



INTERNATIONAL JOURNAL OF ACADEMIC RESEARCH IN BUSINESS & SOCIAL SCIENCES



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To Link this Article: <http://dx.doi.org/10.6007/IJARBSS/v13-i8/17380>

DOI:10.6007/IJARBSS/v13-i8/17380

Received: 03 June 2023, **Revised:** 06 July 2023, **Accepted:** 20 July 2023

Published Online: 02 August 2023

In-Text Citation: (Attan et al., 2023)

To Cite this Article: Attan, M. A. bin M., Lunyai, J. A, Ayob, N. binti H., & Razali, M. W. M. (2023). Emotional and Rational Appeals Influence on Purchase Intention of Airasia Products: Implicit and Explicit Memory as Mediator Variables. *International Journal of Academic Research in Business and Social Sciences*, 13(8), 63 – 71.

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Vol. 13, No. 8, 2023, Pg. 63 – 71

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www.hrmars.com

ISSN: 2222-6990

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Abstract

Online advertising is becoming an integral part of business elements. In the past, the use of traditional media such as newspaper and television advertisements was normal. However, in these past few years, it is becoming increasingly normal for advertisers to use non-traditional media such as social media namely Facebook, You Tube, Instagram and TikTok, to name a few to promote their products. Advertisers wanted their customers to remember, recognise and recall their brands by using advertisements of different advertising appeals. Our brain, meanwhile, plays an important role for us to remember, recognise and recall things happening in our daily lives. That includes memorising, recognising and recalling brands that we saw before we decided whether to buy or not to buy the products we saw. In recent studies on advertising appeals, there is less number of papers understanding the relationship between emotional and rational appeals and purchase intention, mediated by implicit and explicit memory. This paper will aim to understand the relationship between both emotional and rational appeals and purchase intention with implicit and explicit memory as a mediator.

Keywords: Emotional Appeal, Rational Appeal, Implicit Memory, Explicit Memory and Purchase Intention

Introduction

There are 4.80 billion people use the internet in July 2021, with a report of 257 million new users in the last twelve months. Growth of 5.7 per cent rate annually is recorded in the increase of internet users. In average, there are 700,000 new users daily. Indirectly, this data also shows that the numbers of people who subscribe social media such as Youtube and Facebook, to name a few also increase in the past year. This has been supported by (Degenhard, 2021) who suggests that every month, over 2 billion users that are logged in browse YouTube, watching over 1 billion hours of content and generating 2 billion views. This is being supported by HubSpot in 2022 when they mentioned about video as the second most popular type of content on social media for increasing audience engagement (HubSpot, 2022). The third most popular social media marketing tactic is live video (Kemp, 2020). Wyzowl (2022) also mentioned YouTube is the most popular platform among video