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FACULTY OF HOTEL & TOURISM MANAGEMENT

**EMOTIONAL APPEALS IN ADVERTISING INFLUENCING THE
PURCHASE INTENTION AMONG FOOD BUYERS**

By,

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Abstract

This undergraduate project is about advertising as a mode of communication that seeks to influence the actions of the target market. Any messages created and put out are to appeal to the customers to take a certain action, such as purchasing the products being marketed, can be considered as an act of advertisement. There are various strategies used for advertising products and services used by companies to increase their sales, such as media advertising, promotional advertising, advertising appeals, and many more. The current study is based on advertising appeals and their effect on the purchase intention of consumers on food products in Malaysia. The most form of advertising strategies being used currently are advertising appeals, in this, there are two separate branches in which there are, rational appeals and emotional appeals. In this study, emotional appeals such as, humour appeals, fear appeals, sad appeals, endorsement appeals, and empathy appeals are all the factors that formed the basis of this report, which assessed the influence of these factors on the customer purchasing intention of food products in Malaysia. In order to do this study, data was collected from food buyers in Malaysia. Associations Between Variables using Association between Categorical Variables were used in IBM SPSS Statistics version 20 to evaluate the relationship between dependent and five independent variables. The result of this research has shown that emotional appeals do influence the purchase intention of the food buyers in Malaysia, while empathy appeals shown the highest influence meanwhile, humour advertising scores the lowest in influencing consumers to purchase the products in Malaysia.

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