Research Article

Investigating the Effect of Advertising on Emotional Reactions of Customers (Case Study: Branches of Parsian Bank in Tehran)

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Abstract

At the current word and in the industrial and even post-industrial age, advertising is a need. Advertising mixed of science and art can be called also as miracle industry and an industry, which can recover the industry and can also destroy industry, if it is used in wrong way. Commercial advertising, with use of modern media that are being more variable and effective over the time with wonderful speed, is not a simple marketing or notification to link consumers and suppliers anymore and is in fact a reality that can leave deep and fundamental effects on domains of human social life and on human. Therefore, the present study has investigated the effect of advertising on emotional reactions of customers in branches of Parsian Bank in Tehran. Statistical population in this study consists of customers of all branches of Parsian Bank in Tehran. Using Morgan table, 146 people were selected as sample using simple random sampling method. Data analysis was done using SPSS22 and Lisrel8.8 software. The results of the study showed that there is significant correlation between advertising and emotional reactions of customers. Moreover, the results showed that there is significant correlation between brand promotion in advertising, related news in advertising, and empathy in advertising, familiarity with advertising, confusion in advertising, and entertainment in advertising with customer emotional reactions. Moreover, there is significant correlation between enjoyable emotional reactions of customers to advertising and advantage-based value and hedonic value.

Keywords: advertising, emotional reactions, brand promotion, empathy in advertising, advantage-based value, hedonic value

1. Introduction

At the today's world and in industrial and even post-industrial age, advertising is a need. Advertising mixed of science and art can be called also as miracle industry and an industry, which can recover the industry and can also destroy industry, if it is used in wrong way. Undoubtedly, advertising can be the most prevalent part of mixed promotion, which can be a strong power for change. The clear goals and careful planning can be success key of an advertisement. Advertising can be important instrument in progress of sales. Advertising is one of the most common instruments used by companies to conduct encouraging communications towards buyers and target communities. Transparent goals and careful planning can be success keys of an advertisement. Advertising can be important in progress of sales. Advertisements are messages encompassing all relevant activities of impersonal, commodity or video introduction (or both of them) supported by a person or organization in relation to a commodity, service or an idea. The today's life at

modern societies is full of advertising messages affecting human life in various frames. The importance of this issue is that advertising can be multidimensional phenomenon and is not just video phenomenon because of possibility of simultaneous use of picture, words, moving picture and sound.

Suitable advertising plans can lead to favorable results such as gaining more benefit through more selling; although the plans are cost-consuming. If advertising plans make company achieve its goals, the company can then manage its costs and profit and this can be considered as an investment (Ha *et al*, 2011).

According to intense competition among companies and rapid growth of markets and also rapid changes in behavior of consumers; advertisements can be considered as main instruments in providing knowledge and awareness in consumers about products and services. Accordingly, advertising can't be considered as an instrument to increase sales of company (Hsu and Lin, 2008). Companies need effective and efficient ways to make relationship with customers more than before to enhance their selling. All companies in field of business tend to find methods, using which they can change attitude of consumers to

positive attitude towards the companies, so that they can increase their opportunity to enhance their online sales (Altona, 2009). Pilling and White (2009) have claimed that attitude of customers towards online shopping has gained many attentions in relevant literature and can be considered as the most underlying issue from this perspective. One of the instruments to promote marketing is advertising. Media play key role in using this instrument. With innovation of experts, advertising via web has also entered to this domain as new, available and cost-effective approach with high reaction rate (Marisao *et al*, 2007). If managers are almost aware of this issue, it can help them to provide required domains to show response with advertising feedback before losing the customers (Chen *et al*, 2010). If it is not clear that advertising to what extent can affect affairs of companies, the customers may be surprised and the company may be unable to show response to needs of customers. This can cause distrust of users and old and new customers. Therefore, it would be better for managers to consider effectiveness of advertising before doing any kind of advertisement (Kuisma *et al*, 2010). In this regard, video designed messages of advertising in marketing of business companies can be used as one of the promotional instruments. Because of growth of internet as a marketing tool, using modern advertising services and web advertising in top of that is being developed (Chen, 2010). Promotion of advertisements and increasing welcoming of the media over the world has provided good context to advertise products and services and has also paved the way for direct connection of marketers and consumers without time and place limitations (Almendros and Garcia, 2014). Customer need has varied due to living conditions and change in customer attitude towards the way of taking daily affairs and machinery life has in fact led to variability of needs and this can be considered an opportunity and sometimes a threat to business companies. It can be threat, because staying away from innovative field of services provided for customers and inefficiency of these services can cause distrust and lack of positive attitude of customers towards this system (Kuisma *et al*, 2010). This study has investigated the impact of advertising on emotional reactions of customers in Parsian Bank Branches in Tehran.

2. Theoretical background and research literature

The age of technology and product and service supply needs proper management of marketing and advertising affairs to be successful among business competitors. Commercial advertising can be one of the main success factors of a product or service and they can be introduced to all people through advertising. Today, advertising has been changed into an industry and a technique and every company or organization that is more successful in using that can take more market share. Nowadays, advertising has been internationalized and companies tend to pass over the national borders and reach international markets more than before. As companies tend to find new markets and sell their products in wide regions of the worlds, they have to advertise their products in these regions (Edward, 2011). Advertising can also have significant effect on social relations of people. In fact, advertising is a kind of communication, a comprehensive communication, which can even affect social structure and can also make people come close to each other or go away from each other in terms of culture (Hu, 2012). Each advertising message uses an attraction to gain attention of audience to the content of message and to make a response on behalf of audience and viewer of advertisement. Attractiveness of advertising message is a field considered in an advertisement to encourage consumers to remind the advertisement and make decision to buy that product. The most common attractions used in advertising messages can be divided to two general groups of logical and emotional attractions (Dehdashti, 2009).

Kordloo *et al* (2015) conducted a study aimed at investigating the causal relation of beliefs, attitude to advertising through sports and attitude to public advertisements using structural equation modeling. The results showed that beliefs of people about advertising through sport can affect attitude of people towards public advertisements. Moreover, believe in being economic has higher discrimination power than other beliefs to discriminate attitude of people towards advertisements through sport. According to this study, some solutions can be provided to determine effective strategy of advertisement through sports.

Behnam *et al* (2015) conducted a study under the title of the impact of advertising attractiveness on future decision and attitude to consumer advertisement in sport services. The results showed that the main effect of advertising attractiveness on future decision in trials observed emotional advertising was more than those observed cognitive advertising.

Bahreinizadeh *et al* (2014) conducted a study under the title of the impact of drivers and individual factors affecting attitude to mobile advertisement with case study of mobile phone users. According to results of path analysis, the correlation between model variables was analyzed and it was found that indices such as social influence, being innovative, mobile phone technology level and overall attitude of person towards advertisements can have significant and positive effect on attitude towards mobile advertisement; although individual knowledge can have negative effect on attitude towards mobile advertisements.

Chang (2014) conducted a study under the title of the impact of comic ads on brand popularity and the impacts of advertisements on Taiwan's Tourism Industry and found that comic advertisements can affect brand awareness. Brand awareness can have also significant effect on ads attitude and brand attitude.

Chawing *et al* (2011) conducted a study under the title of information processing style, attitude towards ads and brand: case study of Telecommunication Services of China and found that emotional advertising can help improvement of positive attitude towards brand. Moreover, information processing style can affect ads knowledge and brand attitude. Emotional advertising is more efficient than logical ads in terms of the impact of ads perception in brand attitude.

Tu *et al* (2011) conducted a study under the title of the impact of productive innovation and attractions of ads on customer attitude to ads in Taiwan and found that those ads using innovative content and topics can be more effective in customer attitude to ads compared to those with logical attractions.

Ha *et al* (2011) analyzed the impacts of advertising expenses on brand loyalty in field of services. As expenses of advertising can affect quality of services or products, its role should be integrated with brand loyalty indirectly. Applicable results of the study showed that expenses of advertising can affect brand loyalty directly. Moreover, advertising expenses can have positive and direct effect on perceived quality (Ha *et al*, 2011).

Boil *et al* (2011) conducted a study to investigate the role of two key marketing activities (ads and promotion of sales) to make brand equity among real consumers in the U.S and also studied the correlation between dimensions of brand equity. Applicable results of the study showed that attitude of people towards ads is important while creation of brand equity and perceived advertising expenses can have also positive effect on brand knowledge. Finally, the results show that brand knowledge can have also positive effect on perceived quality and brand image, which can also affect brand loyalty. Therefore, marketing managers and brand managers should be careful about impacts of promotional activities on consumer perception of brand equity (Boil *et al*, 2011).

3. Methodology

The present study has investigated the effect of advertising on emotional reactions of customers in Parsian Bank Branches in Tehran. Statistical population in this study consists of all customers of Parsian Bank Branches in Tehran. Using Morgan table, 146 people were selected as sample using simple random sampling. For purpose of sampling, convenience non-probable sampling was used and sample size was estimated using Cochran formula. Relevant data of this study is relevant to first half of 2017. In this study, Pleasure-Arousal-Dominance (PAD) scale was used to measure customer emotions. Dimensions of this scale include 3 emotional dimensions of pleasure, arousal and dominance. It should be mentioned that because of extension of the discussion, this study has only considered pleasure among dimensions of PAD for measurement of customer emotions towards ads. In this study, for

purpose of analysis of data obtained from questionnaire, descriptive and inferential statistics have been used. In section of descriptive statistics, mean value, frequency and frequency percent have been used to describe sample.

In this study, to test normality of research variables, Kolmogorov-Smirnov test has been used and confirmatory factor analysis (CFA) has been used to confirm or reject indices of questionnaire and structural equation modeling (SEM), SPSS, LIsrel and Pearson correlation coefficient (to test relationship between two variables) and univariate regression (to measure impact of two variables) have been used to test research hypotheses. Data analysis was done using SPSS22 and Lisrel8.8.

4. Results

4.1 Descriptive statistic

Frequency distribution of respondents has been presented in table 1.

Table 1: frequency distribution of respondents

Age	frequency	percent
Between 20 and 30 years	22	22.3 %
Between 31 and 40 years	58	36 %
Between 41 and 50 years old	55	31.6 %
more than 50 years	11	10.1 %
Total	146	100
Gender	frequency	percent
Female	72	48.4 %
Male	74	51.6 %
Total	146	100
Duration of use of banking services	frequency	percent
Under 2 years old	4	8 %
2 to 4 years	55	35.2 %
4 to 6 years	68	46.9 %
More than 6 years	11	9.8 %
Total	146	100
Job	frequency	percent
Employee	36	23.3 %
Free	35	26.9 %
Student	44	28.2 %
Others	31	21.5 %
Total	146	100
Education	frequency	percent
Diploma	24	14.2 %
Associate Degree	22	13.2 %
Bachelor	74	52.8 %
MA	26	19.7 %
Total	146	100

According to table 1, majority of participants were in age range of 31-40 years old. According to the table, men have possessed major part of sample size. People with 4-6 years' experience of using Parsian Bank services possessed major part of sample.

4.2 The score of research variable structures

With the data collected from questionnaire, for each research variable, statistics such as minimum, maximum value, mean value, SD, skewness and kurtosis have been presented as observed in table 2.

Table 2: Descriptive variables of research

Research variables	Minimum	Maximum	Average	Standard deviation	Skewness	Kurtosis
Advertising	1.98	3.79	4.65	0.47	-0.39	0.897
Enjoyable emotional reactions	1.78	3.84	4.58	0.58	-0.258	-0.135
Perceived value	1.98	3.54	4.57	0.56	-0.125	-0.326
Behavioral tendencies	1.95	5	4.65	0.53	-0.135	0.457

In table 2, the range of variance of scores of variables, mean value and their standard deviation is presented. Clearly, it mentioned variables are in acceptable range for two indices of skewness and kurtosis.

4.3 Inferential statistics

4.3.1 Kolmogorov-Smirnov (K-S) test to test normality of research variables

To test research hypotheses, the normality of variables was tested first of all. Hence, the condition was firstly studied for research variables

Table 3: Kolmogorov-Smirnov test for normality of research variables

Indicators	Number	Average	Standard deviation	Kolmogorov-Smirnov test	P-value
Advertising	146	3.57	0.38	1.435	0.156
Enjoyable emotional reactions	146	3.56	0.59	1.258	0.135
Perceived value	146	3.67	0.53	0.638	0.189
Behavioral tendencies	146	3.98	0.97	1.647	0.136

As significance level of K-S test in table 3 for research variable is higher than 0.05, it could be found that distribution of the said variables is not significantly different from normal distribution. Hence, it could be found that distribution of research variables is normal.

4.4 Confirmatory factor analysis (CFA)

4.4.1 Factor analysis of research variables

In table 4, chi-squared (x2) values, df, RMSEA (Root Mean Square Error of Approximation), Comparative Fit Index (CFI), goodness of fit index (GFI) and incremental fit index (IFI) have been measured for each variables.

Table 4: Results of confirmatory factor analysis (CFA)

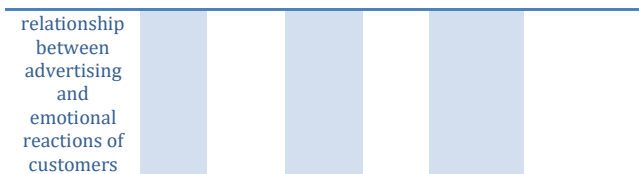| Variables	Factor load	Significance level	Variables	Factor load	Significance level
1- Advertising					
Question 1	0.49	7.57	Question 14	0.69	10.46
Question 2	0.56	10.63	Question 15	0.36	11.35
Question 3	0.46	11.49	Question 16	0.47	12.56
Question 4	0.65	9.63	Question 17	0.58	13.78
Question 5	0.58	9.12	Question 18	0.65	10.65
Question 6	0.48	7.28	Question 19	0.65	10.62
Question 7	0.39	6.23	Question 20	0.55	14.12
Question 8	0.47	10.6	Question 21	0.59	16.32
Question 9	0.68	12.51	Question 22	0.58	10.23
Question 10	0.54	9.44	Question 23	0.45	17.56
Question 11	0.21	3.13	Question 24	0.57	9.38
Question 12	0.47	10.28	Question 25	0.47	12.78
Question 13	0.69	10.93	Question 26	0.65	11.54
2- Enjoyable emotional reactions					
Question 41	0.27	12.74	Question 44	0.68	10.66
Question 42	0.37	10.68	Question 45	0.37	12.57
Question 43	0.68	11.85			
3- Perceived value					
Question 27	0.68	10.23	Question 33	0.28	10.67
Question 28	0.54	11.67	Question 34	0.38	9.45
Question 29	0.22	8.55	Question 35	0.67	11.68
Question 30	0.44	7.45	Question 36	0.47	12.32
Question 31	0.68	12.65	Question 37	0.69	6.23
Question 32	0.95	16.32			
4- Behavioral tendencies					
Question 38	0.65	8.56	Question 40	0.75	12.56
Question 39	0.32	7.14			
RMSEA = 0.056; X²/df² = 2.88; GFI = 0.92; AGFI = 0.86; CFI = 0.91, IFI=0.91					

After estimation of model parameters, the question is that to what extent the proposed model is in consistence with the relevant data? Answering the question is possible just through analysis of model fitness. Therefore, the researcher should make sure of model fitness in structural equation analysis after taking estimation of parameters and before interpreting them.

Table 4 shows that CFA of constructs of questionnaire has good fitness and questionnaire constructs can show the relevant variables properly. Other values of final model are presented in table 5:

Table 5: Final mode values

Relationship concepts with indicators in the model	Standard value	Standard error	Significance level	R²	Significance level	Result
There is a significance	0.92	0.091	10.11	0.84	P<0.01	confirmed

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2 . Chi Square Divided to Degree of Freedom

relationship between advertising and emotional reactions of customers			

Significance level values, obtained by division of factor load estimation in standard error, can show significance of factor load estimation (significant difference of factor load from 0). Significance level values in range (1.96, -1.96) show lack of significant effect between latent variables. Significance level in range)1.96, 3(shows significant effect with confidence level higher than 95% between relevant latent variables. Significance level values (≥3) show significant effect at the confidence level of 99% between latent variables. Therefore, as it is obvious in the column of sig level, effect of variables on each other has been confirmed as the confidence level of 99%.

4.5 Fitness of research model

Fitness of model means that observed variance-covariance matrix or the variance-covariance matrix predicted by model should have close values or should have good fitness. The closer the values of two matrixes are, the higher fitness of model would be. In structural equation modeling, one can trust in model estimations when the model has good fitness.

Table 6: Final model fit indices

Indicator	acceptable value	value	result
X^2/df	$X2/df \leq 3$	2.88	Confirmed model
RMSEA	RMSEA<0.09	0.056	Confirmed model
GFI	GFI>0.9	0.92	Confirmed model
AGFI	AGFI>0.85	0.86	Confirmed model
CFI	CFI>0.90	0.91	Confirmed model
IFI	IFI>0.90	0.91	Confirmed model

All fit indices used in the study show that the model has good fitness. Therefore, it could be found that the research model has high capability to measure main research variables. According to standard nature of model, Lisrel results are reliable.

4.6 Testing main hypothesis using structural equation modeling (SEM)

According to table 6, the results of analysis of research questions using findings of SEM are as follows:

Hypothesis: there is significant correlation between advertising and customer emotional reactions.
    According to standard estimation of effect of advertising on emotional reactions of customers to

0.92 and values of T=10 and R2=0.84; it could be found that at the significance level of p<0.01, advertising can affect emotional reactions of customers. Hence, the hypothesis has been confirmed.

Testing secondary hypotheses

Hypothesis 1: there is significant correlation between relevant news of ads and customer emotional reactions.
    At the first, to test the correlation between two variables, due to normality of research variables, Pearson correlation test has been used. In next step, univariate regression test has been used according to correlation between two variables to specify the intensity of interaction of the two variables.

Table 7: Correlation test of hypothesis 1

	customer emotional reactions	number of sample	P-value
related news in advertising	0.524	386	0.001

According to p-value lower than 0.05, it could be mentioned that the correlation between two variables is significant. Hence, there is positive and significant correlation between relevant news in ads and customer emotional reactions. Therefore, it could be found that increase in relevant news in ads can lead to increased level of customer emotional reactions.

Table 8: Regression analysis of effect of relevant news in ads on customer emotional reactions

	Observed F value	p-value	Beta	R^2
regression of relevant news in ads on customer emotional reactions	167.678	0.001	0.568	0.253

Observed F value is equal to 167.678 and research question has been confirmed at the significance level of 0.001 and confidence level of 95%. Therefore, as p-value is lower than 0.05, hence, the correlation between two variables was confirmed. It means that relevant news in ads can affect emotional reactions of customers. Beta coefficient to 0.568 shows that increase in relevant news of ads can increase emotional reactions of customers. The results show that 25.3% of variance of dependent variable (customer emotional reactions) can be discriminated by independent variable (relevant news of ads).

Hypothesis 2: there is significant correlation between brand strengthening in ads and customer emotional reactions.

Table 9: Correlation test of hypothesis 2

	customer emotional reactions	number of sample	P-value
brand promotion in advertising	0.427	386	0.001

As p-value is lower than 0.05, it could be mentioned that the correlation between two variables is significant. Hence, there is significant and positive correlation between brand strengthening in ads and customer emotional reaction. Hence, it could be found that increase in brand strengthening in ads can increase the level of emotional reactions of customers.

Table 10: Regression analysis of effect of brand strengthening in ads on customer emotional reactions

	Observed F value	*p*-value	Beta	R²
regression of brand strengthening in ads on customer emotional reactions	78.658	0.001	0.425	0.178

Observed F value is equal to 78.658 and research question has been confirmed at the significance level of 0.001 and confidence level of 95%. Therefore, as p-value is lower than 0.05, hence, the correlation between two variables was confirmed. It means that brand strengthening in ads can affect emotional reactions of customers. Beta coefficient to 0.425 shows that increase in brand strengthening in ads can increase emotional reactions of customers. The results show that 17.8% of variance of dependent variable (customer emotional reactions) can be discriminated by independent variable (brand strengthening).

Hypothesis 3: there is significant correlation between entertainment in ads and customer emotional reactions

Table 11: Correlation test of hypothesis 3

	customer emotional reactions	number of sample	P-value
Empathy in advertising	0.593	386	0.001

As p-value is lower than 0.05, it could be mentioned that the correlation between two variables is significant. Hence, there is significant and positive correlation between entertainment in ads and customer emotional reaction. Hence, it could be found that increase in entertainment in ads can increase the level of emotional reactions of customers.

Table 12: Regression analysis of effect of entertainment in ads on customer emotional reactions

	Observed F value	*p*-value	Beta	R²
Regression of entertainment in ads on customer emotional reactions	278.121	0.001	0.499	0.374

Observed F value is equal to 278.121 and research question has been confirmed at the significance level of 0.001 and confidence level of 95%. Therefore, as p-value was lower than 0.05, the correlation between two variables was confirmed. It means that entertainment in ads can affect emotional reactions of customers. Beta coefficient to 0.499 shows that increase in entertainment in ads can increase emotional reactions of customers. The results show that 37.4% of variance of dependent variable (customer emotional reactions) can be discriminated by independent variable (entertainment in ads).

Hypothesis 4: there is significant correlation between sympathy in ads and customer emotional reactions

Table 13: Correlation test of hypothesis 4

	customer emotional reactions	number of sample	P-value
Empathy in advertising	0.666	386	0.001

According to p-value lower than 0.05, it could be mentioned that the correlation between two variables is significant. Hence, there is significant and positive correlation between sympathy in ads and customer emotional reaction. Hence, it could be found that increase in sympathy in ads can increase the level of emotional reactions of customers.

Table 14: Regression analysis of effect of sympathy in ads on customer emotional reaction

	Observed F value	*p*-value	Beta	R²
Regression of sympathy in ads on customer emotional reaction	322.25	0.001	0.578	0.342

Observed F value is equal to 322.43 and research question has been confirmed at the significance level of 0.001 and confidence level of 95%. Therefore, as p-value was lower than 0.05, the correlation between two variables was confirmed. It means that empathy in ads can affect emotional reactions of customers. Beta coefficient to 0.578 shows that increase in sympathy in ads can increase emotional reactions of customers. The results show that 34.2% of variance of dependent

variable (customer emotional reactions) can be discriminated by independent variable (sympathy in ads).

Hypothesis 5: there is significant correlation between familiarity with ads and customer emotional reactions

Table 15: Correlation test of hypothesis 5

	customer emotional reactions	number of sample	P-value
familiarity with advertising	0.519	386	0.001

As p-value is lower than 0.05, it could be mentioned that the correlation between two variables is significant. Hence, there is significant and positive correlation between familiarity with ads and customer emotional reaction. Hence, it could be found that increase in familiarity with ads can increase the level of emotional reactions of customers.

Table 16: Regression analysis of the effect of familiarity with ads on customer emotional reactions

	observed F value	p-value	Beta	R^2
regression analysis of the effect of familiarity with ads on customer emotional reactions	110.352	0.001	0.498	0.195

Observed F value is equal to 110.352 and research question has been confirmed at the significance level of 0.001 and confidence level of 95%. Therefore, as p-value was lower than 0.05, the correlation between two variables was confirmed. It means that familiarity with ads can affect emotional reactions of customers. Beta coefficient to 0.498 shows that increase in familiarity with ads can increase emotional reactions of customers. The results show that 19.5% of variance of dependent variable (customer emotional reactions) can be discriminated by independent variable (familiarity with ads).

Hypothesis 6: there is significant correlation between confusion in ads and customer emotional reactions.

Table 17: Correlation test of hypothesis 6

	customer emotional reactions	number of sample	P-value
confusion in advertising	-0.505	386	0.001

As p-value is lower than 0.05, it could be mentioned that the correlation between two variables is significant. Hence, there is significant and positive

correlation between confusion in ads and customer emotional reaction. Hence, it could be found that increase in confusion in ads can increase the level of emotional reactions of customers.

Table 18: Regression analysis of the effect of confusion in ads on customer emotional reactions

	Observed F value	p-value	Beta	R^2
regression of confusion in ads on customer emotional reactions	112.352	0.001	-0.505	0.275

Observed F value is equal to 112.352 and research question has been confirmed at the significance level of 0.001 and confidence level of 95%. Therefore, as p-value was lower than 0.05, the correlation between two variables was confirmed. It means that confusion in ads can affect emotional reactions of customers. Beta coefficient of -0.505 shows that increase in confusion in ads can increase emotional reactions of customers. The results show that 27.5% of variance of dependent variable (customer emotional reactions) can be discriminated by independent variable (confusion in ads).

Hypothesis 7: there is significant correlation between customer pleasant emotional reactions to ads and advantage-based value.

Table 19: Correlation test of hypothesis 7

	advantage-based value	number of sample	P-value
customer pleasant emotional reactions	0.461	386	0.001

As p-value is lower than 0.05, it could be mentioned that the correlation between two variables is significant. Hence, there is significant and positive correlation between customer pleasant emotional reactions and advantage-based value. Hence, it could be found that increase in customer pleasant emotional reactions can increase the level of advantage-based value.

Table 20: Regression analysis of the effect of customer pleasant emotional reactions on advantage-based value

	observed F value	p-value	Beta	R^2
regression of customer pleasant emotional reactions on advantage-based value	103.369	0.001	0.389	0.212

Observed F value is equal to 103.369 and research question has been confirmed at the significance level of 0.001 and confidence level of 95%. Therefore, as p-value was lower than 0.05, the correlation between two variables was confirmed. As p-value is lower than 0.05, it could be mentioned that the correlation between two variables is significant. It means that customer pleasant emotional reactions can affect advantage-based value. Beta coefficient of 0.389 shows that increase in customer pleasant emotional reactions can increase advantage-based value. The results show that 21.2% of variance of dependent variable (advantage-based value) can be discriminated by independent variable (customer pleasant emotional reactions).

Hypothesis 8: there is significant correlation between customer pleasant emotional reactions and their hedonic value.

At the first, to test the correlation between two variables, due to normality of research variables, Pearson correlation test has been used. In next step, univariate regression test has been used according to correlation between two variables to specify the intensity of interaction of the two variables.

Table 21: Correlation test of hypothesis 8

P-value	number of sample	pleasant value	
0.014	386	0.584	customer pleasant emotional reactions

As p-value is lower than 0.05, it could be mentioned that the correlation between two variables is significant. Hence, there is significant and positive correlation between customer pleasant emotional reactions and hedonic value. Hence, it could be found that increase in customer pleasant emotional reactions can increase the level of hedonic value.

Table 22: Regression analysis of the effect of customer pleasant emotional reactions on their hedonic value

	observed F value	*p*-value	Beta	R^2
regression of customer pleasant emotional reactions on their hedonic value	448.198	0.001	0.458	0.341

Observed F value is equal to 448.198 and research question has been confirmed at the significance level of 0.001 and confidence level of 95%. Therefore, as p-value was lower than 0.05, the correlation between two variables was confirmed. As p-value is lower than 0.05, it could be mentioned that the correlation between two variables is significant. It means that customer pleasant emotional reactions can affect hedonic value. Beta coefficient of 0.458 shows that increase in customer pleasant emotional reactions can increase hedonic value. The results show that 0.341% of variance of dependent variable (hedonic value) can be discriminated by independent variable (customer pleasant emotional reactions).

Conclusion

The present study has investigated the effect of advertising on customer emotional reaction in Parsian Bank Branches in Tehran. Statistical population in this study consists of all customers of Parsian Bank Branches in Tehran. Using Morgan table, 146 people were selected as sample using simple random sampling. The results obtained from data analysis showed that there is significant correlation between advertising and customer emotional reactions. Therefore, makers of advertising teasers should consider their target group and take measure to increase their emotional reactions based on their personality traits. The results of this study are in consistence with findings of Malik *et al* (2014), Sharma *et al* (2014), Sonokosare (2013), Sin Han *et al* (2011), Tee Sang (2004), Ghoochani *et al* (2013), Niroomand *et al* (2012). The scholars showed in their results that advertisements can affect emotional reactions and purchase behavior of consumer. Moreover, the results show the correlation between relevant news in ads and customer emotional reactions. Marketing and business managers of Parsian Bank should induct their strengths directly and indirectly to customer while making advertising teasers to enhance emotional reactions of customer. The results of this study are in consistence with findings of Sin Han *et al* (2011), Tee Sang (2004). The results of the study show significant correlation between brand strengthening in ads and customer emotional reactions. Parsian Bank branches in Tehran should introduce their services in just way and without exaggeration, so that negative advertising can't cause boredom of customer towards services. The results of this study are in consistence with findings of Sin Han *et al* (2011). Other results show correlation between entertainment in ads and customer emotional reactions. Business and marketing managers of this bank tend to make ads happy, so that customers don't feel boredom with watching ads several times a day, as their services have no special age range. The results of this study are in consistence with findings of Sin Han *et al* (2011). The results show correlation between sympathy in ads and customer emotional reactions. Ads should be made in such way that they can show daily problems in real way, so that customers feel need to use bank services after watching ads. These results are in consistence with findings of Sin Han *et al* (2011) and Tee Sang (2004).

The results obtained from data analysis show significant correlation between familiarity with ads and customer emotional reactions. Therefore, ads of

the brand should be continuously exposed to looks of customers to make customer familiar with the brand. Results of this study are in consistence with findings of Sin Han *et al* (2011).

The results of the study show correlation between confusion in ads and customer emotional reactions. Managers of making advertising teasers should adjust video content of ads to an extent that audiences don't be confused after watching the ads. This is because; this can cause reduction of purchase behavior of customer. The results of this study are in consistence with findings of Sin Han *et al* (2011).

The results show correlation between enjoyable emotional reactions of customers to ads and advantage-based value. The ads should make sense of comfort, happiness of customer and hope in customers. The results of the study are in consistence with findings of Sin Han *et al* (2011) and Jaxel (2007).

The results show significant correlation between pleasant customer emotional reactions to ads and their hedonic value. Managers should make the feeling in these customers that using this service can double the joy of purchase for them through providing comfort and happy environments in ads. The results of the study are in consistence with findings of Sin Han *et al* (2011), Jaxel (2007).

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