

Generic advertising of dairy products: the emotional route to consumer engagement

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ABSTRACT

The study investigated South African dairy consumers' emotive reactions associated with seven generic communication messages. Based on the findings of the study, the authors made recommendations on the three messages with the highest potential to engage consumers in a national dairy marketing campaign. The participants consisted of 81 South African dairy consumers from different backgrounds in terms of age, race and gender. Data were collected in the Gauteng Province using Computer-Aided Web Interviewing (CAWI). The Advertisement Self-Assessment Manikin (AdSAM), a non-verbal measure of emotions grounded in the Pleasure, Arousal and Dominance theory was used to analyse the data. The findings revealed that certain messages are more conducive to emotive reactions. When advertisements are emotionally-charged, their potential to engage consumers is higher.

Keywords: Generic advertising, emotional advertising, consumer engagement, dairy products, Advertisement Self-Assessment Manikin (AdSAM)

Effective advertising eventually translates into market responses for growth in market share. Within the body of knowledge on advertising effectiveness, two schools of thought exist. While one school promotes rationally-appealing advertising, the other school promotes emotional advertising (Sadeghi, Fakharyan, Dadkhah, Khodadadian, Vosta, & Jafari, 2015). Although these two schools of thought provide disparate explanations of how advertising affects behavioural intent, the necessity to measure the efficiency of advertising remains crucial to brand success. A number of scholars have questioned how efficiency can be measured. Within the emotional advertising school of thought, Trope and Liberman (2000), Heath, Brandt and Nairn (2006), Salander (2010) and

Mohamed and Glasspoole (2011) investigated emotionally-charged advertisements and their contribution to decision-making. Insights from these studies confirm that emotions are important determinants of consumer response, thus establishing the importance of emotions in the sphere of consumer behaviour. Emotions influence consumer satisfaction (Pedragosa, Iscaia & Correia, 2015), mediate product consumption and predict behaviour (Yao, 2016). In the field of advertising, it has, in addition, been established that emotions influence consumer perception towards advertising (Niazi, Ghani & Aziz, 2012; Anastasiei & Chiosa, 2014).

Emotional advertising, based on the assumption that the human spirit is a rich reservoir of powerful emotions, arouses these emotions to get

the consumers' attention, to touch them more deeply and to persuade them more effectively (Saad, 2009:11). In a study on dairy consumers in Hungary, Varga (2012) found that consumers engaged more with advertisements affecting their emotions. On the other hand, O'Leary (2012) found that the emotional connection to dairy products is very complex and that there are many contributing factors. These findings call for more research, especially a marketing campaign's connection with consumers on an emotional level.

In its endeavour to assist in the generic marketing of dairy, the agency appointed to inform and educate South African consumers on the health benefits of consuming dairy, (Milk South Africa, also known as Milk SA), identified seven potential messages. These include, dairy products enhance bone strength (1); dairy products enhance muscle strength (2); dairy products complement growth (3); dairy products contain less fat than you think (4); dairy products enhance weight loss (5); dairy products are rich in nutrients (6); and 3-A-Day (7).

However, insights in terms of the ability of these messages to drive higher emotional connections with dairy consumers remain unknown. This research will contribute to the existing body of knowledge by empirically examining the emotional dimensions encapsulated in the seven educational messages. It should be understood that this study is one of very few studies devoted to unveiling the emotional appeal of an advertising message in the South African dairy industry.

To achieve the purpose of this article, a literature review utilising a synthesis review and content analysis is presented. Firstly, the core concepts of information processing, emotional advertising, generic advertising and consumer engagement are discussed. This is followed by a description of the research methodology employed and AdSAM. Based on the major findings of this research, this article then formulates recommendations on the assessment of consumer reactions to selected communication messages. Finally, conclusions

are listed and further research areas identified.

LITERATURE REVIEW

Two overlapping paradigms of advertising theory are discussed in this review. One paradigm, commonly called 'information processing theory' with its subsequent models, uses cognitive psychology as its point of reference. The other paradigm, referred to here as emotional advertising, draws on recent insights in consumer psychology and considers emotion as the main driver of decision-making. The actual effectiveness, in terms of which theory contributes to more consumer engagement, is discussed.

The Information Processing paradigm

Information processing is an umbrella term for an influential tradition of advertising theory, encompassing not only a theory of communication but a theory of human cognition. Rational cognitive thinking, as intellectualised by Descartes's philosophy of rationalism has been influencing all areas of social sciences, including psychology and marketing. The same applies to advertising.

Advertising effectiveness refers to the necessary conditions that advertising must meet to have the highest probability of directly influencing brand choice (Baker, 1993). There is a wealth of research investigating the influence of advertising from an information processing perspective, with all of them being grounded on learning theory (Hackley, 2005). The most recent development of learning theory is commonly referred to as 'linear information processing theories' while some others use the term 'hierarchy of effects theory' (Joubert, 2008). However, due to the amount of material on the theory of advertising, the current research had to be uncompromising in narrowing the focus to select few models within the theory.

The earliest conceptual model of advertising introduced by Strong (1925), for creating any advertising or marketing communication message, is arguably the AIDA Model (Attention, Interest, Desire and Action). The

model contends that, in order for an advertising message to have the maximum impact on its target audience, it is expected to get Attention, hold Interest, arouse Desire, and then obtain Action of the audience (Karlsson, 2007). This has had a strong analogy with the early decision making models designed to explain consumer behaviour. Erasmus, Boschhoff and Rousseau (2001) noticed that these models are rational and cognitive in nature, and in accounting for only the rational dimension of consumers in any decision-making situation, the models are simplistic and idealistic. On the other side, Brierley (2002) refutes the equal importance of the components of the model because advertising has shown inability to arouse interest. As a result, the DAGMAR (Defining Advertising Goals for Measured Advertising Results) model was proposed in 1961 (Egan, 2015). The model involves setting specific, measurable objectives for a campaign to determine if specific objectives were met. Therefore, advertising would work in the sequence of awareness, comprehension, conviction, and action (Murray & Vogel, 1997; Rehman, Javed, Nawaz, Ahmed & Hyder, 2014).

The Relevance-Accessibility model developed by Baker (1993) is another theory that attempts to maximise advertising effectiveness. The model is based on the assumption that four necessary and mutual conditions or prerequisites need to be met for effective advertising to be achieved, namely; information availability, level relevance, relative accessibility and relative relevance. In other words, an effective advertising has to leave an immediately accessible and retrievable imprint on the consumers' memory allowing for brand differentiation at the time of brand choice (Du Plessis, 2000).

To some extent, the above theories are variations of the information processing paradigm. This represents a dominant paradigm in consumer research and involves conscious, deliberative processing (Jacoby, Johar & Morrin, 1998). Research in consumer behaviour has, on the other hand, showcased that people can behave without conscious awareness and are influenced by automatic and non-conscious processes in their purchase and consumption

decisions (Fitzsimons & Shiv, 2001; Chartrand, & Fitzsimons, 2010). Research also indicates that memory, affect and persuasion can be formed in 'an immediate, automatic manner upon the mere presence or occurrence of that object or event' (Bargh, 2002:281). In this regard, Du Plessis (2008:7) depicts a customer who enters a crowded shop to purchase toothpaste and has no time to think about the Colgate advertisement of yesterday. Rather, most shoppers are prompted by the display on the shelves. In this particular case, the decision of which product to buy is made on the spot, and not necessarily with reference to the advertisement seen yesterday. Some emotional factors commonly referred to as 'atmospherics' will seemingly come into play.

The ability of advertising to engage dairy consumers only on the rational cognitive ground is consequently questioned. Our central assertion in this article is that the emotional perspective through emotional advertising is a pivotal route to explore higher consumer engagement.

Emotional advertising paradigm and consumer engagement

Advertising is one of the fields that have witnessed profound paradigmatic changes as a result of new insights from, amongst others, research applications of psychology. From the body of psychological literature, marketing, and consumer behaviour in particular, it is evident that the acknowledgement of feelings and emotions in human decision-making is not new (Joubert, 2008). Even in Plato's conceptualisation of the human soul (the Master and slave metaphor), there was an emotional component. However, emotion was underestimated and not deemed to be the primary driver of decision-making. Lerner, Li, Valdesolo and Kassam (2014:3) provide support in stating that the role of emotion, or affect more generally, in decision making rarely appeared for most of the twentieth century, despite featuring prominently in influential 18th and 19th century economic treatises.

According to Harper (2015), emotional advertising may have different meanings to different people, including, engagement, valence, resonance, physiological reactions,

emotional priming or brand building. Usually, the traditional definition of advertising focuses on its informative nature, tailoring messages directed to a consumer group. However, the feedback from consumers is seldom deemed necessary. In order to assess any form of customer engagement, also termed as ‘customer connection’ (O’Leary, 2011) or ‘customer attachment’ (Erciş, 2011), a shift away from the informative advertiser perspective to a customer perspective involving the new concepts of co-creation of value, relationship marketing and resource integration to express its foundational premises, is required (Brodie, Hollebeek & Smith, 2011).

In the discussion within this article, emotional advertising is considered as the one that elicits more consumers’ emotional response (customer engagement). However, in the field of advertising, the so-called ‘emotion-reason’ debate has surfaced. In reality, the distinction between emotional and rational is one that exists only in the minds of marketers, not consumers (Hollis, 2010:2). Insights from Damásio’s (1994) research, which was further advanced by Desmet (2002), Pham (2007), Saad (2011) and other contemporary researchers, convincingly show that emotion does not only cause decision-making, but also determines the outcome of the decision-making process. This has certainly contributed to a reconsideration of the role of emotion in advertising. According to Du Plessis (2009), two main reasons justify the need for a strong emotional response in advertising. Firstly, it can help the emotions transfer to the brand, shaping the brand perceptions and, secondly, it can help generate engagement and memorability.

Moreover, Du Plessis (2009) summarises the rational-emotional dichotomy of advertising and provides a balanced approach to the debate, based on the involvement, awareness, sales effectiveness and memorability scores. The author’s empirical findings suggest that both rational and emotional advertisements generate consumer response. But if the advertisement is to be more effective, it should have both a rational and an emotional appeal. A number of studies

(McAlexander, Schouten & Koenig, 2002; Bhattacharya & Sen, 2003; Akgün, Koçoğlu & İmamoğlu, 2013; Sikkell, 2013) support these findings in clearly denoting that since consumers identify themselves with brands or products, any brand relationship building strategy should focus on consumers.

Generic advertising

Literature on advertising identifies different forms of advertising used by businesses in their communication with their audience. For example, Durmaz (2011) identifies two general types of advertising, namely; digital advertising which includes TV, radio and online advertising and physical advertising which includes press advertising, mobile billboard advertising, in-store advertising, coffee cup advertising and outdoor (street) advertising. Other categorisations include guerrilla advertising (Cinnamon, 2014), transactional and relational advertising. The current research considers brand (commercial) advertising and generic advertising as two different forms of advertising. This distinction is based on the criterion of whether the advertising campaign is the initiative of an organisation or an industry. While positing the importance of both, our discussion focuses on the latter.

Brand advertising is probably the most commonly known type of advertising. The National Agricultural and Marketing Council report (NAMC, 2001:49) defines brand advertising as ‘advertising undertaken by an individual organisation with the aim of growing the market for its brand, that is, to increase its market share by diverting existing consumption from competing brands and by stimulating additional consumption’. The motivations for initiating brand advertising include, among others, brand awareness (Gerber, Terblanche-Smit, & Crommelin, 2014), promotion of the organisation’s brand in order to reduce its demand elasticity by building brand loyalty, increase in market share and bridging the lack of information regarding their own preferred bundle (Carey & Bolton, 1996:95).

However, there is a propensity for organisations to advertise collectively in response to the

changing marketing environment facing their particular industry. Generic advertising, also referred to as 'informationless advertising' (Lancaster, 1979) is undertaken by an industry or group in a cooperative effort to promote benefits that relate to the whole sector or category rather than to specific brands (NAMC Report, 2001). Usually, a key characteristic of generic advertising is that it 'has been limited to a narrow range of industries where competition is carefully controlled by government regulation' (Krishnamurthy, Bottom & Rao, 2003:22). Generic advertising has proven to be a successful solution when there is a declining sales tendency trend within an industry (Krishnamurthy et al., 2003). A very important kind of generic advertising is the promotion of the country of origin of products which, Thompson and Sam (2008) also call 'country-specific generic and branded advertising'.

Findings of empirical studies confirm a correlation between generic advertising and sales increase. For example, a study by Blisard, Blayney, Chandran and Allshouse (1999) indicated that gains in sales are fairly constant from year-to-year and fluctuate with changes in aggregate spending on generic dairy advertising. On the other hand, Lee and Brown (1992), as stated in Carey and Bolton (1996), assessed the impact of both brand and collective generic advertising in the orange juice industry. These researchers found that both brand and generic advertising significantly increased the organisation's orange juice sales. Generic advertising significantly impacts on the industry demand for orange juice while brand advertising significantly impacts on the market share. However, brand advertising does not have a significant impact on industry sales. In light of a declining sales trend within an industry, organisations should therefore be more likely to consider allocating funds to a novel generic campaign and also to predict that others facing a similar trend will do so as well.

In this study consumers' emotions are presented as pertinent indicators for increased consumer engagement. With no empirical support in the South African context, this study

ventured into investigating the emotionality associated with the selected generic educational messages. The underlying methodology is described below.

METHODOLOGY

Participants and sampling

This study considered that only consumers who often use dairy products would have enough perceptive ability to answer all questions. Therefore, a qualitative approach using quota sampling was used in this study, whereby a sample size of 81 dairy consumers from different backgrounds in terms of age, race and gender was selected. The research was conducted in the Gauteng Region only.

Data collection and procedure

A list of consumers' e-mail addresses was provided by Milk SA. Thereafter, a survey was hosted on a website. The Computer-Aided Web Interviewing (CAWI) technique was subsequently used for the collection of data. Respondents were invited to participate in the survey based on their willingness to consume dairy products. Those that accepted visited the survey website either by clicking on a hyperlink in an e-mail or another website or by typing the web address directly into the address box in the browser window. However, participants who did not have access to the Internet were invited to a computer room at the University of South Africa to access the survey and received an incentive after the survey. Participation in the study was voluntary and participants were anonymous. Thorough instructions that were self-explanatory and easy to follow were provided while the overall purpose of the research and accompanying ethical requirements were made clear to all participants. Participants were also informed about the right to withdraw or discontinue their participation at any stage of the process. In responding affirmatively to the invitation, participants indicated confirmation of agreeing to participate and that they understood

that all inputs provided would be treated confidentially and were to be used for research purposes.

Measuring instrument (AdSAM)

Measuring emotional appeal of an advertisement has been a widespread concern in the field of consumer behaviour. Initially developed by Bradley and Lang in the 1980s, the Advertisement Self-Assessment Manikin (AdSAM) scale has, over the decades, shown the ability to assess human primary emotions. These emotions were summarised into three bipolar dimensions, initially labelled Evaluation, Activation, and Locus of Control and later referred to as Pleasure, Arousal and Dominance (PAD) (Poels & Dewitt, 2006). The analysis performed in this article draws on the suggestions made by Morris, Woo, Geason and Kim (2002) according to which the analysis should be restricted to Pleasure and Arousal dimensions alone without losing much variance. The resulting matrix comprises 9 clusters, namely; Low Pleasure (1-3) and Arousal in various degrees (1-9) produces the bottom cluster of emotions, where low Arousal (1-3), average Arousal (4-6) and high Arousal (7-9) result in the Sullen, Troubled and Alarmed segments. Average Pleasure (4-6) and Arousal in various degrees (1-9) produce the middle cluster of emotions, where low Arousal (1-3), average Arousal (4-6) and high Arousal (7-9) result in the Indifferent, Ambivalent and Apprehensive segments. Lastly, high Pleasure (7-9) and Arousal in various degrees produces the top cluster of emotions, where low Arousal (1-3), average Arousal (4-6) and high Arousal (7-9) are classified as the Comfortable, Warmed and Enthusiastic segments (Morris et al., 2002).

AdSAM is a proprietary measure of emotional response used worldwide in market research, and has been validated over the past 25 years and has been used in both qualitative and quantitative research in over 30 countries (Yao, 2013; Poalses, Nienaber & Joubert, 2015). According to Morris (1995:65), the use of AdSAM to measure consumers’ emotional response to advertising messages has been

demonstrated in a number of studies, both in the United States and Europe. The non-verbal AdSAM emotional response measure enables researchers to understand and assess emotional connections, motivators, needs and barriers that influence the market environment. The findings are discussed in the section that follows.

RESULTS

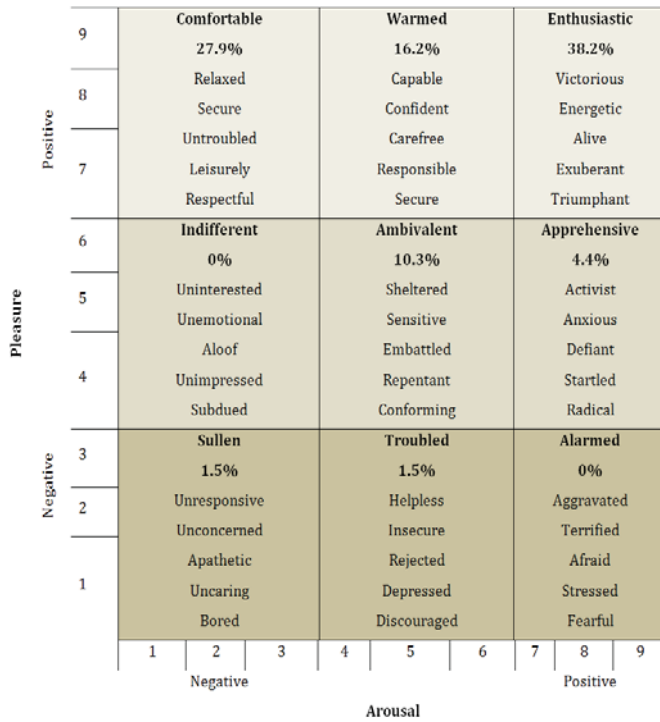
The specific emotional segments associated with each of the messages are explored in more detail in the section to follow. The results are displayed in Figures 1 to 7.

**FIGURE 1:
CALCIUM FROM DAIRY HELPS BUILD
STRONG BONES FOR LIFE**

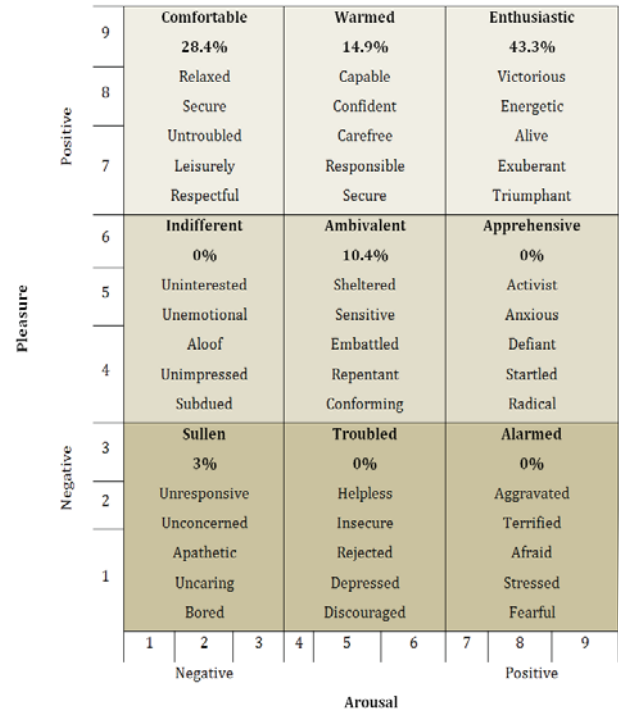
Pleasure	Positive	9	Comfortable 20.3%	Warmed 24.6%	Enthusiastic 49.3%					
		8	Relaxed Secure	Capable Confident	Victorious Energetic					
		7	Untroubled Leisurely Respectful	Carefree Responsible Secure	Alive Exuberant Triumphant					
	Average	6	Indifferent 1.4%	Ambivalent 4.3%	Apprehensive 0%					
		5	Uninterested Unemotional	Sheltered Sensitive	Activist Anxious					
		4	Aloof Unimpressed Subdued	Embattled Repentant Conforming	Defiant Startled Radical					
	Negative	3	Sullen 0%	Troubled	Alarmed 0%					
		2	Unresponsive Unconcerned	Helpless Insecure	Aggravated Terrified					
		1	Apathetic Uncaring Bored	Rejected Depressed Discouraged	Afraid Stressed Fearful					
		1	2	3	4	5	6	7	8	9
		Negative			Arousal			Positive		

Figure 1 illustrates the emotive reactions elicited by nine emotive segments/groups in three clusters ranging from low Pleasure/ low Arousal (Sullen) to high Pleasure/high Arousal (Enthusiastic). This message elicited more Pleasure-related emotions, with 94.2% of participants reacting with high Pleasure (7-9). Almost half the participants (49.3%) expressed positive Arousal with the same percentage of participants reacting enthusiastically to this message.

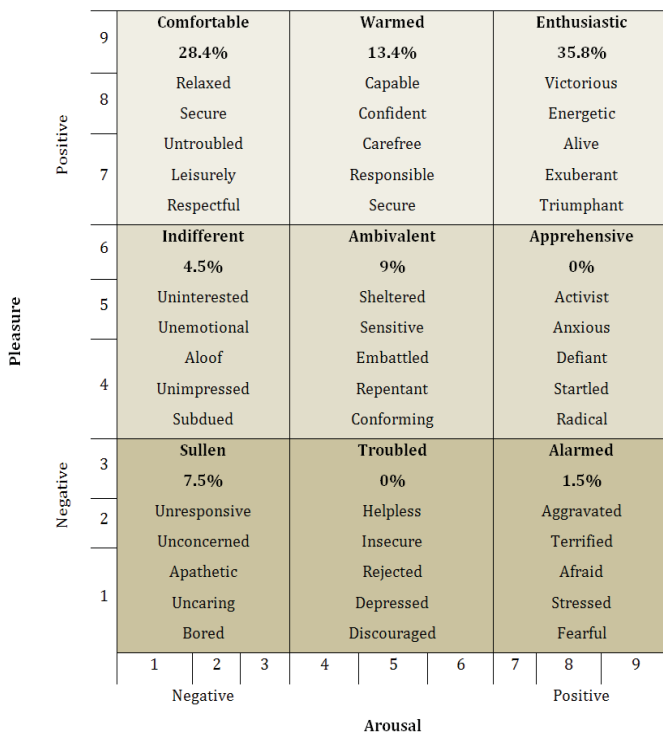
**FIGURE 2:
DAIRY HELPS BUILD STRONG MUSCLES,
AS IT IS SOURCE OF HIGH-QUALITY
PROTEIN**



**FIGURE 3:
DAIRY ENHANCES GROWTH AS IT
STRENGTHENS GROWING BONES**



**FIGURE 4:
MILK CONTAINS LESS FAT THAN YOU
THINK**



**FIGURE 5:
DAIRY PRODUCTS HELP PROMOTE A
HEALTHY WEIGHT**

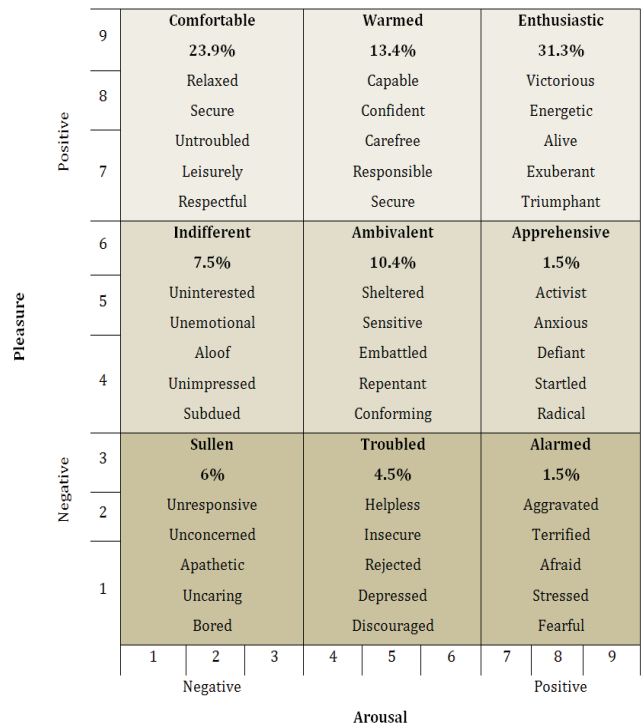


Figure 2 reflects the emotive reactions to the muscle strength message. This message elicited more Pleasure-related emotions, with 82.3% of participants reacting with high Pleasure (7-9). In addition, 42.6% expressed positive Arousal with 38.2% of participants reacting enthusiastically to this message. It is evident that this message also evoked little or no emotive valence among 10.3% of participants being classified as Ambivalent.

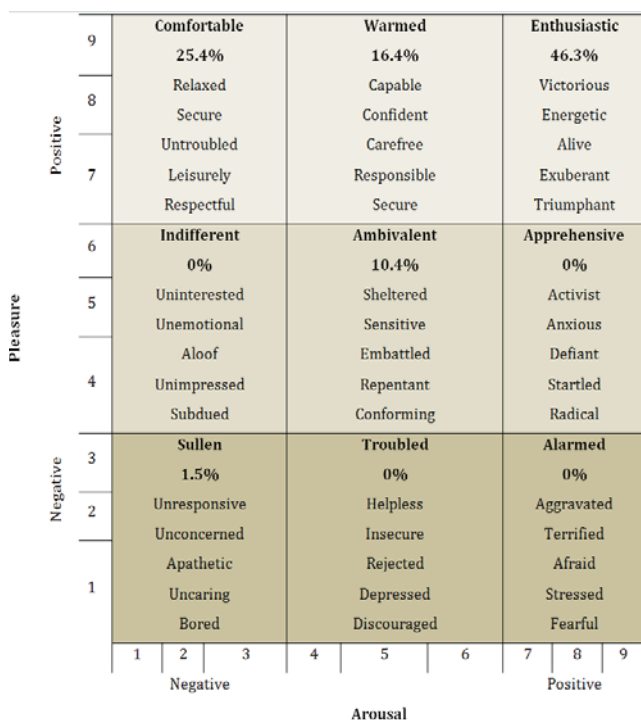
Figure 3 reflects the emotive reactions to the message relating to complementing growth. This message elicited more positive emotions, with 86.6% of participants feeling positive Pleasure (7-9) and less than half (43.3%) expressing positive Arousal. Furthermore, 43.3% reacted enthusiastically to this message. As with the previous message, 10.4% of participants can be classified as feeling Ambivalent in that little or no emotive valence was evoked by this message.

Figure 4 reflects the emotive reactions to the Less Fat message. This message elicited more positive emotions, with 77.6% of participants expressing positive Pleasure (7-9) and only 37.3%

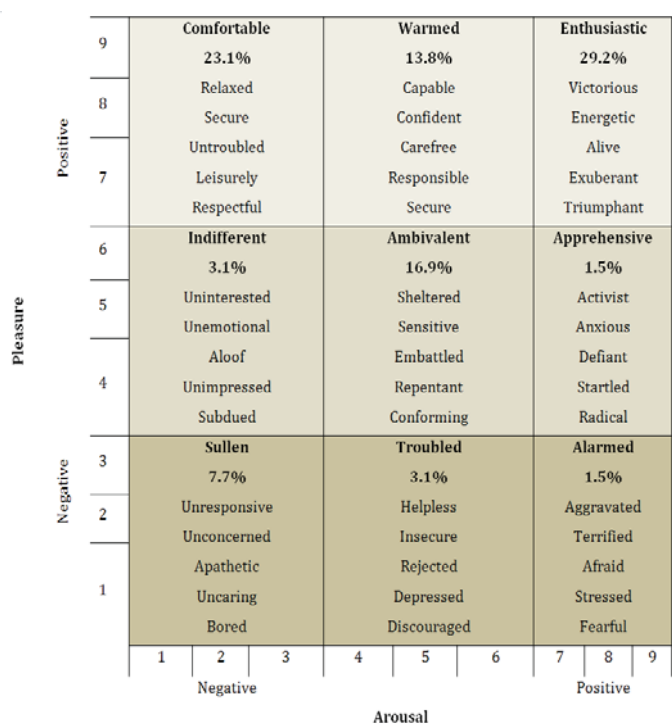
expressing positive Arousal. Over a third (35.8%) of the participants reacted enthusiastically to this message. Nevertheless, this message evoked little or no emotive valence among 9% of participants who can be classified as Ambivalent. It is, however, noteworthy that a number of participants reacted with limited emotion as 7.5% of participants also reacted with Sullen emotions and 4.5% with Indifferent emotions towards this message.

Figure 5 depicts the analysis of the fifth message, namely; ‘dairy products help promote a healthy weight by contributing to weight loss and weight maintenance’. Figure 5 reflects the emotive reactions to the Healthy Weight message. This message elicited more positive emotions, with 68.6% of participants expressing positive Pleasure (7-9) and only 34.3% expressing positive Arousal. Approximately a third (31.3%) of the participants reacted enthusiastically to this message. In contrast, Ambivalent emotive reactions were expressed by 10.4% of participants, while 7.5% feel indifferent and 6% expressing Sullen emotions which are indicative of no Arousal and

**FIGURE 6:
DAIRY PRODUCTS ARE NUTRIENTS RICH
FOODS AS THEY CONTAIN 10 NUTRIENTS
ESSENTIAL FOR A HEALTHY BODY**



**FIGURE 7:
TO BENEFIT FROM THE NATURAL
GOODNESS OF DAIRY, “3-A-DAY”**



**TABLE 1:
CONSOLIDATED ADSAM MESSAGE EMOTIVE PROFILES**

		Message	Comfortable (%)	Warmed (%)	Enthusiastic (%)
Positive	7-9	1	20.3%	24.6%	49.3%
		2	27.9%	16.2%	38.2%
		3	28.4%	14.9%	43.3%
		4	28.4%	13.4%	35.8%
		5	23.9%	13.4%	31.3%
		6	25.4%	16.4%	46.3%
		7	23.1%	13.8%	29.2%
		Indifferent (%)	Ambivalent (%)	Apprehensive (%)	
Pleasure	4-6	1	1.4%	4.3%	0.0%
		2	0.0%	10.3%	4.4%
		3	0.0%	10.4%	0.0%
		4	4.5%	9.0%	0.0%
		5	7.5%	10.4%	1.5%
		6	0.0%	10.4%	0.0%
		7	3.1%	16.9%	1.5%
		Sullen (%)	Troubled (%)	Alarmed (%)	
Negative	1-3	1	0.0%	0.0%	0.0%
		2	1.5%	1.5%	0.0%
		3	3.0%	0.0%	0.0%
		4	7.5%	0.0%	1.5%
		5	6.0%	4.5%	1.5%
		6	1.5%	0.0%	0.0%
		7	7.7%	3.1%	1.5%
		1 - 3	4 - 6	7 - 9	
		Negative	Arousal	Positive	

- 1_Calcium from dairy helps build strong bones for life.
- 2_Dairy helps build strong muscles, as it is a source of high-quality protein.
- 3_Dairy enhances growth as it strengthens growing bones.
- 4_Milk contains less fat than you think.
- 5_Dairy products help promote a healthy weight by contributing to weight loss and weight maintenance.
- 6_Dairy products are nutrient rich foods as they contain 10 nutrients essential for a healthy body.
- 7_To benefit from the natural goodness of dairy, three servings a day are needed.

low or average Pleasure (1-6). While the intention of this message is to encourage consumers about weight maintenance, the highest percentage of Troubled emotions (4.5%) were evoked from this message, thus having the opposite effect.

Figure 6 reflects the emotive reactions to the Nutrient Rich message. This message elicited more positive emotions, with 88.1% of participants expressing positive Pleasure (7-9) and only 46.3% positive Arousal. Almost half of the participants (46.3 %) reacted enthusiastically to this message. This message also resulted in Ambivalent emotions evoked from 10.4% of participants.

Figure 7 reflects the emotive reactions to the “3-A-Day” message. This message elicited more

positive emotions, with 66.1% of participants expressing positive Pleasure (7-9) and only 32.2% positive Arousal. Only 29.2 % reacted enthusiastically to this message. The message evoked the highest percentage of both Ambivalent (16.9%) and Sullen (7.7%) reactions.

Table 1 displays a conceptual consolidation of the two-dimensional emotive profiles in reaction to the seven advertising messages. Table 1 indicates that respondents to all messages experienced high Pleasure and varying levels of Arousal and could consequently be classified in the Comfortable, Warmed or Enthusiastic cluster. It is evident that the Calcium message (message 1), Growth (message 3) and Nutrient Rich (message 6) elicited the most positive emotions on Pleasure

and Arousal, whereas the Weight Maintenance and Three-a-Day message (messages 5 and 7) elicited the least favourable emotive responses from participants.

KEY FINDINGS

The objective of this study was to assess dairy consumers' emotive reactions associated with each of the following seven communication messages using AdSAM. AdSAM is a pictorial rating system used to obtain self-assessment ratings of experienced primary emotions on the dimensions affected valence or pleasure, arousal or dominance dimensions to an advertisement.

Overall, the seven existing Milk South Africa Consumer Education Project messages resulted in high levels of Pleasure related attitudes. It was found that the messages differed with regard to Arousal related attitudes. It can therefore be concluded that, while well-liked by the majority of consumers, certain messages are less successful in engaging and ultimately persuading consumers.

The Calcium message (message one), Growth message (message three) and Nutrient Rich message (message six) elicited both high levels of Pleasure and Arousal related emotions, while the Weight maintenance and Three-a-day messages (messages five and seven) elicited less impactful emotive reactions from participants.

The first message, 'calcium from dairy helps build strong bones for life', induces more positive associations and affirmations among the majority of participants. Furthermore, calcium intake is associated with healthy living and ensuring future health. The third message, namely; 'dairy enhances growth as it strengthens growing bones' evoked many positive associations and affirmations among participants. Participants associate this message with health, and one participant referred to energy. A few participants feel doubtful about the credibility of this message, as can be seen especially in responses where body length appears to be a sensitive issue and participants being of the opinion that bone strength is obtained through physical exercise. Some adults are of the opinion that improving bone strength is only required for growing children. A few participants also admitted to being uneducated with regards to the nutritional

value of dairy. The sixth message, 'dairy products are nutrient rich foods' was viewed positively as good health is mentioned as an important driver for many. A few participants felt uncertain about the message and some admitted that they require more information pertaining to the nutrients.

The second message, 'dairy helps build strong muscles, as it is a source of high-quality protein', also evoked positive associations and affirmations among participants. However, it is noteworthy that a large number of participants expressed concern and disbelief about this message, with responses relating to the role strenuous exercise in improving muscle strength, such as being 'athletic', and rather endorsing protein intake gained from alternative food products, such as 'eggs' or 'fish'. A few participants reverted back to the message take-out from the first message, saying that dairy is used for 'strong bones'.

The fourth message, 'dairy contains less fat than you think', evoked mixed reactions. Participants generally agree that less fat is important for good health, although one participant felt that less fat would be negative as 'milk contains good fat'. However, positive reactions did not necessarily lead to acceptance of the message. A number of participants completely disagreed with the message, while others were uncertain whether this message applied to all types of dairy products. Misunderstanding occurred in cases where participants were of the opinion that the message only applies to only fat free milk. For some participants, it did not make a difference whether milk contains fat as they feel that the fat enhances the taste delivery and that the fat has beneficial qualities.

A number of participants were not completely persuaded by message five, 'dairy promotes a healthy weight'. Arguments were expressed that weight loss is dependent on the 'total calorie consumption of the individual, it can be said of any food' and not just particularly dairy. Interestingly, the number of negative responses to the messages is almost equivalent to the amount of positive reactions.

The seventh message, namely; 'to benefit from the natural goodness of dairy, three servings a day are needed' resulted in more positive than

negative feelings with many participants agreeing that three servings a day will contribute to good health. Some constraints could be identified, such as limitations of time or money that prevents individuals from complying with this message. Participants feel the required amount of servings per day can be limited as 'dairy can be substituted for several other things to no detriment'.

CONCLUSION

Advertising is an important aspect of an organisation's integrated marketing communication mix. Its importance is mostly related to its ability to inform, influence and persuade consumers in a decision making context (Shimp, 2007). Its impact on likeability, memory and brands emotions has been well documented in literature (Aydin, 2014). However, it is also important to extend the assessment of emotions to other additional areas in the value chain such as consumption. Emotions are not only prevalent in advertising; they are also important indicators in consumers' overall evaluation of their consumption experiences (Hou, Xiaoding & Hu, 2013; Argan, Argan & Akyildiz, 2014). It is of paramount importance to measure the feeling-related emotions elicited by selected dairy products. In this regard, dairy marketers will have a holistic approach to connect their products with their consumers.

RECOMMENDATIONS REGARDING THE NATIONAL GENERIC DAIRY CAMPAIGN

There is a need for dairy marketers to deepen the connectivity between their organisations' products, services, and delivery systems and their consumers' emotions. These findings suggest and reiterate the influential power of emotive engagement with dairy consumers. More specifically, the emotional takeout is a critical determinant of successful adoption of an advertisement. It is recommended that the seven existing messages be prioritised and refined according to the insights of this article. It is also recommended that messages one (Calcium), three (Growth) and six (Nutrient Rich) form the core

of future communication with other educational messages cascading from these.

It is also recommended that other age segments be considered to extend the target population to among others, mothers because they are potential influencers of dairy consumption in households. These identified emotions could serve as a basis for complementary marketing insights to enrich the Consumer Education Project (CEP).

LIMITATIONS AND DIRECTIONS FOR FUTURE RESEARCH

In interpreting the findings, the results offer strong support for the validity of the measuring instrument (AdSAM) that has been applied. This instrument seems to hold much promise in providing consumer insights relevant to unveiling the emotional appeal of advertising messages. However, a number of limitations in the current study should be highlighted.

Firstly, the use of seven communication messages and four dairy products would, for statistical rigour purposes, necessitate a larger respondent base. Generalisability is therefore limited in the current study. Future research will benefit from using a larger sample allowing for additional segmentation not used in this research. Secondly, future research will benefit from examining consumption-related attitudes that could be associated with other dairy products apart from milk, cheese, yoghurt and maas.

Finally, the current study is limited in scope due to the research being conducted in the Gauteng Province only. Future research should aim to try and replicate our findings in different regions.

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