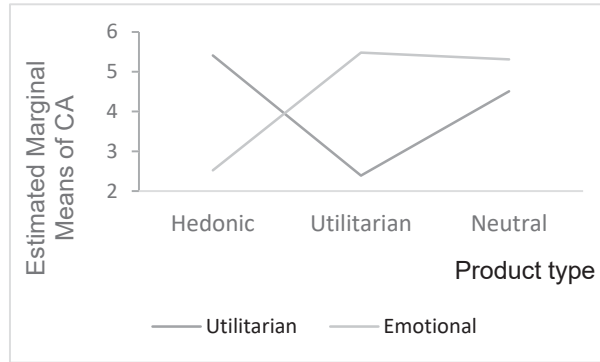


Figure 4 - 2 The simple effect for Product type * Advertising slogans

Table 4 - 10 Pairwise Comparisons for Advertising slogans * Product type

Dependent variable: consumer attitude

Product type	(I) The attributes of advertising slogans	(J) The attributes of advertising slogans	Mean Difference (I-J)	Sig	95% Confidence Interval for	
					Lower bound	Upper bound
Hedonic	Utilitarian	Emotional	2.889*	0.000	2.618	3.16
	Emotional	Utilitarian	-2.889*	0.000	-3.16	-2.618
Utilitarian	Utilitarian	Emotional	-3.087*	0.000	-3.359	-2.816
	Emotional	Utilitarian	3.087*	0.000	2.816	3.359
Neutral	Utilitarian	Emotional	-.801*	0.000	-1.072	-0.529
	Emotional	Utilitarian	.801*	0.000	0.529	1.072

Based on estimated marginal means

* The mean difference is significant at the .05 level

b Adjustment for multiple comparisons: Sidak.

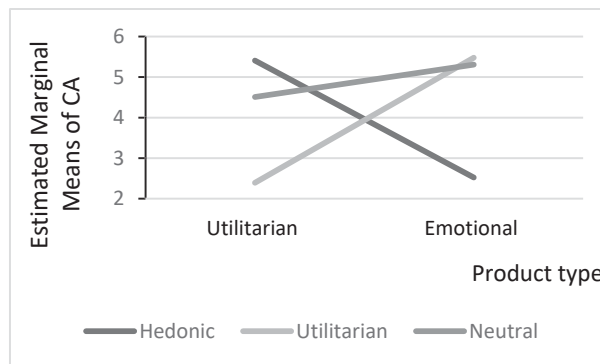


Figure 4 - 3 The simple effect for Advertising slogans * Product type

Based on the four graphs presented above, there exists a highly significant connection between product type and the attributes of advertising slogans.

Referring to Table 4 - 9 and Figure 4 - 2, the P values of the utilitarian slogan within all three dimensions of product type are equal to 0.000, which strongly suggests a high correlation between these two variables. Specifically, the mean value of the utilitarian slogan for hedonic products is higher than that for utilitarian products and neutral products, with differences amounting to 3.023 and 0.903 respectively. Moreover, the mean value of the utilitarian slogan for utilitarian products is 2.120 lower than that for neutral products.

Conversely, the P values of the emotional slogan demonstrate significance in all dimensions except for that of the combination of utilitarian products and neutral products. The P value in this case is 0.137, which is greater than 0.05. This

indicates that the emotional slogan, regardless of whether it pertains to utilitarian products or neutral products, shows no difference in terms of its impact on consumer purchase intention. Meanwhile, the mean value of the emotional slogan for hedonic products is lower than that for utilitarian products and neutral products, with differences of 2.954 and 2.787 respectively. Consequently, it can be concluded that the emotional slogan performs best only when associated with hedonic products.

Table 4 - 10 and Figure 4 - 3 lead to the same conclusion, albeit from a different perspective regarding product type. Evident significance can be clearly observed within the relevant columns.

The findings of this study reveal that consumers' attitude is influenced by both product type and the attributes of advertising slogans. Depending on the specific product type, advertising slogans with different appeals exert varying degrees of influence on consumer attitude. For hedonic products, consumers tend to have a more positive attitude towards the emotional slogan; for utilitarian products, consumers are more positive towards the utilitarian slogan; and for neutral products, consumers also display a more positive attitude towards the utilitarian slogan.

4.4.3 Advertising slogans' attributes of different products and CPI

This step also employed a two-factor mixed design. Specifically, consumer purchase intention was selected as the dependent variable, while product type and the attributes of advertisement were chosen as the independent variables. The aim was to observe whether there was a relationship among them.

Table 4 - 11 The Result of two-way ANOVA analysis

Dependent Variable: CPI

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model		5	58.733	222.341	0.000
Intercept	3064.323	1	3064.323	11600.408	0.000
Product type	34.389	2	17.194	65.092	0.000
Advertising slogans	4.660	1	4.660	17.641	0.000
Product type*Advertising slogans	254.616	2	127.308	481.941	0.000
Error	42.793	162	0.264		
Total	3400.781	168			
Corrected total	336.458	167			

a. R Squared = 0.873 (Adjusted R Squared = 0.869)

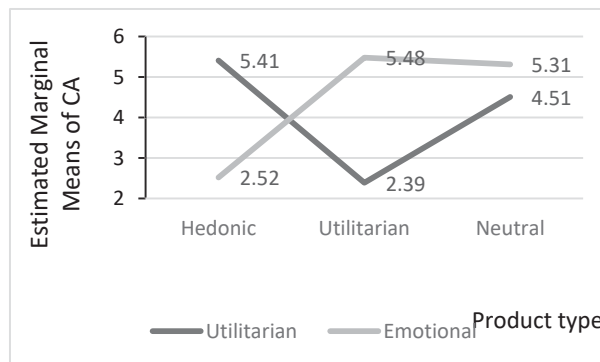


Figure 4 - 4 The result of interaction effect

As depicted in Table 4 - 11 and Figure 4 - 4, the P value of the product type multiplied by the attributes of advertising slogans is 0.000, which clearly indicates that their interaction exerts a significant influence on consumer purchase intention.

Through ANOVA analysis, this finding vividly demonstrates that there exists a remarkable interaction effect between product type and the attributes of the slogan with regard to consumer purchase intention. It further verifies that these variables are among the principal factors that prompt consumers to take the action of purchasing. Additionally, it helps to

explain the interaction effect generated by these two factors on consumers' cognitive process or mental process in response to advertisements. This finding provides solid support for hypothesis 2, which posits that there is a significant relationship among product type, the attributes of advertising slogans, and consumer purchase intention.

4.4.4 The attributes and syntax of advertising slogans and CPI

Based on the table and the figure below, it becomes evident that the P value in the dimension of levels stands at 0.000. In contrast, the dimension of the syntax of advertising slogans fails to exhibit significance in relation to consumer purchase intention, as its P value is 0.712, which is greater than 0.05. Nevertheless, the attributes and the syntax of advertising slogans interact with one another and jointly exert an impact on consumer purchase intention. This implies that, in the absence of the content of the advertisement itself, a single element like the type of advertising slogans alone holds little meaning when it comes to influencing consumer behavior.

Table 4 - 12 The Result of two-way ANOVA analysis
 Dependent Variable: CPI

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model		3	15.474	13.2	0.000
Intercept	2942.808	1	2942.808	2510.448	0.000
The attributes of advertising slogans	11.435	1	11.435	9.755	0.002
The syntax of advertising slogans	0.16	1	0.16	0.137	0.712
Attributes * Syntax	34.826	1	34.826	29.709	0.000
Error	192.245	164	1.172		
Total	3181.474	168			
Corrected total	238.666	167			

a. R Squared = .195 (Adjusted R Squared = .180)

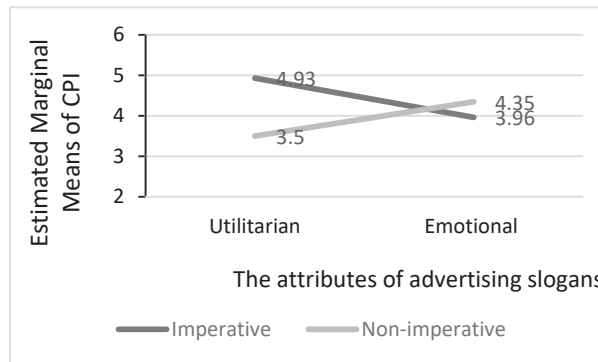


Figure 4 - 5 The result of interaction effect

4.5 Mediation analysis

4.5.1 Correlation analysis

As shown in Table 4 - 14, coefficients at the 0.01 level signify significance. Hence, it can be observed that, apart from the attributes of advertising slogans, the correlation coefficients of any other two variables are well above 0.00. Moreover, clear significance is demonstrated when the coefficient values are smaller than 0.05, which indicates that product type, consumer attitude, and consumer purchase intention are significantly correlated with each other pairwise. Specifically, the relationship between product type and consumer attitude is significant, with a correlation coefficient value of 0.248, suggesting a positive correlation between them. The correlation between product type and consumer purchase intention is also positive, as evidenced by a coefficient value of 0.272. Additionally, it is evident that there is a positive correlation between consumer attitude and consumer purchase intention, given that the correlation coefficient is 0.958. This implies that the more positive the consumer attitude is, the stronger the consumer purchase intention will be.

Table 4 - 14 Findings for Correlation Analysis

		Product type	The attributes of advertising slogans	Consumers' attitude	Consumer purchase intention
Product type	Pearson correlations	1	0.000	0.248**	0.272**
	Sig. (2-tailed)		1.000	0.001	0.000
The attributes of advertising slogans	Pearson correlations	0.000	1	0.127	0.118
	Sig. (2-tailed)	1.000		0.100	0.129
Consumers' attitude	Pearson correlations	0.248**	0.127	1	0.958**
	Sig. (2-tailed)	0.001	0.100		0.000
Consumer purchase intention	Pearson correlations	0.272**	0.118	0.958**	1
	Sig. (2-tailed)	0.000	0.129	0.000	

** Correlation is significant at the 0.01 level (2-tailed)

Since correlation analysis is unable to explain the causal effects among these variables (Seber & Lee, 2003), and furthermore, when the independent variable features a binary variable, the stepwise method in regression analysis can be utilized to analyze the mediation effect (Wen & Ye, 2014). Consequently, regression analysis will be adopted in the subsequent step.

4.5.2 Regression analysis

1. Product type (PT), advertising slogans' attributes (ASA) and CA

Table 4 - 15 The result of regression analysis I

Model		Unstandardized coefficients		Standardized coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	3.113	0.332		9.373	0.000
	PT	0.337	0.102	0.248	3.319	0.001
	ASA	0.283	0.166	0.127	1.705	0.090

a. Dependent Variable: CA

From table 4-15, the independent variable is product type and the attributes of advertising slogans, and the dependent variable is consumer attitude. The statistical significance of the model is shown by the *Sig.* 0.001, less than 0.05, which reveals that product type and the slogan's attribute work together on consumers' attitude. The regression coefficients of product type *B* and attributes of the slogan *B* are both larger than 0. And the *Sig.* value from the chart above sees a significant positive connection between product type, attributes of advertising slogans and the consumers' attitude.

2. PT, ASA and CPI

Table 4 - 16 The result of regression analysis II

Model		Unstandardized coefficients		Standardized coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	2.829	0.421		6.722	0.000
	PT	0.471	0.129	0.272	3.654	0.001
	ASA	0.333	0.21	0.118	1.583	0.115

a. Dependent Variable: CPI

As presented in Table 4 - 15, the independent variables are product type and the attributes of advertising slogans, while the dependent variable is consumer attitude. The statistical significance of the model is indicated by the Sig. value of 0.001, which is less than 0.05. This reveals that product type and the attributes of the advertising slogan jointly exert an influence on consumers' attitude. Both the regression coefficients of product type (denoted as B) and those of the attributes of the slogan (also denoted as B) are greater than 0. Moreover, the Sig. values shown in the chart above suggest a significant positive association among product type, the attributes of advertising slogans, and consumers' attitude.

3. PT, ASA, CA and CPI

Table 4 - 17 The result of regression analysis III

Model		Unstandardized coefficients		Standardized coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	-0.935	0.156		-5.977	0.000
	PT	0.063	0.04	0.036	1.573	0.118
	ASA	-0.009	0.064	-0.003	-0.145	0.885
	CA	1.209	0.03	0.949	40.822	0.000

a. Dependent Variable: CPI

From Table 4 - 17, the dependent variable is consumer purchase intention, and the predictors are product type, the attributes of the slogan, and consumer attitude. The P value is 0.000, which indicates the significance of this model. The regression coefficient of consumer attitude is 1.209, which is greater than 0. The test reveals that there is a positive connection between consumer attitude and consumer purchase intention.

Mediation with bootstrapping indirect effect = 0.408. (IE lower 95% CI=0.204 upper 95% CI=0.618)

Source: Made by author.

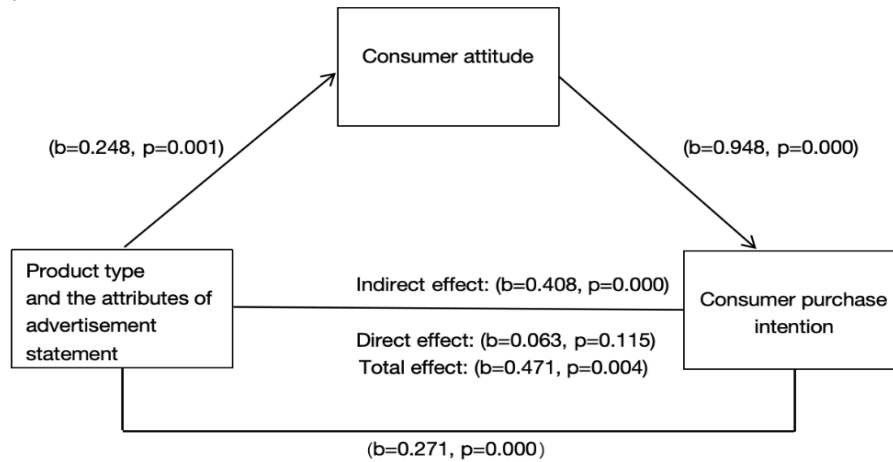


Figure 4 - 8 The result of mediation analysis

This section aims to examine the way in which consumer attitude mediates the relationship between product type and the attributes of advertising slogans and consumer purchase intention. The program PROCESS v4.1 was adopted to analyze the mediation effect with 5000 bootstrapping resamples. If the 95% Bias Corrected and Accelerated Confidence Intervals for the indirect effects of X (product type and the attributes of advertising slogans) on Y (consumer purchase intention)

do not contain 0, the mediator M (consumer attitude) is proved to have a significant mediation effect between the independent variable and the dependent variable (Preacher & Hayes, 2004).

The mediation model is depicted in Figure 1. Without the mediator (consumer attitude) involved, the influence of product type and the attributes of the slogan on consumer purchase intention is significant ($b = 0.271, p = 0.000$). Additionally, there is a strong connection between the independent variable and the mediator ($b = 0.248, p = 0.001$). According to the data ($b = 0.948, p = 0.000$), consumers' attitude is a significant predictor of consumer purchase intention after controlling for product type and the attributes of the slogan. However, after the involvement of the mediator (consumers' attitude), the independent variable does not show significance for the dependent variable. In other words, when taking consumer attitude into account, the product type and the attributes of the slogan cannot remain significant for consumer purchase intention, with the coefficient value of 0.063 as well as the P value of 0.115. Therefore, the analysis suggests a full mediation. Moreover, a substantial indirect effect of consumer attitude on consumer purchase intention is shown by an effect size of 0.408 [95% CI: 0.204, 0.618] with no zero contained. Thus, it can be inferred that the relationship between product type and the attributes of advertising slogans and consumer purchase intention has been fully mediated by consumer attitude.

4.6 Hypotheses testing

The outcomes of the hypotheses that were investigated in the study are shown in the table above.

Table 4 - 18 Hypotheses testing

Hypotheses	Results
Hypothesis 1: Advertisement slogans of different product types have a significant influence on consumer attitude.	Accepted
Hypothesis 2: Advertising slogans and product type have a significant influence on consumer purchase intention.	Accepted
Hypothesis 3: Emotional advertising slogans work better with imperative sentences with on consumer purchase intention, while utilitarian advertising slogans work better with non-imperative sentences on consumer purchase intention.	Accepted
Hypothesis 4: Consumer attitude has a positive influence on consumer purchase intention.	Accepted
Hypothesis 5: There is a mediating effect of consumer attitude in the relationship between different attributes of advertising slogans of product and consumer purchase intention.	Accepted

5. Conclusion

This study investigates how product type and the attributes of advertising slogans affect consumer attitudes and purchase intentions among university students, as well as the influence of advertising sentence syntax. It examines the importance of the interaction effect between product type and advertising slogan attributes on consumer purchase intentions, leading to several key conclusions.

5.1 Key conclusions

First, the attributes of advertising slogans should align with the relevant product type. Consumers exhibit distinct preferences when encountering different slogan attributes associated with various product types. For hedonic products, consumers are less likely to consider rational aspects of advertising messages, instead focusing on sensory experiences. As a result, emotional slogans are more effective than utilitarian ones. Conversely, utilitarian products, valued for their practicality and necessity in daily life, benefit from slogans with a utilitarian appeal that provide information about the product itself.

Second, consumer attitude positively influences purchase intentions. Correlation analysis reveals that the more positive consumers' attitudes are, the stronger their willingness to purchase the advertised product. Regression and mediation analyses further indicate that consumer attitude fully mediates the relationship between advertising slogan attributes (based on product type) and purchase intention.

Finally, the syntax of advertising slogans enhances the impact of their attributes. Different sentence patterns should align with the attributes of the slogans. Emotional slogans often employ imperative sentences, which motivate, encourage, or demand action, thereby amplifying the sensory appeal. In contrast, utilitarian slogans benefit from non-imperative sentences that convey rational information, assisting in effectively communicating the product's usefulness.

5.2 Implications of the study

Companies with creative promotion strategies are superior to others and have a greater chance to gain more market share. Therefore, when formulating strategies, advertisers have to cater to and satisfy consumers' needs regarding product types and advertisements. Here is some advice for advertisers:

Combine advertising slogans' attributes with the relevant product type. First, organizations could combine product types and the attributes of advertising slogans properly. When advertising a utilitarian product, the functional and rational traits of the advertised product should be mainly conveyed to consumers. In other words, information about the product itself, such as price, quality, function, style, and after-sales service, should be offered to the target group, and this information must be reliable and believable to increase consumer purchase intention. For hedonic products, the advertiser has to grasp the needs of its target group. Consumers are keen on the sensory feeling when buying and enjoying hedonic products, and the advertisement can serve as a bridge of communication between the product and consumers' needs. Therefore, emotional advertisements are supposed to contain the emotional experiences that consumers can relate to, and then the probability of consumers' buying behavior will increase.

Grasp consumers' attention by amplifying the advertising effect. Consumer attitude and consumer purchase intention are closely related. When exposed to a stimulus, consumers express their attitude first, followed by their desire to purchase the product. Therefore, when conducting an advertisement, the advertiser can use different sentence patterns for slogans with different attributes to strengthen the advertising effect and draw consumers' attention. The influence of the slogan's qualities on customer purchase intent might be enhanced by effectively utilizing the function of the sentence type. Therefore, to promote a utilitarian product or a neutral product, non-imperative sentences can be taken into account, while promoting a hedonic product, imperative sentences can be adopted.

5.3 Suggestions for future research

Future studies could focus on specific groups, for example, those who have higher purchasing power, to obtain more specific study results. Future research may also use mixed methods and choose representative samples for in-depth interviews to enrich the findings and uncover hidden information. Besides, future studies could utilize different scales to examine the relationship between the attributes of advertising slogans and consumer purchase intention. The questionnaire could be collected several times over a set period to avoid cross-sectional bias (Collins, 1994). Moreover, future studies could study other aspects of advertisements, such as types or forms of advertisement, to examine their influence on consumer purchase intention and broaden the application field of theories.

References

- Aaker DA, Norris D (1982). Characteristics of TV Commercials Perceived as Informative. *J. Adv. Res.*, 22(2): 61-71.
- Aaker, D. A. , & Stayman, D. M. . (2010). Implementing the concept of transformational advertising. *Psychology & Marketing*, 9(3), 237-253.
- Batra, R. and M. Ray. "Affective responses mediating acceptance of advertising." *Journal of Consumer Research* 13 (September 1986): 234-249.
- Chan, K. K. (1996). Chinese viewers' perception of informative and emotional advertising. *International Journal of Advertising*, 15(2), 152-166.
- Dianoux, C., Linhart, Z., & Vnouckova, L. (2014). Attitude toward Advertising in General and Attitude toward a Specific Type of Advertising – A First Empirical Approach. *Journal of Competitiveness*, 6, 87–103.
- Dietrich, H. E. (2018). *Imperatives in advertisements: A study of politeness strategies in a persuasive genre* (Doctoral dissertation).
- Dodds, W. B. , Monroe, K. B. , & Grewal, D. . (1991). Effects of price, brand, and store information on buyers' product evaluations. *Journal of Marketing Research*, 28(3), 307-319.
- Fishbein M, Ajzen I (1975). *Belief, Attitude, Intention and Behavior Reading: An Introduction to Theory and Research*, Mass: AddisonWesley.
- Fuchs, C. (2018). The Rise of Online Advertising. In *The Online Advertising Tax as the Foundation of a Public Service Internet: A CAMRI Extended Policy Report*, 3–11. University of Westminster Press. <http://www.jstor.org/stable/j.ctv5vddk0.4>
- Hervé, C., & Mullet, E. (2009). Age and factors influencing consumer behaviour. *International journal of consumer studies*, 33(3), 302-308.
- Hirshman EC. The effect of verbal and pictorial advertising stimuli on aesthetic, utilitarian and familiarity perceptions. *J Advert* 1986;15:27–34 [Summer].
- Holbrook, M. B. . (1978). Beyond attitude structure: toward the informational determinants of attitude. *Journal of Marketing Research*, 15(4), 545-556.
- Johar, J. S., & Sirgy, M. J. (1991). Value-expressive versus utilitarian advertising appeals: When and why to use which appeal. *Journal of advertising*, 20(3), 23-33.
- Kotler P (1997). *Marketing Management: Analysis, Planning, Implementation and Control*, 9th ed., New Jersey: Prentice-Hall.

- Laskey, H. A. , Fox, R. J. , & Crask, M. R. . (1995). The relationship between advertising message strategy and television commercial effectiveness. *Journal of Advertising Research*, 35, 31-40.
- Mullet, G. M., & Karson, M. J. (1985). Analysis of purchase intent scales weighted by probability of actual purchase. *Journal of marketing research*, 22(1), 93-96.
- Nelson, P. (1974). Advertising as information. *Journal of political economy*, 82(4), 729-754.
- Pallak, S. R., Murrioni, E., & Koch, J. (1983). Communicator attractiveness and expertise, emotional versus rational appeals, and persuasion: A heuristic versus systematic processing interpretation. *Social Cognition*, 2(2), 122-141.
- Ray ML, Batra R (1983). Emotion & Persuasion in Advertising: What We Do & Don't Know About Affect. In: Bagozzi RP, Tybout AM (Eds.). *Advances in Consumer Research*.
- Ruchi, G. (2012). *Advertising principles and practice*. S. Chand Publishing.
- Sallam, M. A. A., & Wahid, N. A. (2012). Endorser Credibility Effects on Yemeni Male Consumer's Attitudes towards Advertising, Brand Attitude, and Purchase Intention: The Mediating Role of Attitude toward Brand. *International Business Research*, 5, 55–66.
- Schiffman LG, Kanuk LL (2007). *Consumer Behavior*, Pearson Education International Press.
- Vestergaard, T., & Schröder, K. (1985). *The Language of Advertising (Language in Society)*, New York: B. Blackwell, p.140.
- Chai J, Zhang L, & He W. (2013). The influence of self-concept and self-brand connection on the effectiveness of advertising benefit appeals. *Journal of Marketing Science*, 8(1), 123-139. [in Chinese: 柴俊武, 张蕾, & 何伟. (2013). 自我概念, 自我—品牌联结对广告利益诉求有效性的影响. 营销科学学报, 8(1), 123-139.]
- Guo, G., Zhou J., & Deng S. (2015). Advertising appeals and purchase intention: The interaction of product type and product involvement. *China Business and Market*, 29(11), 87-95. [in Chinese: 郭国庆, 周健明, & 邓诗鉴. (2015). 广告诉求与购买意愿: 产品类型, 产品涉入的交互作用. 中国流通经济, 29(11), 87-95.]
- Pang, J. & Bi, S. (2015). The influence mechanism of the matching degree between advertising appeal and brand country-of-origin stereotype on brand attitude. *Acta Psychologica Sinica* (03), 406-416. [in Chinese: 庞隽 & 毕圣.(2015). 广告诉求-品牌来源国刻板印象匹配度对品牌态度的影响机制. 心理学报(03),406-416.]

Appendix 1

Dear friend, thank you for participating in this survey. We are currently conducting a study on consumer purchase intention and need your support. The questionnaire is filled in anonymously, and there is no right or wrong answer. The information you fill in is only for research purposes and is absolutely confidential, so please feel free to fill in the questionnaire according to your first impression, and check the boxes of your preferred choices carefully. Your support is very important to our research, thank you for your support!

1. your gender is: male / female
2. your age is: 20 years old and below / 21-25 years old / 26-30 years old
3. your education level is: Bachelor or below / Master Doctor or above

4. How do you feel about the product "Bouquet"?

1 ————— 2 ————— 3 ————— 4 ————— 5 ————— 6 ————— 7

Very disagree Very agree

Effective 1 2 3 4 5 6 7

Helpful

Functional

Necessary

Practical

Fun

Exciting

Delightful

Thrilling

Enjoyable 1 2 3 4 5 6 7

Note: The options for the following questions are the same as in the fourth item, but are not described in detail for reasons of space.

6. How do you feel about the product "Sport shoes"?
7. How do you feel about the product "Fashion Magazine"?
8. how do you feel about the product "rechargeable batteries"?
9. How do you feel about the product "Smartphone"?
10. How do you feel about the product "Air Conditioner"?
11. How do you feel about the product "Jewelry"?
12. How do you feel about the product "USB flash drive"?
13. How do you feel about the product "Massager"?
14. How do you feel about the product "Perfume"?
15. How do you feel about the product "Thermos"?

Very disagree

Very agree

1. Bold, sexy and simply irresistible accessories.

What do you think of the advertisement and the product advertised as? (Please select a number)

Good 1 2 3 4 5 6 7

Satisfying

Attractive

Pleasing 1 2 3 4 5 6 7

After reading the slogan,

I will look out for the product in the ad in the future. 1 2 3 4 5 6 7

I would like to own the advertised product.

I would buy the advertised product.

I would recommend buying the product to people around me.

Note: The options for the following questions are the same as in the first item, but are not described in detail for reasons of space.

2. Add a touch of luxury and elegance to your look.
3. Gold Jewelry, Built for You.
4. Be addicted to handmade, vintage and local glamour!
5. Love your skin, your skin will love you back.
6. Gift a fresh day to yourself.
7. A simple care for your sensitive skin.
8. Get a smooth and oil free touch.
9. Why settle for less?
10. Don't hesitate, go for it.
11. Fast, robust, and secure.
12. Seize the Speed, Conquer the World!