

RATIONAL AND EMOTIONAL ASPECTS OF CONSUMER BEHAVIOUR

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ABSTRACT

The aims of the paper are: 1) to evaluate the influence of rationality and irrationality on the purchasing decision-making process in terms of selected target groups of customers and product categories in the conditions of a pandemic situation in the Czech Republic, and 2) to design an updated version of the FCB model for Czech consumers and then to compare it with well-known established theoretical assumptions. To meet both aims, both primary and secondary marketing research were conducted. Secondary scientific research is based on knowledge of marketing communication and consumer behaviour with an emphasis on models of the hierarchy of effects. The primary focus is on the FCB (Foot-Cone-Belding) model which integrates knowledge from different sequential models and offers output in the form of four situations based on two dimensions - involvement (small versus large interest) and thinking versus feeling. A questionnaire was used as the means of conducting research. The online questionnaire was distributed to a total of 1100 respondents. The outputs of the primary survey reveal that the design of the FCB model based on research data differs from the defined theoretical framework. The scientific contribution of this paper is the implementation, updating and adaptation of the FCB model to the conditions of the Czech marketing environment to ensure its possible practical applicability.

KEY WORDS

Consumer behaviour, emotional and rational appeal, Foot-Cone-Belding model, marketing communication, hierarchy of effects models.

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Introduction

There is much scientific debate and conflicting evidence on how marketing communication (advertising) works. It is clear that there is no universal recommendation for this area; it is necessary to take a number of circumstances into account, such as the type of product, the specifics of a particular territory, the nature of the target audience and their motivation to buy a brand, and more besides. A number of theoretical models in the field of consumer behaviour have been created and published on the basis of a survey of the American popu-

lation. However, the question arises as to whether these models are also applicable in the conditions which a European (Czech) customer (consumer) is subject to. The aim of the paper is therefore to assess the influence of rationality and irrationality (emotions) on the purchasing decision-making process in the case of selected target groups of customers (consumers) and product categories in the Czech Republic during the COVID-19 pandemic. To achieve the aim of the paper, the principles of the FCB model (a later modified

version in the form of the Percy-Rossiter Grid) are applied, which is understood as a popular product classification scheme in advertising. Despite several shortcomings inherent in the model, experts agree that it can still be decisive in the creation of advertising campaigns under the conditions of its modification and adaptation to specific conditions. According to Ismail et al., (2020), the business sector expects academic researchers to generate and produce research results that meet market needs and are supposed to have commercial value. The FCB model is theoretically very well-described, but from a practical point of view, its application is rare (even non-existent in the Czech Republic). The FCB grid proposes a quick and easy way to explore different marketing strategies with an impact mostly on the communications field, which may not be obvious at first glance.

The paper is structured as follows. In terms of defining theoretical assumptions, the influence of rational and emotional aspects on consumer behaviour is described, and then selected important models of hierarchy effects are presented. Within the methodological part, the sample of respondents for the needs of the primary survey is characterised; the FCB model is described in detail as a subject of scientific research; and there is also the issue of correlation analysis, which was used in data processing. The sections including the results, discussion and then the conclusion present an updated FCB model in the conditions experienced by the Czech customer; essential information that differences can be found compared to the unified theoretical model is included, so the benefits of these research results and further potential research results are evident and offer great research potential.

1. Literature review

Kimmel (2018) states that consumer behaviour is usually stimulated by an internal deficiency resulting from an imbalance between the current state and the ideal state. Such a deficiency can be physiological or psychological in nature. According to Smith and Zook (2012), linear models of the purchasing process define the phases that the customer (consumer) goes through, and function in mutual cooperation with marketing communication activities. In turn, Blythe (2003) states that Howard and Sheth's complex purchasing model further incorporates variables such as perception, motivation, learning, memorisation, attitudes, the influence of reference groups, etc. because most decision-making processes take place unconsciously and in most cases within a relatively short time period. Marketing communication is aimed at the target group of customers (consumers), so it is essential to understand the way individuals process information during their purchasing decisions. Awareness is traditionally considered an integral part of information processing. In this context, three main stages of information processing need to be considered: perception, learning and attitudes (Fill and Turnbull, 2019). Blythe (2003) defines perception as a process in which people choose information from the environment and combine it into a general formula. Smith and Zook (2012) state that knowledge of the learning process is useful for understanding how customers (consumers) acquire, store and revive product and brand information. The attitude is a learned reaction to an object in a perennially beneficial or adverse way (Onkvisit and Shaw, 1994). Attitudes are formed by transferring one's needs into motivation to process information and receive marketing communications. Eagley and Chaiken (1998) state that, in the area

of consumer attitude dynamics, attention is assessed multidimensionally in terms of the cognitive components (learning), affective components (feel) and conative components (act).

1.1. Rational and emotional aspects within consumer behaviour

According to Ambler (2015), the classical theories of marketing communication (advertising) ignore the consumer experience and focus on cognitive persuasion rather than influencing emotions. Traditional marketing communication models aiming to change attitudes and persuasions are usually based on a rational, analytical-cognitive point of view. Emotional appeals in persuasion have been seen as useful in reinforcing rational arguments, but they are not effective enough on their own (Vázquez and Álvarez-Delgado, 2020). Nieto and Fenández-Abascal (2009) claim that when defining the factors of decision-making processes, it is necessary to take into account emotional and affective states in order to avoid the application of limited and biased objective models. Based on their own research, Spanjaard and Young (2014) extended the theory of consumer purchasing behaviour by revealing that while substantial items such as price and product parameters (rational arguments) initially attract consumers for the first time, on the other hand, emotional arguments continue to support consumer relations with the brand.

An expert term in psychology for emotions and moods is "affect", which is defined as a condition that includes experiential, expressive, and exciting components (Frijda, 1986; Gross, 1998). Cognition is a psychological term referring to thinking, which is a collection of operations and processes through which an individual is aware of and gets to know the world and himself based on past experiences, learn-

ing, expectations and personal preferences (Kimmel, 2018). In this context, two product categories can be created. So-called "think products" motivate consumers (customers) to buy due to their objective, tangible and functional characteristics. On the other hand, so-called "feel products" are associated with subjective, intangible, and psychosocial characteristics (Claeys, 1995).

1.2. Hierarchy of effects models

Models of the hierarchy of effects are some of the oldest models of marketing communication. The theoretical conception of these models is based on the assumption that actions have to take place in an exact sequence, which means that earlier actions create the necessary background for further actions to occur. Smith and Zook (2012) state that these communication models are considered to be a sequence of the mental stages that consumers (customers) go through in the purchasing decision-making process. In the field of marketing communication, we talk about the so-called "communication effects ladder". There are consumers (customers) who are not fully aware of the existence of the product at the bottom of the ladder, and conversely there are customers who actually buy the product at the top of the ladder. According to Blythe (2003), the hierarchy of communication effects is as follows: Ignorance of the brand – Consciousness – Knowledge – Popularity – Preferences – Beliefs – Purchasing. Within the models of the hierarchy of effects, Lavidge and Steiner's model (1961) is perhaps most frequently mentioned in the literature; apart from this, there are other models such as AILA, AIDA, Kahneman's capacity model, DAGMAR, Howard and Sheth's complex purchasing model, McGuire's information processing model, the adoption model, Hofacker's online

model of information processing, and others (a summary of selected models is presented in Table 1). Ang (2015) and Bendixen (1993) define two shared basic characteristics of these models: 1) the target audience goes through different communication phases (hierarchies) before the

purchase itself; 2) these individual phases can be grouped into three basic phases: cognitive, affective and conative (behavioural). Understanding these individual phases helps to plan a suitable marketing communication strategy, especially in the field of advertising.

Table 1. Hierarchy of effects models

Year	Model	Cognitive stage	Affective stage	Conative stage
1900	AIDA, St Elmo Lewis	Attention	Interest, desire	Action
1911	AIDAS, Sheldon	Attention	Interest, desire	Action, Satisfaction
1921	AIDCA, Kitson	Attention	Interest, desire, conviction	Action
1961	ACCA (DAGMAR), Colley	Awareness, comprehension	Conviction	Action
1961	Lavidge and Steiner	Awareness and knowledge	Liking, preference, conviction	Purchase
1962	AIETA, Rogers	Awareness	Interest, evaluation	Trial, adaptation
1971	ACALTA, Robertson	Awareness, comprehension	Attitude, legitimation	Trial, adoption

Source: Barry and Howard, 1990.

Many experts in the field of marketing communication state that a considerable nonlinearity arises in the practical targeting of a communication message at selected recipients, i.e. the sequence of individual phases is not fulfilled (Huey, 1999). Therefore, there are many critical views on sequential (hierarchical) communication models, and alternative nonlinear models come into existence. On the other hand, the undisputed benefit of hierarchy of effects models is that they provide a framework for communication goals and the effectiveness of communication campaign measurement, and emphasise the primary importance of shaping brand awareness (Pelsmacker et al., 2018). Thanks to their own current primary investigation, Valenti et al. (2020) discovered that expert criticism of the use of these models is significantly oversized, as the basic principles of these models can still be considered authoritative and applicable in marketing communication and consumer behaviour formation.

The Foote-Cone-Belding model represents the integration of various sequential models in order to eliminate their disadvantages. The model was created thanks to the assumption that the cognitive-affective-conative sequence is not constant, but is variable with respect to different circumstances. The FCB model has been modified several times over the years. The Rossiter-Percy Grid (RPB model), first specified by Rossiter and Percy, is a modification of the FCB model matrix that classifies products and purchasing decisions into four types based on high and low involvement dimensions and transformational versus information motives (Rossiter et al., 1991). Transformational motives for purchasing consist of affirmative motivations, such as a sense of enjoyment, social adoption, or intellectual stimulation, while informational motives aim to eliminate or reverse negative motivations, such as evading or dealing with a problem. In addition, the RPB model

specifies the importance of brand awareness in making decisions before or during a purchase (brand recognition) (Ang, 2015; Pelsmacker et al., 2018). Taylor (1999) attempted to re-evaluate the theoretical foundations used in the development of the FCB model with respect to the weaknesses identified, reviewing other models and typologies of creative strategy to create a more comprehensive model called Six-Segment Message Strategy Model. However, Cheong and Cheong (2020) are of the opinion that, despite the popularity of the FCB model, it is essential to modify and extend it beyond the original theoretical framework because of continuous changes in consumer behaviour, mainly due to emerging products, technologies, media variability, and the ongoing COVID-19 pandemic.

Based on the literature analysis, we decided to formulate the following hypotheses:

H1: The greatest number of statistical dependencies can be found in connection with the age of respondents.

H2: The gender of the respondents plays the strongest role compared with other examined variables.

2. Methodology

To meet the aim of this study, questioning was chosen as the research method, and an online questionnaire was used as the research technique for gaining primary data. The survey was conducted in November 2020. The questionnaire was distributed by research agency IPSOS to a research sample including 1100 respondents living in the Czech Republic. Respondents were chosen from an online panel of a research agency which includes 106,000 registered persons, whose characteristics represent the entire population of the Czech Republic. A consumer panel is formed by recruiting large numbers of

people who provide data related to their basic socio-demographic characteristics, employment, household, finance, buying habits, consumption, telecommunication, PC, Internet, TV, lifestyle, traveling, politics and health. The respondent sample was limited to those aged between 18 and 65 years old, and stratified random sampling was applied as a technique for the selection of respondents. The primary data obtained from the respondents can be statistically processed and the outputs can be determined as representative. The respondents were questioned about their opinions regarding the preferences influencing the purchase decision process. The impact was on emotional and rational arguments and how much effort and involvement is devoted to a purchasing process. The preparation and content of the questionnaire was based on the theoretical framework of the Foote-Cone-Belding model whereby 12 representative product categories were selected to represent four purchasing situations on the basis of involvement and the think – feel dimensionality. The representative product categories for the purpose of this study are: A = home appliances, B = financial loans, C = cars, D = jewellery, E = perfume, F = clothes, G = food, H = detergents, I = toiletries, J = soft drinks, K = alcoholic beverages, L = sweets. Identification questions concerning the basic demographic characteristics of the respondents were also intentionally included. Finally, the data were tested by means of SPSS software.

2.1. The sample

In terms of gender, 53% of the research sample were male and 47% were female. The respondents were divided into five groups according to age. Respondents aged from 18 to 26 years old (14.5%) represented the first group. Respondents aged 27 to 51 were the second group, compris-

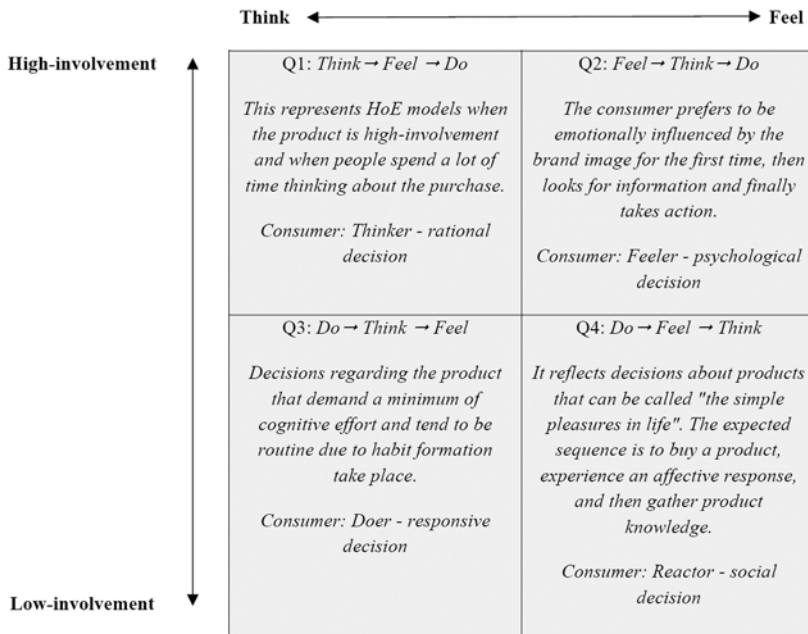
ing 18.5% of the total. The next group was composed of respondents aged between 36 and 44 years old, 20.8% of the total. The fourth group (18.4% of respondents) were aged from 45 to 53 years old, and the last and the largest group (27.8% of respondents) were aged between 54 and 65 years old. In terms of the level of education achieved, the respondents with primary school education (10%) represented the smallest group. 36.7% of respondents had achieved a vocational school degree. The largest group (37.4%) was composed of respondents with a high school degree; 15.9% of respondents had completed the tertiary level of education. Most respondents had a monthly net income of up to 25,000 Czech crowns (75.6%). In terms of residence, there was a significant predominance of respondents (45.6%) from localities with a larger population (over 20,000 inhabitants). Primary marketing research

took place throughout the Czech Republic. Three basic territorial units were created for the needs of this study: Prague (13.3% of respondents), Moravia (35.1%) and Bohemia (51.6%).

2.2 The Foote-Cone-Belding model as the chosen methodological framework

The basic philosophy of the FCB model is that advertising motivates people to think about the communication message, feel something about the product (the brand), and then do something, such as try or buy the product. This view is supported by recent research based on the results of in-depth interviews, which have found that exposure to advertising causes changes in human knowledge (think), emotions (feel) and behaviour (do) (Moriarty et al., 2019).

Figure 1. Foote-Cone-Belding Grid – theoretical framework



Source: Based on Dickinger and Zon, 2008; Yaakop et al., 2018; Josephson et al., 2020.

In this case, the terminology used in the hierarchy of effects models has changed from the cognitive, affective and conative phases to think, feel and do. There are four different situations (see Figure 1), which are based on two dimensions - high and low involvement and the dimensions of thinking and feeling. Involvement could be described as the relevance that individuals link to a product or purchase decision, the scope to which one has to think about it, and the level of perceived risk related to deficient brand selection. The dimensions of mind and emotions represent the degree to which decisions are made on a cognitive or affective basis (Pelsmacker et al., 2018).

Despite the fact that the first presentation of this methodological approach dates back quite some time, its application in the scientific and practical marketing sphere is still relevant. This fact is confirmed by selected research studies and professional articles from 2010-2020, such as articles entitled 1) Updating the Foot, Cone & Belding Grid (Cheong and Cheong, 2020); 2) Is the Hierarchy Dead or Alive? (Valenti et al., 2020); 3) The Interaction between Rational Arguments and Emotional Appeals in the Entrepreneurial Pitch (Vázquez et al., 2019); 4) Brand Attribute Associations, Emotional Consumer-Brand Relationship and Evaluation of Brand Extensions (Pourazad et al., 2019); 5) Managerial Framework for Brand Advertising (Alt et al., 2019); 6) Identify Customer Involvement During Organic Food Purchase Through FCB Grid (Ghosh et al., 2018); 7) Review of Hierarchy-of Effects (Hoe) Models and Higher Education Advertising in Malaysia (Yaakop et al., 2018); 8) How to Implement Informational and Emotional Appeals in Print Advertisements (Teichert et al., 2018); 9) Myths about the Mind: Time to End Some Popular Beliefs about how Advertising Works (Ambler, 2015); 10) 'Thinking and

Feeling' Products and 'Utilitarian and Value-Expressive' Appeals in Contemporary TV Advertising: A Content Analytic Test of Functional Matching and the FCB Model (Choi et al., 2010).

2.3. Correlation analysis

Pearson's coefficient and Cramer's V coefficient were applied in order to test statistical dependence. Hendl (2006) argues that two variables are correlated if certain values of one variable tend to occur together with certain values of the other variable. The most important coefficient measurement is the strength of the relationship between two random continuous variables X and Y, which takes values from the interval -1 to +1. The correlation coefficient r is determined by the so-called covariance s_{xy} and standard deviations s_x and s_y of both variables.

$$s_{xy} = \frac{\sum_{i=1}^n (x_i - \bar{x})(y_i - \bar{y})}{n-1} \quad (1)$$

$$r_{xy} = \frac{s_{xy}}{s_x s_y} \quad (2)$$

where n is the sample size, x_i and y_i are the pair values selected at random, s_{xy} is the covariance, and s_x and s_y are the standard deviations of the variables x and y.

The values of the Pearson correlation coefficient lie in the interval $-1 \leq r \leq 1$. If $r = 0$, then we call the variables X and Y uncorrelated. The closer the value of r is to +1 or -1, the more correlated two random variables are. If its value is equal to 1, there is a direct linear relationship between the variables. In the case of a correlation value of -1, there is an indirect linear relationship between the variables. If the value of the correlation coefficient is equal to 0, this indicates the linear independence of the variables. The closer the value of the correlation coefficient is to 1, the stronger the required dependence (Seger and Hinds,

1993). To describe and analyse the relationship between qualitative-type variables (so-called categorical variables), the analysis of contingency tables was applied, which could be indicated as an analysis of categorical data. This is an analogy of correlation analysis of continuous variables (Hendl, 2006). The distinction is that, in the case of the analysis of frequency tables, we take into account both categorical variables to be random. Contingency tables are two-dimensional tables formulated by sorting according to two variables. To evaluate the strength of the relationship in the contingency table, several coefficients that operate in a similar way to the correlation coefficient have been suggested. Pearson's corrected contingency coefficient and Cramer's coefficient are used for the contingency table. Cramer's coefficient takes the following values: 0 - 0.1 (negligible dependence), 0.1 - 0.3 (weak dependence), 0.3 - 0.7 (medium dependence), and 0.7 - 1.0 (strong dependence) (Budíková et al., 2010).

$$\text{Cramer's coefficient: } V = \sqrt{\frac{\lambda^2}{n(m-1)}} \quad (3)$$

where $m = \min \{r, s\}$

Testing of the hypotheses pertaining to the independence of categorical data is performed using the test statistic λ^2 (Pearson's statistic - Pearson's chi-square). The test is based on a comparison of the detected frequencies n_{jk} and the theoretical frequencies $n_{j \cdot} n_{\cdot k} / n$ of a pair of variants, which should be very similar under the valid null hypothesis.

$$\lambda^2 = \sum_{j=1}^r \sum_{k=1}^s \frac{(n_{jk} - \frac{n_{j \cdot} n_{\cdot k}}{n})^2}{\frac{n_{j \cdot} n_{\cdot k}}{n}} \quad (4)$$

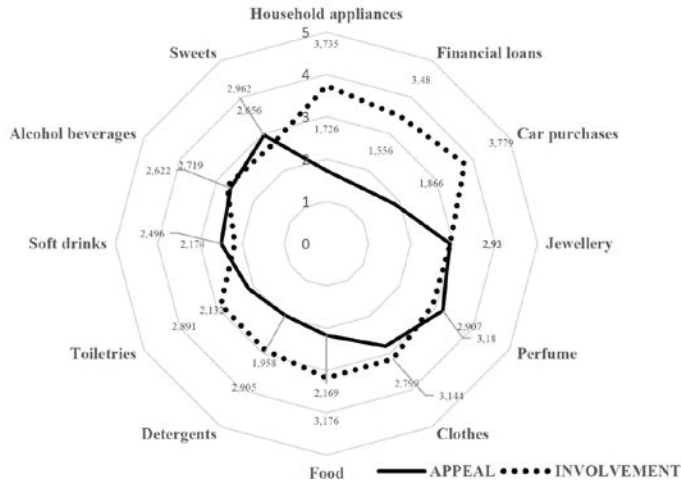
Cramer's coefficient and Pearson's correlation coefficient have the same charac-

teristic that their values range from 0 to 1 (Hendl, 2006). At a value of zero, there is no relationship in the table; if the coefficients take the value 1, their relationship is complete.

3. Results and Discussion

The results of the primary survey reveal the fact that in determining the degree of emotions, rationality and degree of involvement in consumer decision-making, the results and subsequent recommendations may be different, especially for the marketing communication area from the defined theoretical framework. As shown in Figure 2 and 3, there are significant deviations within the monitored variables when examining the Czech population. Figure 2 describes a situation where, for each selected product category, respondents evaluated two dimensions (rationality versus emotions, low versus high involvement in the purchase). For the needs of the questionnaire, a scale of 1-5 was used, where 1 = rationality versus 5 = emotions, and 1 = low involvement in the purchase versus 5 = high involvement in the purchase.

Figure 2. The level of involvement and appeal within selected types of products (general outputs)

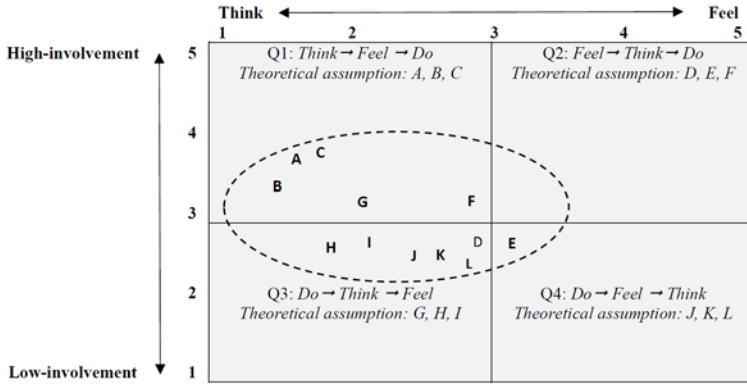


Source: Own elaboration.

When comparing the position of the examined product categories within the FCB model, it can be seen that seven product categories are in a different quadrant than stated in the theory, namely food, perfume, jewellery, clothes, sweets, alcoholic beverages and soft drinks. Only in quadrant one are product categories such as financial loans, car purchases and household appliances preserved. It is interesting to note that quadrant 1 of the FCB model corresponds to the structure and principles of sequential models with a fixed sequence of decision phases, namely 1) think, 2) feel, and 3) do. Another finding is that there are no extreme values for the monitored variables and there is rather a general inclination to rationality, even for products that are expected to have a strong connection with emotions. In terms of the degree of consumer involvement in the purchase itself, it is possible to state a medium level of effort, which is characteristic of all products examined, and it is not possible to strictly define a group of product categories where high or low interest is expected, which corresponds to an alternative version of the FCB model called the Sextant grid. In this

case, two more quadrants are created due to the division of the level of involvement into three categories: high, medium and low. The consumer (customer) in the medium involvement/rational appeal quadrant is called a thinking doer and the decision phases will be learn-do-feel. In the case of the medium involvement/emotional appeal quadrant, the customer is called an impulsive feeler and the decision phases will be feel-do-learn.

Figure 3. Positioning of selected product categories based on the FCB model (general outputs)



Legend: A = home appliances, B = financial loans, C = cars, D = jewellery, E = perfume, F = clothes, G = food, H = detergents, I = toiletries, J = soft drinks, K = alcoholic beverages, L = sweets

Source: Own elaboration.

The investigated product categories tend to cluster in the first and second quadrants. Purchasing decisions in the first quadrant are characterised by a high level of involvement and rational decision criteria. This quadrant gives the impression that a lot of information is needed. Many major purchases qualify, probably including almost any product that has to communicate what it is, its features, price and availability. The information is designed to build attitudinal acceptance and subsequent purchase. The sequence of decision phases is to think, to feel and to act. In the third quadrant, the decision-making process requires a minimum of thinking and is more or less routine. Thus, the consumer (customer) usually buys, then assesses the advantages of the purchased product, and finally forms an opinion regarding the brand. The

respective phases are taking action, thinking and feeling. Overall, therefore, no significant differences can be found in the perception of these product categories within the purchasing decision-making process. The aim was to find the correlations between selected product categories and selected demographic identification characteristics of respondents, taking into account the intensity of involvement in the purchasing process and the chosen purchasing motive (rational motive versus emotional motive).

Tables 2-5 present the results of statistical dependence testing with the use of Pearson's coefficient and Cramer's Coefficient V. The results of statistical dependence testing show that mostly weak correlations can be found for the variables studied.

Table 2. Statistical dependency testing according to gender

Product	Purchase motive – gender			Involvement in purchase - gender			
	Pearson's Coefficient	Cramer's V Coefficient	p	Pearson's Coefficient	Cramer's V Coefficient	p	
Home appliances	5.210	0.069	0.266	0.9866	0.095	0.043*	
Financial loans	2.836	0.051	0.586	30.177	0.166	0.000**	WSD

Cars	6.711	0.078	0.152		15.143	0.117	0.004**	WSD
Jewellery	8.144	0.086	0.086		2.589	0.049	0.629	
Perfume	12.123	0.105	0.016*	WSD	7.580	0.083	0.108	
Clothes	20.626	0.137	0.000**	WSD	11.244	0.101	0.024*	WSD
Food	6.474	0.077	0.166		15.718	0.120	0.003**	WSD
Detergents	3.147	0.053	0.534		18.060	0.128	0.001**	WSD
Toiletries	4.524	0.064	0.340		22.020	0.141	0.000**	WSD
Soft drinks	3.062	0.053	0.547		9.915	0.095	0.042*	WSD
Alcoholic beverages	2.154	0.044	0.708		14.102	0.113	0.007**	WSD
Sweets	9.688	0.094	0.046*	NSD	3.555	0.057	0.470	

Legend: (WSD – weak statistical dependence, NSD – negligible statistical dependence)

Source: Own elaboration.

Table 2 indicates that the dependence of the purchase motive on gender shows a relatively low statistical dependence. The statistical dependence of the purchase motive on gender was demonstrated only with products from the category of perfumes, clothes and sweets, while the strength of the relationship is relatively weak. On the

contrary, a high frequency of statistical dependence was demonstrated in relation to the involvement in purchase and gender within most types of products, apart from cars, jewellery and sweets. There is a relatively weak relationship between these two quantities within most products.

Table 3. Statistical dependency testing according to age

Product	Purchase motive – age			Involvement in purchase – age			
	Pearson's Coefficient	Cramer's V Coefficient	p	Pearson's Coefficient	Cramer's V Coefficient	p	
Home appliances	169.060	0.196	0.836	222.387	0.225	0.044*	WSD
Financial loans	196.449	0.211	0.321	192.693	0.209	0.392	
Cars	162.419	0.192	0.911	203.792	0.215	0.204	
Jewellery	204.963	0.216	0.188	170.890	0.197	0.809	
Perfume	198.752	0.213	0.281	191.444	0.209	0.416	
Clothes	217.882	0.223	0.067	160.254	0.191	0.930	
Food	239.440	0.233	0.007**	WSD	219.750	0.223	0.056
Detergents	211.841	0.219	0.112	179.342	0.202	0.665	
Toiletries	198.827	0.210	0.370	162.439	0.192	0.911	
Soft drinks	240.416	0.234	0.006**	WSD	153.997	0.187	0.967
Alcoholic beverages	216.441	0.222	0.076	172.525	0.198	0.784	
Sweets	213.513	0.220	0.098	171.249	0.197	0.804	

Legend: (WSD – weak statistical dependence, NSD – negligible statistical dependence)

Source: Own elaboration.

Table 3 presents the results of the statistical dependence of purchasing motives and engagement in purchasing in relation to the category of age. Statistical dependence in the case of purchasing motives was demonstrated only for food and soft

drinks. In the case of relationships between purchasing and the age of respondents, statistical dependence was demonstrated only for household appliances. No statistical dependence was demonstrated related to other products.

Table 4. Statistical dependency testing according to education

<i>Product</i>	<i>Purchase motive – education</i>				<i>Involvement in purchase - education</i>			
	<i>Pearson's Coefficient</i>	<i>Cramer's V Coefficient</i>	<i>p</i>		<i>Pearson's Coefficient</i>	<i>Cramer's V Coefficient</i>	<i>p</i>	
Home appliances	23.758	0.085	0.022*	NSD	50.330	0.123	0.000**	WSD
Financial loans	62.927	0.138	0.000**	WSD	60.003	0.135	0.000**	WSD
Cars	31.747	0.098	0.002**	NSD	63.052	0.138	0.000**	WSD
Jewellery	30.524	0.096	0.002**	NSD	16.969	0.072	0.151	
Perfume	50.559	0.124	0.000**	WSD	19.845	0.078	0.070	
Clothes	29.006	0.094	0.004**	NSD	10.113	0.055	0.606	
Food	20.368	0.079	0.060		29.044	0.094	0.004**	NSD
Detergents	14.110	0.065	0.294		33.478	0.101	0.001**	WSD
Toiletries	13.738	0.065	0.318		29.562	0.095	0.003**	NSD
Soft drinks	30.478	0.096	0.002**	NSD	41.331	0.112	0.000**	WSD
Alcoholic beverages	34.413	0.102	0.001**	WSD	14.840	0.067	0.250	
Sweets	51.120	0.124	0.000**	WSD	26.484	0.090	0.009**	NSD

Legend: (WSD – weak statistical dependence, NSD – negligible statistical dependence)

Source: Own elaboration.

In contrast to the previous results, Table 4, which indicates the purchasing motive and involvement in purchasing in relation to education, presents a high frequency of statistical dependence in the case of almost all products. The frequency is high

both in the area of purchase motives and in the area of purchase involvement. The greatest strength in the area of purchase motives is shown in the case of financial loans and in the area of purchase involvement in the case of cars.

Table 5. Statistical dependency testing according to income

<i>Product</i>	<i>Purchase motive – income</i>				<i>Involvement in purchase - income</i>			
	<i>Pearson's Coefficient</i>	<i>Cramer's V Coefficient</i>	<i>p</i>		<i>Pearson's Coefficient</i>	<i>Cramer's V Coefficient</i>	<i>p</i>	
Home appliances	27.936	0.080	0.829		41.199	0.097	0.254	
Financial loans	35.251	0.090	0.504		54.247	0.111	0.026*	WSD
Cars	27.914	0.080	0.830		54.676	0.111	0.024*	WSD
Jewellery	37.645	0.092	0.394		41.713	0.097	0.236	
Perfume	50.339	0.107	0.057		39.242	0.094	0.327	
Clothes	51.210	0.108	0.048*	WSD	30.820	0.084	0.713	
Food	37.664	0.093	0.393		42.462	0.098	0.213	
Detergents	27.475	0.079	0.845		58.583	0.115	0.010*	WSD
Toiletries	26.157	0.077	0.886		57.307	0.114	0.013*	WSD
Soft drinks	33.840	0.088	0.572		54.159	0.111	0.026*	WSD
Alcoholic beverages	50.387	0.107	0.056		32.839	0.086	0.620	
Sweets	45.166	0.101	0.141		41.818	0.097	0.233	

Legend: (WSD – weak statistical dependence, NSD – negligible statistical dependence)

Source: Own elaboration.

Table 5 presents the relationship between the purchasing motive and the involvement in purchasing in relation to the income of the respondents. The frequency of statistical significance is relatively low. In terms of the relationship between purchasing motive and income, only the purchase of clothes shows statistical significance. In the area of the relationship between purchase involvement and income, only five products show statistical significance, of which the relationship with the purchasing of detergents is strongest.

In summary, most dependencies can be found in connection with the education of respondents; on the other hand, the age of respondents within the examined variables is not significantly decisive. The gender of the respondents plays a role in the case of the differences regarding the degree of involvement in the purchasing process. It can be stated, based on statistical testing of dependence, that:

H1: that the most statistical dependencies can be found in connection with the age of respondents is rejected.

H2: that the gender of the respondents plays the strongest role compared with other examined variables is confirmed.

The data obtained from the tables above will be decisive in the next phase of marketing research and analysis, especially in the area of proposals and recommendations for targeted marketing communication campaigns. As part of more advanced research and the assessment of dependencies, the identification of other variables within the primary data, such as socio-demographic variables or geographic variables, can be used, which will lead to more accurate verification and adaptation of the investigated model.

Conclusions

There are a number of theoretical concepts regarding consumer behaviour. The question is related to their applicability in practice and the degree of universality. Most of these marketing concepts and models arose in the past based on the market situation and characteristics of the American population. As such, the question arises as to whether it is possible to use them in the academic and scientific field in order to describe consumer behaviour in other localities and in different time periods. At the same time, it is necessary to take into account the fact that these theoretical approaches cannot be viewed statically, but their verification, updating and modification remain necessary. The aim of this paper was therefore to assess the influence of rationality and irrationality (emotions) in the purchasing decision-making process within selected target groups of customers (consumers) and product categories in the area of the Czech Republic during the pandemic. From the methodological point of view, the Foote-Cone-Belding model was chosen and verified by means of a primary survey.

This first partial phase of the marketing research confirms the fact that the model must be adapted in connection with the characteristics and behaviour of Czech customers (consumers). In the next phases of said marketing research, the authors will focus on alternatives to this model according to gender, age, income and education, because it is clear that it is not possible to apply a mass marketing approach, but rather to perceive differentiated customer (consumer) segments. It is also essential to reformulate the four alternative advertising strategies (Q1: informative, Q2: affective, Q3: habitual and Q4: satisfaction), which are based on the FCB model. A scientific discussion will be developed in terms of

the use of all marketing communication tools with an emphasis on advertising in terms of the type of emotional appeals and the structure of the media mix. Influencer marketing within social networks would also be included in the FCB model. Nadanyiova et al., (2020) present the results of their study in order to emphasise that consumers (especially those younger than 35 years of age) follow at least one influencer on social networks. More than half of them like influencers focused on lifestyle issues such as health care, fitness, etc. which influences their customs and lifestyle. A suitable implementation of influencer marketing as a positive impact on a company's image, goodwill, brand value, provision of quality content to consumers, and positive customer feedback, all of which leads to a growing number of customers. In order to summarise the options of scientific research and update the FCB model, it is necessary to link it with the influence of technological progress and the Internet on consumer behaviour and decision-making.

The ongoing pandemic in 2020-21 has brought about a major downturn in most of the world's economies. In this context, companies of all sizes must make important business decisions that may affect their existence on the market, both now and in the future. Marketing decisions to influence demand can now be understood as crucial. During the pandemic, there has been a change in consumer behaviour, which can most likely be considered irreversible. The purchase decision-making process is characterised by more economical and responsible customer behaviour, and the shifts can be expected in terms of the degree of their rationality, emotions and degree of involvement in this process in the case of individual product categories. Based on the current market circumstances above, the FCB model of-

fers a wide range of applications in this area, as it is highly realistic and based on human psychology. The model is able to exert an influence on the consumer's mentality when making purchasing decisions. In terms of sales, all four quadrants clearly point to customer behaviour when making purchasing decisions. This helps companies focus directly and effectively on target segments.

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