

Study on the interactive effects of advertising appeal and product innovation types on consumers' purchase intention

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Abstract. Because of its innovative improvement, the new product enhances the user's sense of experience in the process of using the product, and wins the favor of consumers, and becomes the priority choice of most consumers when purchasing similar products. Product innovation has also become an important way for enterprises to increase product sales, improve market share, and constantly expand their own scale. Therefore, how to make consumers perceive product innovation as much as possible, and then enhance consumers' willingness to buy new products has become a long-term problem of academic and business circles. From the perspective of the impact of advertising appeal on consumers' purchase intention of new products, this paper explores the impact of the matching of advertising appeal (rational appeal vs. emotional appeal) and product innovation type (functional innovation vs. formal innovation) on consumers' purchase intention based on the explanatory level theory. The results show that advertising appeal (rational appeal vs. emotional appeal) and product innovation type (functional innovation vs. formal innovation) have an interactive effect on consumers' purchase intention. For functional innovation products, rational appeal advertisement can stimulate consumers' purchase desire better than emotional appeal advertisement. For innovative products, compared with rational appeal advertising, emotional appeal advertising can stimulate consumers' desire to buy.

Keywords: advertising appeal; Type of product innovation; Purchase intention.

1. Introduction

China's economic development has entered a new stage, and is transforming from high-speed development to high-quality development. Innovation is not only an important way to boost the development of enterprises, but also the first driving force to lead the high-quality development of our economy. Previous studies on product innovation mostly focused on the degree of innovation of new products, dividing new products into progressive new products and innovative new products, and found that factors such as spokesperson type^[1], brand identity shape^[2] and Consumer interpretation level^[3] would affect consumers' product perception and purchase intention. However, there is a lack of research on functional innovation and formal innovation of new products. In the existing studies, only the impact of functional innovation and formal innovation on consumers' perceived value and purchase intention^[4] has been discussed, but no scholars have explored how advertising appeals affect consumers' perception of new products and purchase behaviors. As an important means for enterprises to convey new product information, advertising appeal is an important factor affecting consumers' purchase intention. Further research on product function innovation and product form innovation is of great significance for improving the research level of innovative products in academia and increasing the sales volume of innovative products in enterprises. From the perspective of advertising appeal and product innovation types, this paper will explore the impact of the matching of different advertising appeal and product innovation types on consumers' purchase intention.

2. Literature review

Lieberman et al. (1998) proposed that the level of interpretation refers to the degree of abstraction in which individuals perceive certain information. The higher the level of abstraction, the higher the

level of interpretation, and the lower the level of abstraction, the lower the level of interpretation^[5]. Trope (2007) believes that the theory of explanatory level can explain consumers' behavior to a certain extent. When consumers perceive the psychological distance is far away, they tend to choose the information with high interpretation level to process the product information. When consumers perceive the psychological distance is relatively close, they tend to choose information with low interpretation level to perceive the product^[6].

chandy et al. (2001) believe that advertising appeal refers to the behavior of enterprises using communication strategies to deliver product information to consumers more accurately^[7]. Wu Heng (2022) regards advertising appeal as the product information provided by merchants in advertisements to attract consumers, and achieves different advertising effects by displaying different advertising information^[8]. Chan et al. (1996) divided advertising appeals into rational appeals and emotional appeals according to whether they are practical and emotional^[9]. Mao Zhenfu (2017) and Shen Lvping (2022) believe that rational appeal advertising is an objective description of the properties of product performance and appearance, and persuade consumers through a well-founded way of persuasion. On the contrary, emotional appeal advertising is a way of persuasion to cater to consumers' emotions or emotions. Arouse consumers' purchase intention by arousing consumers' emotional resonance^[10-11]. Studies have shown that the match between advertising demands and psychological distance will affect consumer behavior. Wang Yonggui et al. (2022), when studying the impact of consumer behavior targeting transparency on advertising effectiveness, found that for rational appeal advertisements, behavior targeting transparency will enhance advertising effectiveness, while for emotional appeal advertisements, behavior targeting transparency will weaken advertising effectiveness^[12]. When studying tourism products, Miao Miao (2021) found that publicity information with a high level of interpretation can better promote consumers' willingness to travel to scenic spots with low familiarity, while publicity information with a low level of interpretation can better promote consumers' willingness to travel to scenic spots with high familiarity^[13]. Yang Ying et al. (2022) studied the impact of word-of-mouth information on purchase intention on social platforms and found that when word-of-mouth information is information with a high level of interpretation, consumers who perceive the social platform more far have stronger information processing ability and stronger purchase intention. When the word of mouth information is of low explanatory level, consumers who perceive the social platform closer have stronger information processing ability and stronger purchase intention^[14].

Fu Jiayi (1992) believed that product innovation is the improvement of target products^[15]. Zeng Jianghong (2019) believes that product innovation is to improve products by integrating new technologies in order to enable consumers to get a better experience^[16]. Hu Shuhua (1998) believed that product innovation was market-oriented and based on the overall product system engineering. He divides product innovation into functional innovation and formal innovation from different levels of products^[17]. Guo Haoya et al. (2022) elaborated on the types of product innovation, in which functional innovation refers to the innovation of the core functions of the product, and the formal innovation of the product refers to the innovation of the appearance design, color and other aspects of the product^[18].

Based on this, this paper believes that when product innovation is functional innovation, consumers cannot directly observe it, and the psychological distance between consumers' perception and products is far away, so they are more inclined to adopt rational appeals of high explanatory level for product information processing. When product innovation is formal innovation, consumers can directly observe that when the psychological distance between consumer perception and product is relatively close, they are more inclined to adopt emotional appeals with low explanatory level for product information processing. That is, there is an interactive effects between product innovation type and advertising appeal on consumers' purchase intention. Therefore, the following hypothesis is proposed:

H1: Advertising appeal and product innovation type have interactive effects on purchase intention.

H1a: For functional innovation products, compared with emotional appeal advertisements, rational appeal advertisements can make consumers have stronger purchase intention;

H1b: For products with innovative forms, compared with rational appeal advertisements, emotional appeal advertisements can make consumers have stronger purchase intention.

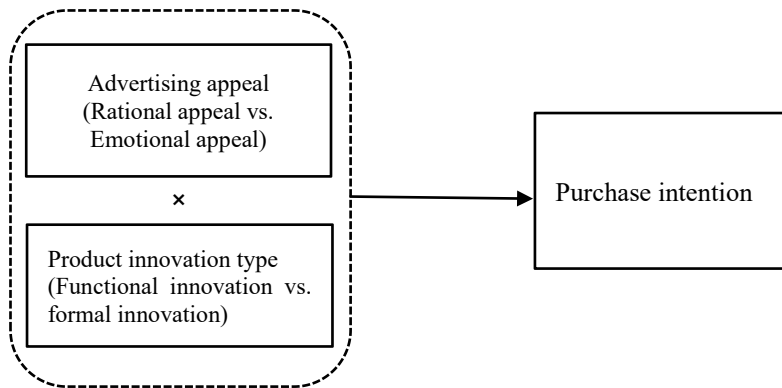


Figure 1 Influence of interaction between advertising appeal and product innovation type on purchase intention

3. Experimental results

A total of 240 questionnaires were distributed and obtained through QQ, Wenjuanxing, Credamo and other platforms. After eliminating invalid questionnaires, a total of 223 valid questionnaires were obtained. After finishing the questionnaire, statistical analysis was made on the data.

The results of two-factor ANOVA showed that advertising appeal ($F=0.001, P=0.971 > 0.05$) and product innovation type ($F=3.006, P=0.084 > 0.05$) The main effect on consumers' purchase intention was not significant. But the interaction effect between advertising appeal and product innovation type was significant ($F=25.332, P=0.000 < 0.0001$), as shown in Table 1, hypothesis 1 is true.

Table 1 Test results of interaction effect between advertising appeal and product innovation type

Dependent variable: purchase intention					
item	Class III sum Of squares	Degree freedom	of Mean square	F	significance
Modified model	41.636a	3	13.879	9.774	.000
intercept	5534.335	1	5534.335	3897.407	.000
Advertising appeal	.002	1	.002	.001	.0971
Product innovation type	4.268	1	4.268	3.006	.084
Advertising appeal * Product innovation type	35.972	1	35.972	25.332	.000
error	310.981	219	1.420		
total	5961.000	223			
Revised total	352.617	222			
R square =.118(adjusted R=.106)					

The interaction effect is further analyzed, and the results of simple effect test in Table 2 show that: for functional innovation products, when rational appeal ads are used, consumers' average purchase intention score is 5.256, while when emotional appeal ads are used, consumers' average purchase intention score is 4.457, and the difference between the two is significant ($P=0.001 < 0.05$), which indicates that hypothesis 1a is valid; For formal innovative products, when rational appeal ads are used, the average score of consumers' purchase intention is 4.728, and when emotional

appeal ads are used, the average score of consumers' purchase intention is 5.540, and the difference between the two is significant ($P=0.000 < 0.05$), which indicates that hypothesis 1b is valid.

Table 2 Simple effect test results

Product innovation type	Advertising appeal	Purchase intention		
		Mean value	F	significance
Functional innovation	Rational appeal	5.256	11.928	.001
	motional appeal	4.457		
Formal innovation	Rational appeal	4.728	13.477	.000
	Emotionalappeal	5.540		

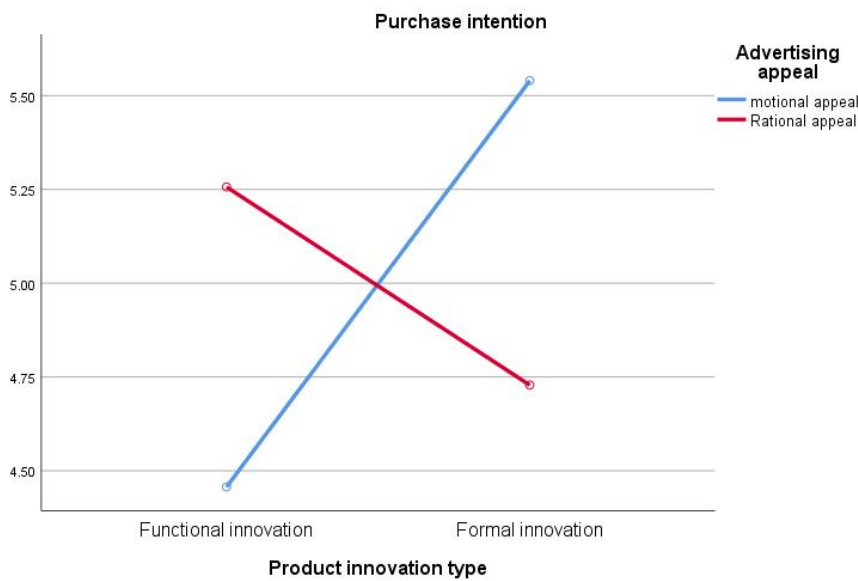


Figure 1. Interactive effects of advertising appeal and product innovation types on purchase intention

4. Research conclusions

4.1 Experimental Results

Through experiments, it is proved that advertising appeal (rational appeal vs emotional appeal) and product innovation type (functional innovation vs formal innovation) have an interactive effect on consumers' purchase intention. For the main effect test, the interaction effect of advertising appeal and product innovation type on consumers' purchase intention was significant ($F=25.332$, $P=0.000 < 0.0001$). Further simple effect analysis found that for functional innovation products, the average purchase intention of consumers using rational appeal ads was 5.256, and that of consumers using emotional appeal ads was 4.457. There were significant differences between the two groups ($P=0.001 < 0.05$), indicating that for functional innovation products, compared with emotional appeal advertisements, rational appeal advertisements make consumers more willing to buy products; For formal innovative products, the average purchase intention of consumers using rational appeal ads is 4.728, and that of consumers using emotional appeal ads is 5.540. There is a significant difference between the two groups ($P=0.000 < 0.05$), indicating that for formal innovative products, compared with rational appeal advertisements, emotional appeal advertisements make consumers more willing to buy products.

4.2 Theoretical contributions

Previous studies on new products were mostly based on the degree of product innovation, dividing new products into progressive new products and innovative new products. This study expanded the research direction of new products, and explored the influence of rational appeals and emotional appeals on consumers' purchase intention from two different perspectives of functional innovation and formal innovation of new products.

4.3 Practical Significance

Through scenario simulation experiments, this paper explores the impact of advertising appeals on consumers' purchase intention of new products. The research results are helpful for enterprises to select matching advertising appeals for different types of innovative products when promoting new products, so as to enhance consumers' purchase intention and increase product sales. The research conclusion of this paper has certain practical guiding significance for enterprises to promote new products and increase product sales.

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