

ABSTRACT

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

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

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