

DOES THE HEDONIC RISK APPEAL IN ADVERTISING, EFFECT CONSUMER BEHAVIOUR?

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ABSTRACT

This research explores the impact of hedonic risk on brand recall of a non-cola soft drink, Mountain Dew, customer attitude towards it and its consumption among the youth in Pakistan. This research determines whether youth in Pakistan associate pleasure and happiness with the risk that is shown through challenging activities shown in the ads of Mountain Dew and defines whether such themes increase the recall of the brand and impact the attitude towards and consumption of the brand. This research was conducted in Karachi and sample was drawn from the educated youth of Karachi who are also the consumers of the selected beverages. The methodology used was quota sampling. Data was collected through personally administered questionnaires. Data was analyzed using inferential statistical techniques. The findings of the study concluded that youth in Pakistan associate happiness and pleasure with adventure. The hedonic risk in advertising is also associated with brand awareness of Mountain Dew and positively affects the attitude towards the brand.

Keywords: *Hedonic risk, Gratification, Brand Awareness, Brand attitude, Brand consumption*

INTRODUCTION

Advertising is a paid, non-personal applied communication that is targeted towards a customer group to inform, persuade or remind about a particular product, service or idea and the sponsor is identified (Arens, 2006). It is an integral element of the communication mix. With the advancement in technology and a shift in the importance of customer focus, the emphasis on advertising has also increased. Customers are being repeatedly exposed to different advertisements resulting in clutter. In order to cope with the challenge of making marketing communication stand out in the

communication clutter, marketers have been deploying different themes to make advertising more memorable and effective. The broad category of the advertising themes can be classified into rational and emotional themes. Ads may focus on the utility of the brand using the rational appeal, or they may focus on the emotional aspect of using the product, using the emotional theme. However, innovative ideas are being developed continuously to make advertising more effective. These innovations are not limited to the advertising content but include advertising channels as well (Arens, 2006). This research aims to quantify the impact that hedonic risk appeal has on the consumption of Mountain Dew in Pakistan. Mountain Dew is more than 60 years old global brand, throughout its life cycle, its ads have featured active young people who enjoy challenging outdoor activities. The ads used action-oriented approach. Since 1985, Mountain Dew has remained true to its core essence of exuberance across all the integrated marketing communications.

Research Gap

The available literature reflects on establishing the relationship between hedonism and risky products such as drugs, alcohol and intense to insane sports. However, there is a dearth of research that associates hedonistic risk with products like beverages, chocolates and other confectionary items that are risk-free. As noted by Allen, Gupta, and Monnier (2008), customer behavior is generally affected by hedonistic pleasures through inner happiness and personal values; with less focus on measuring hedonism in beverage consumptions. The current study is an attempt to fill this gap by empirically testing the relationship between hedonic risk and its impact on brand awareness, brand attitude, and consumption among the millennial. In addition to this, the association between hedonism and advertising appeals is a contemporary concept that requires empirical investigation.

PROBLEM STATEMENT

Hedonic risk can be defined as the risk that provides pleasure and happiness; the use of advertising campaigns showing such risks to attract the consumers is an innovative idea being used by advertising companies in Pakistan. This paper intends to study the perception of hedonic risk and its influence on Mountain Dew's brand recall, brand attitude and brand consumption by Youth of Karachi. Further, this research also explains if the males and females are affected differently by such themes being used in advertisements.

SIGNIFICANCE OF THE RESEARCH

This research is important for practicing marketers as well as

academicians. The marketers can use this research to improve the effectiveness of their campaigns. Academicians will find in this study an effort to quantify the relationship between advertising theme that is based on risk-pleasure and the beverage consumption.

LITERATURE REVIEW

Advertising is a paid, non-personal applied communication that is targeted towards a customer group to inform, persuade or remind about a particular product, service or idea and the sponsor is identified (Arens, 2006). It is an integral element of the communication mix. With the advancement in technology and a shift in the importance of customer focus, the emphasis on advertising also increased. Customers are being repeatedly exposed to different advertisements resulting in clutter. In order to cope with the challenge of making marketing communication stand out in the communication clutter, marketers have been deploying different themes to make advertising more memorable and effective. The broad category of the advertising themes can be classified into rational and emotional themes. Ads may focus on the utility of the brand using the rational appeal, or they may focus on the emotional aspect of using the product, using the emotional theme. However, innovative ideas are being developed continuously to make advertising more effective. These innovations are not limited to the advertising content but include advertising channels as well (Arens, 2006).

While the traditional connotation of risk has been negative, the contemporary perspective has changed the connotation of risk from negative to positive (Breton, 2004). Risk fosters independence in adolescents. Risk taking improves the self-image of a person and develops his identity. The turbulence caused by the risk-taking behaviors shows a determination to get rid of one's sufferings and to fight so that life can be lived. This perspective of risk imbues it with a positive connotation.

There exists a need to develop a clear sense of self in young people (Evans, Mixon, Rozmus & Wysochansky, 2005). This need often manifests itself in the exploration of risk-taking behaviors. Through indulging in risky activity, a person can exercise autonomy and independence in decision making. This instills a sense of self-efficacy, i.e., the expectation that an individual has of successfully performing a behavior and exerting personal intentions on changing their behavior.

Adventure and Gratification

Youth want to live an exciting life. They want to have freedom. Happiness and inner harmony matter a lot for them. They tend to indulge in activities that offer them the opportunity to feel the excitement and rush. Such activities also include risk taking activities because, in their age, youth fail to realize their own mortality. These activities are particularly undertaken by adolescents rather than any other age group. Adolescents show a behavior there is characterized by increased peer-directed social interactions and risk-taking and novelty-seeking activities. Thus, positive hedonic sensitivity is accentuated in adolescents as compared to people younger or older than them (Fitzwater, Varlynskey, & Spear, 2010). This leads to the conclusion that youth among all the age groups will pursue risky activities in order to lead an exciting and joyful life. Hence youth are accepting and manifesting a positive connotation of risk in their lives. Youth may engage in risky activities in pursuit of inner satisfaction. It has been researched that when young people experience stress, they engage in risky activity. Engaging in such an activity releases them from every day, routine pressure. Since young people tend to handle risks by sticking together because social bonding is important for them, they indulge in risky activities as group activities rather than performing them individually (Evans, Hunt, & Kares, 2007). People are willing to take the risk for present pleasure (Borsky & Raschky, 2009). The perception of risk has evolved from 'challenging' to 'pleasure-giving.' Hedonism (pleasure) and the risk that go hand in hand are described by the term 'hedonic risk' which means the risk that gives pleasure. Youth's participation in adventure sports has increased exponentially. Even while living a sedentary lifestyle, the individuals portray a passive risky behavior. As work becomes increasingly sedentary, people may increasingly seek the physical sensations that work used to provide in leisure time. This is especially true in the virtual world. People engage in virtual games depicting high-risk sports activities and risky adventures to derive a leisure that is filled with sensations that earlier were provided by real life activities (Johnston, 2003). People willingly engage in risk generating behavior because they derive a positive utility and value out of such activities (Allman, Mittelstaedt, Martin, & Goldenbers, 2009).

It is highly interesting to note that the recent demand for risky activities may not be so much a demand for risk as it is a demand for a set of non-risk activity attributes that just happen to be associated with risk, e.g., the feeling of exhilaration and the feeling of 'rush' (Johnston, 2003). Marketers have used this insight to the best of their capabilities. A unique experience is

provided to the audience in advertisements using this initiative (McCole, 2004). As advertising has progressed, the linguistic discourse has been replaced by images which, by virtue of their non-discursive, emotional, associative and iconic nature have become more powerful tools in advertising (Bhatia, 1992). This phenomenon of ‘commodity fetishism’ in which goods, services, individuals etc. are imbued with symbolic properties and are thus associated with socially desirable traits, was identified by Karl Marx (Marx, 1867). Contemporary scholars built upon this idea and concluded that contemporary advertising invents qualities for products and these qualities become their essence (Jhally, 2014). When customers start focusing on these invented qualities that come to be described as the core essence of the product, they lose connection with the practical utility of the product and derive new utilities out of that product (Bohm & Batta, 2010).

The media culture has transformed into figurative media because the image has assumed a greater importance than linguistic discourse in modern advertising (Lee and Johnson, 2009). The imagistic techniques used in advertising affect the individuals subliminally and unconsciously. At the most basic level, this advertising technique presents sensually appealing images of commodities and communicates the promise of self-realization through the purchase or consumption or usage of the advertised commodity. It means that advertising defines the personalities of the people who buy or consume the advertised brands (Altan, 2008). Customers are now trying to achieve self-realization through consumption of products that have been imbued with invented qualities. The customers are also willing to pay more for the symbolic satisfaction that they derive out of a particular product.

The youth culture is defined by the active engagement on ubiquitous internet connectivity, fostering an ongoing relationship with brands. Marketers are targeting the youth segment by using customer engagement techniques. Consumers’ engagement is defined as a subtle conscious process in which consumers begin to combine ad’s messages with their own associations, symbols, and metaphors to make the brand more relevant to them. The marketers thus ‘seduce the customer into beginning that subconscious processing of the brand’(Montgomery & Chester, 2009). The marketers are utilizing this knowledge to develop ad content that offers the youth an opportunity for self-reflection, catharsis, and self-documentation. The growing application of neuroscience in marketing is aimed towards influencing the customers in making emotional choices rather than rational choices. This is especially true for the advertising campaigns for energy drinks and carbonated

soft drinks. Some examples are Red Bull, Mountain Dew, and Coca-Cola. Besides beverages, other product categories also use this appeal e.g. chocolates (e.g. Cadbury) and heavy bikes (e.g. Harley Davidson).

Hedonic Risk and Brand Attitude

Finding an identity and feeling powerful and in control are the main symbolic appeals that are being used in the advertising of foods and beverages (Schor & Ford, 2007). Advertising has become an integral part of modern culture. The evolution in advertising has transformed the function of commodities from being the primary satisfiers of needs to being the primary communicator of meanings. Advertising imbues brands with personality (Arens, 2006). Advertising, in modern culture and in today's capitalistic market, works by creating a system of meanings, prestige, and identity, by associating the commodity with certain lifestyles, symbolic values, and pleasures. Advertiser's role is to inform the individuals about what to purchase and consume in order to become fashionable, popular and successful. Hence in today's world, the commodities have been transformed from want satisfiers to being a projective medium themselves.

Hedonic Risk and Brand Consumption

A person compares the human values symbolized by food or beverage to his or her own set of values and self-concept. In cases where such comparison shows a congruency between the value symbol of the product and the values held by the individual, the individual experiences a favorable aroma or taste of the food and beverage. In cases where this congruency is absent, the individual does not particularly like the taste and aroma of that food or beverage (Allen, Gupta and Monnier, 2008). As an example, if Gatorade symbolizes a 'sense of achievement' then those people who individually value the sense of achievement will perceive Gatorade as having a good taste. They will develop a favorable attitude towards Gatorade and will show a strong intention to purchase this as well. Another example is that of Nike. Nike brand symbolizes the human value of self-direction, i.e. setting one's own goals. Consumer's preference for Nike and his intention to purchase Nike is determined by how much he values self-direction. The congruency between the human values given to products and the importance that customers give to those values personally determines and shapes the attitudes towards brands. Those who endorse the human value that is attributed to a brand will develop a favorable attitude towards that brand. Those customers who will reject that value will develop a negative attitude towards the brand.

Nadirah, Ghazali, Bakar, and Othman, (2016) also used Schwartz (1994) Value Scale and determined that personal values of security, hedonism, benevolence and self-direction influence the decisions pertaining to drink consumption. Hence if the congruity between the symbolic value of the drink and the personal value of the individual is high, that individual will likely make a purchase decision in favor of that drink

This research aims to quantify the impact that hedonic risk appeal has on the consumption of Mountain Dew in Pakistan. Mountain Dew is more than 60 years old global brand. Throughout its life cycle, its ads have featured active young people who enjoy challenging outdoor activities. The ads used action-oriented approach. Since 1985, Mountain Dew has remained true to its core essence of exuberance across all the integrated marketing communications. Arens (2006) quotes the Director of Marketing for Mountain Dew, Scott Moffitt, that

The brand is all about exhilaration and energy. Its unique selling proposition remains the same - it is the ultimate, indulgent, thirst-quenching soft drink. Mountain Dew defines its core market as active, young people in their teens, as well as young adults aged 20 to 39 years. It specifically targets urban youth. The prototypical customer of Mountain Dew is an 18-year-old street smart male teen. (Arens, 2006)

The marketing mix of Mountain Dew is well defined and clearly, helps in the implementation of its positioning strategy. The product is an energizing, thirst-quenching soft drink with unique citrus flavor and an image of youthful exuberance, exhilaration, and adventure. It extensively advertises on TV, radio, outdoor, print and internet media. It sponsors sports events and hosts public relation activities. It is involved in brand activation. It places great emphasis on creating “Dew-x-perience through sponsoring extreme athletes and sporting events. Marketing team uses a variety of media to create a special environment for Mountain Dew (Arens, 2006).

Dew personifies its product concept not only through events but through a team of 10 extreme athletes, each representing a sport more daring than the next. The same attitude is passed on to Dew advertising. The commercials of dew have an edginess and audacity, not typically

associated with big cola companies. Campaigns have remained true to the youthful feel of the brand. “Do the Dew’ is now the longest running continuous campaign in the history of soft drinks (Arens, 2006).

The literature available in advertising and marketing journals shows that researches have been done independently on subjects like hedonism, beverage consumption and emotional appeals of risk, fear, and thrill in advertising. But the association of hedonism with feelings usually associated with risk of developing advertising appeals is relatively new. There is a gap in research which shows how the hedonic risk is affecting the consumer behavior towards beverages among the youth in Pakistan. The brand selected for this research is Mountain Dew, a non-cola beverage, currently owned by Pepsi Co. Since the demand for a set of non-risk activity attributes that just happen to be associated with risk is an under-researched area, this research focuses on one aspect of this phenomenon, i.e. the impact of using such an appeal in the advertising of a beverage, Mountain Dew, on its brand awareness, attitude, and consumption. Taking into consideration the time constraint, the research focuses on a sample of educated youth of Karachi to study this impact.

RESEARCH HYPOTHESIS

H₁: Gratification (happiness and pleasure) is associated positively with Adventure

H₂: Hedonic risk in advertising theme is associated with strong brand awareness.

H₃: Hedonic risk in advertising theme positively affects brand attitude.

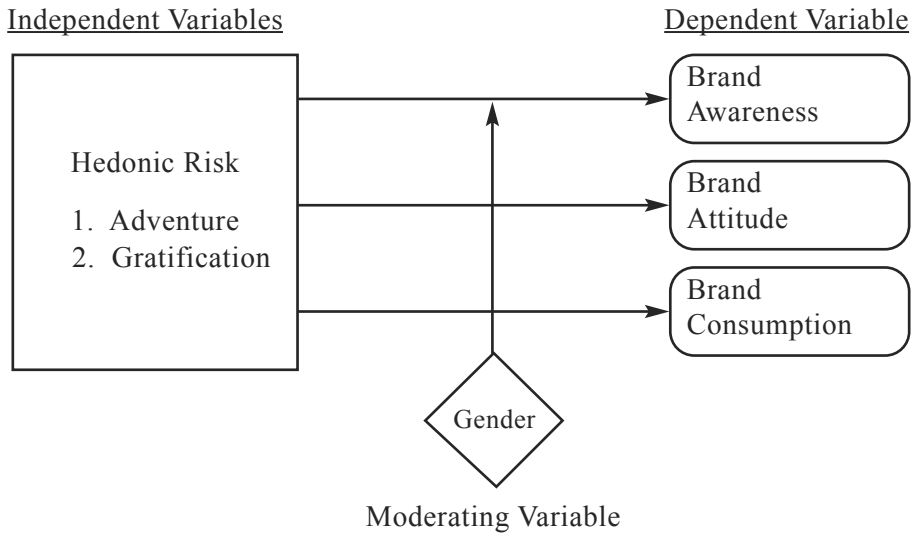
H₄: Hedonic risk in advertising theme positively affects brand consumption.

H₅: Hedonic risk in advertising theme affects brand awareness, attitude and consumption equally in young males and females.

PURPOSE OF THE STUDY

The purpose of this research is to understand the relationship between hedonic risk, advertising and brand awareness, attitude and consumption of beverages in youth in Pakistan. The incorporation of risk related happiness is a new concept in the field of advertising. This is referred to as hedonic risk. This research is a preliminary learning in the practical application of changing perceptions of risk in the field of advertising and its impact on beverage’s brand awareness, attitude, and consumption among Pakistan’s youth. It also determines whether males and females are equally affected by the hedonic risk themes of beverage advertisements.

THEORETICAL FRAMEWORK



RESEARCH METHODOLOGY

Research philosophy deals with the fundamental question of how one should understand reality. The branch of philosophy that is concerned with the understanding of reality is called epistemology. Epistemology is the study of knowledge. Knowledge is the relationship between the knower and the known. Every research is embedded in the relationship between the researcher and the observation. Hence the research philosophy behind this research will be used to understand the relationship between risk-related pleasure themes used in advertising campaigns and the consumption of the advertised beverage brand, Mountain Dew. This relationship is based on sense experience and rationality.

This research is conducted under the paradigm of post-positivism which is based on the epistemological base of empiricism and rationality. Therefore, the inherent limitations of this philosophy are that sense experiences can be deceptive. Therefore while conducting this research; the data collection stage has been monitored closely so that errors related to sense deception are minimized. The paradigm of post-positivism involves rationality too. Rationality is based on induction and deduction. One limitation pertaining to rationality is that the conclusion drawn from the research is not entirely certain. The hypothesis will always remain probable and will not become certain. Therefore, the research process and

methodology take into account that sufficient observations are recorded in order to increase the reliability and probability of the conclusion being true and valid. Post-positivism concentrates on sense experience and language and at times it might use induction. It is assumed under post-positivism that empirical study based on finite samples will lead towards a general hypothesis which will be true until proven false.

The most important advantage of using this methodology is that if the falsifiable proposition is not refuted on the basis of the empirical evidence, the hypothesis will be more reliable. This is a quantitative research that aims to quantify the impact that hedonic risk themes used in advertising of Mountain Dew have on its brand awareness, attitude and consumption of among educated youth in Karachi.

Research Population

The population for this research is the total target market of beverages present in Karachi. The young and old of Pakistan are the target market of beverage companies in Pakistan. The demographic profile of Pakistan shows that the population of Pakistan that is younger than 15 years of age is 43.4%, the population between 15-64 years of age is 53.08% and the population above 64 years of age is 3.5%. United Nations defines youth as the persons between 15-24 years old. This definition is applied uniformly across the world for statistical consistency. The youth population in Pakistan is 19% of the total population of Pakistan. Out of this, 51% are males and 49% are females (UNSD Demographic Statistics, 1998). Since the instrument is developed in the English language, the population for this research will be the educated target market of beverages. Therefore the population consists of educated males and females between 15-24 years of age, residing in Karachi.

Research Sampling

The Quota sampling technique which is a non-probability sampling technique is used in this research. This decision was made because the data could not have been collected from the entire population and statistical inference had to be made and no suitable sample frame was available. Despite these conditions, it was still desirable that the sample is a representative sample of the total population. Since relevant quota variables were available, quota sampling was selected as the sampling technique for this research. The population is first divided into segments, male and female. Subjects are drawn in proportion to their original

percentage in the population. Hence this sampling is effective in making statistical inferences although a non-probability sampling technique is used (Saunders, Lewis, & Thornhill, 2011). The sample size is 384 as the population is large (Sekaran and Bougie, 2010).

Research Instrument

Primary data has been collected through questionnaires that have been filled by the elements of the sample. The questionnaire was based on the following measures related to marketing stimuli:

- Hedonic motivations (Arnold & Reynolds, 2003)
- Feelings towards ads (Edell & Burke, 1987)
- Consumption of carbonated soft drinks and energy drinks (Aaker, 1996)
- Purchase intention (Mackenzie, Lutz, & Belch, 1986)

The concept of hedonic risk has two dimensions: adventure and gratification (Arnold & Reynolds, 2003). The dimension of adventure is captured through elements like a sense of adventure, stimulating experience, feeling of thrill and rush and a feeling of fear. These elements have been measured on a 5 point Likert scale. The statistical mean of these responses was calculated to determine the dimension, Adventure.

The dimension of gratification was captured through elements like pleasant, cheerful, release stress (Arnold and Reynolds, 2003). These were measured on a 5 point Liker scale and the statistical mean was calculated to capture the dimension, gratification. Therefore, happiness and pleasure are the main constructs of gratification.

Brand attitude has been measured through the scale feelings towards ads created by Edell and Burke (1987). Attitude is based on the feelings (Keller, 2008). This dimension has 26 elements that capture warm and upbeat feelings. This was measured on a 5 point Likert scale and the statistical mean was calculated to capture the dimension warm and upbeat feelings as a measure of brand attitude.

Consumption and purchase intention has been judged through the scale developed by Mackenzie, Lutz, and Belch (1986). Consumption was measured in terms of average actual consumption per week and purchase intention was measured on a 5 point Likert scale. The average of these responses captured the dimension of consumption of Mountain Dew.

Research Procedure

The steps outlining the research procedure are:

- Study how hedonism started being associated with risk-taking activities
- Study how this phenomenon was used in the field of advertising
- Verify if the hedonic risk theme is positively affecting the brand awareness, attitude and the consumption of Mountain Dew in the educated youth in Karachi.

The first research objective is to determine whether youth associate pleasure and happiness with risk in advertising themes. The scale of hedonic motivations developed by Arnold and Reynolds (2003) was used to capture the dimension of adventure through elements such as adventure, stimulation, feeling of thrill and rush and fear. Similarly, the scale developed by them has been used to capture the dimension of gratification through elements such as pleasant, cheerful, and release stress. The correlation analysis determines the association between these two variables.

The second research objective is to determine whether the hedonic characteristic of risk used in advertising themes increases the brand awareness of beverages. Aaker (1996) used the nominal scale for categorizing the aided recall through projective techniques. In this research, aided recall through projective technique was used. The questionnaire showed three pictures related to extreme sports. With the help of these pictures, respondents were asked to name a brand of beverage that they can associate with these pictures. In another question, respondents were asked whether they can recall any brand of Mountain Dew. The relationship between these two non-parametric data determined whether the hedonic risk influences brand recall.

The third research objective is to determine whether the hedonic risk affects the attitude of the consumers towards the brand. This is accomplished by using the construct of warm and upbeat feelings towards ads. Edell and Burke (1987) had developed a scale containing 65 items having three sub-dimensions to determine the feelings towards ads. These were upbeat (26 items), warm (14 items) and negative (12 items). In this research, only the items related to upbeat feelings have been chosen to create a fit between research objective and the data collected. Regression analysis determines the effect of hedonic risk on brand attitude.

The fourth research objective is to determine whether the hedonic risk used in advertising increases the consumption of beverages. Mackenzie, Lutz, and Belch (1986) have used the scale of purchase intention to proxy for the future consumption. The same has been used in this research. In addition, the respondents were asked to state their actual average consumption of Mountain Dew. They were also asked whether the ad of Mountain Dew creates a desire to consume the brand. Together these elements determined the consumption of the brand. Regression analysis determines the effect of hedonic risk on brand consumption.

The fifth objective of the research is to determine whether the hedonic risk affects males and females equally in terms of brand awareness, attitude, and consumption. In order to measure this, the questionnaire asks the respondent's gender. Since the attitude towards the brand and the consumption were measured in interval and ratio scale, t-tests for two independent samples have been used to determine whether attitude and consumption are different between males and females. However, since brand recall is measured on a nominal scale, chi-square test of independence for discrete data has been used to determine whether a brand recall is different between males and females.

DATA ANALYSIS

60% of the respondents in the study were male and 40 % were female. The majority of the respondents were aged between 21-24 years. Through frequency tables, the outliers have been identified. Since the questionnaires had been numbered while data entry, the data was cross-checked with the original questionnaire and data entry mistakes were corrected.

Reliability

Reliability is measured by testing for the consistency and stability of the operationalized elements. The scale developed by Arnold and Reynolds (2003) shows that the concept of Hedonic fulfillment has two dimensions: adventure and gratification. There are 4 elements within the dimension of adventure. There are 3 elements within the dimension of gratification. The reliability of elements within the dimension of Adventure as measured by Cronbach's Alpha is 0.635. The reliability of the gratification elements is 0.73. These two are reliable to a satisfactory level (Sekaran & Bougie, 2010). There are 26 elements within the dimension of warm and upbeat feelings as developed by Edell and Burke (1987). The Cronbach alpha for these elements is 0.961. This is a good measure of the reliability (Sekaran & Bougie, 2010).

Validity

The validity of the instruments was checked to ascertain that all the items of the construct are related and discriminant validity ensured that nonrelated items do not relate too much (John & Martinez, 2000). The variables of hedonistic risk were checked for the factor analysis. As per the literature factor loading with values above 0.30 are considered adequate for final analysis (Child, 1990).

RESULTS

The first alternate hypothesis is that gratification (happiness and pleasure) and adventure (risk taking) are related. This hypothesis was tested at 0.01alpha (two-tailed test) through correlation analysis. Correlation determines the direction, strength, and significance between gratification and adventure. This correlation is positive. Its strength is 0.572. This relationship is highly significant. Hence we accept the alternate hypothesis that gratification is related with adventure. (See Table 1)

Table 1. Correlation between Gratification and Adventure

		Gratification	Adventure
Gratification	Pearson Correlation	1	.572**
	Sig. (2-tailed)		.000
	N	384	384
Adventure	Pearson Correlation	.572**	1
	Sig. (2-tailed)	.000	
	N	384	384

***. Correlation is significant at the 0.01 level (2-tailed).*

The second alternate hypothesis is the hedonic risk in advertising theme is associated with brand awareness. The hedonic risk in advertising theme has been captured through projective technique. Images of activities involving adventure, challenge, and inner satisfaction were shown and the respondents were asked to name one non-cola brand that they associate with the shown images. In another question, they were asked directly if they recall any advertisement of Mountain Dew. Both these questions involved non-metric, ordinal data. The relationship between the two variables was determined through a non-parametric test, Chi-square test at 0.01alpha. The Pearson Chi-Square value of 19.75 at 0.001 level of significance concludes that alternate hypothesis should be accepted. Hence the hedonic

characteristic of risk is associated with brand awareness. (See Table 2)

Table 2. Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	19.750 ^a	4	.001
Likelihood Ratio	13.261	4	.010
Linear-by-Linear Association	9.370	1	.002
N of Valid Cases	384		

a. 4 cells (44.4%) have expected count less than 5. The minimum expected count is .35.

The third alternate hypothesis is that Hedonic risk in advertising them positively affects brand attitude. This has been determined through regression analysis. The hedonic risk has two dimensions i.e. adventure, and gratification. The dimension that captures the concept of attitude towards the brand is warm and upbeat feelings. This dimension had 26 elements. The mean of these 26 elements was computed to determine a new compound parameter, named Warm & Upbeat Feelings. Although the association between adventure and warm is not very strong, 0.577, it is highly significant. The association between gratification and warm, upbeat feelings is stronger, 0.647, and significant as well.

Adventure and gratification account for 46.8% of the variation in attitude towards the brand. (See Table 3). The impact of adventure on brand attitude is 0.297 and significant. The impact of gratification on brand attitude is 0.446 and significant. (See Table 4) Hence we accept the alternate hypothesis that hedonic risk positively affects brand attitude. This can be presented as:

$$\text{Warm \& upbeat feelings} = 0.87 + .297 (\text{adventure}) + 0.446 (\text{gratification})$$

Table 3. Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.686 ^a	.471	.468	.68084	.471	169.524	2	381	.000

a. Predictors: (Constant), Gratification, Adventure

Table 4. Regression Coefficients for Adventure and Gratification

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.870	.142		6.146	.000
	Adventure	.297	.048	.278	6.124	.000
	Gratification	.446	.042	.488	10.737	.000

a. Dependent Variable: Warm & Upbeat Feelings

The fourth alternate hypothesis is the Hedonic risk in advertising theme positively affects brand consumption. To test this hypothesis, regression analysis is done. The correlation between adventure and consumption is not strong. It is 0.38 yet significant. The correlation between gratification and consumption is 0.417 and significant.

The model fit is weak because it explains only 20% variation in consumption through the two independent variables of gratification and adventure. Out of the total variability of 396.259, the variability due to regression's factor is only 80.745. Since the model fit is not strong, the variation in consumption is caused by adventure and gratification to a smaller extent. (See Table 5)

Table 5. Model Summary Explaining the Fit Between Adventure, Gratification, and Consumption

Model	R	Adjusted R Square	Std. Error of the Estimate	Change Statistics		
				R Square Change	F Change	Sig. F Change
1	.451 ^a	.204	.91001	.204	48.752	2 381 .000

a. Predictors: (Constant), Gratification, Adventure

The strength of the impact of adventure and gratification is weak yet significant at 0.01 alpha. Since t-statistic is greater than 2, we can accept the alternate hypothesis that hedonic risk in advertising themes positively affects consumption of Mountain Dew. (See Table 6). This can be represented as:

$$\text{Consumption} = 1.037 + 0.245 (\text{adventure}) + 0.295 (\text{gratification})$$

Table 6. Regression Coefficients of Adventure and Consumption

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	1.037	.189		5.482	.000
Adventure	.245	.065	.211	3.782	.000
Gratification	.295	.056	.296	5.316	.000

a. Dependent Variable: Consumption

The fifth hypothesis is that Hedonic risk in advertising theme affects brand awareness, attitude and consumption equally in young males and females. Since attitude and consumption are metric variables, t-test for two independent samples was run while grouping the respondents on the basis of gender. Levene’s test value for warm and upbeat feelings is 0.92 and is not significant at 0.01alpha. (See Table 7 and 8) Therefore we may conclude that the attitude towards the brand does not differ between males and females. The Levene’s test for equality of means for consumption is high and significant. The t-statistics is also greater than 2 and significant. Therefore we conclude that consumption of Mountain Dew is not the same among males and females.

Table 7. Levene’s Test of Equality of Variances in Males and Females for Brand Attitude and Consumption

		F	Sig.
Warm & Upbeat Feelings	Equal variances assumed	.920	.338
	Equal variances not assumed		
Consumption	Equal variances assumed	7.343	.007
	Equal variances not assumed		

Table 8. Independent Sample T-Tests for Equality of Means between Males and Females for Brand Attitude and Consumption

		t	df	Sig. (2-tailed)	Mean Difference
Warm & Upbeat Feelings	Equal variances assumed	2.124	382	.034	.20577
	Equal variances not assumed	2.086	305.009	.038	.20577
Consumption	Equal variances assumed	4.272	382	.000	.44310
	Equal variances not assumed	4.443	364.268	.000	.44310

To test the hypothesis whether the brand recall is different between males

and females, Chi-square test of independence for discrete data was done. Brand recall was assessed through projective techniques and ad recalls. The chi-square value is not significant. (See Table 9) Therefore we reject the alternate hypothesis and conclude that there is no difference in the brand recall of Mountain Dew through projective technique in males and females.

Table 9. Chi-square Test for Difference in Brand Recall (Projective Technique) in Males and Females

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	.667 ^a	2	.717
Likelihood Ratio	.659	2	.719
Linear-by-Linear Association	.017	1	.896
N of Valid Cases	384		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 5.98.

The research data analyses specify that 211 males and 135 females were able to recall the ad of Mountain Dew unaided. The Chi-square value for ad recall (unaided) is also insignificant at 0.01 alpha. Therefore we cannot accept the alternate hypothesis and conclude that the ad recall is not different between males and females. (See Table10)

Table 10. Chi-square Test for Difference in Brand Recall (Unaided) in Males and Females

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	4.107 ^a	2	.128
Likelihood Ratio	4.129	2	.127
Linear-by-Linear Association	4.096	1	.043
N of Valid Cases	384		

a. 1 cells (16.7%) have expected count less than 5. The minimum expected count is 3.59.

Table 11. Summary of Data Analysis and Conclusions

Research Objective	Alternate Hypothesis	Analysis	Conclusion
To determine whether youth associate pleasure and happiness with risk taking activities.	H ₁ : Gratification (happiness and pleasure) is associated Adventure (risk taking)	Correlation analysis r=0.572 sig: 000	Accept H ₁
To determine whether such hedonistic characteristic of risk used in advertising theme of Mountain Dew increases its brand awareness.	H ₂ : Hedonic risk in advertising theme is associated with brand awareness.	Non-parametric Chi square test Pearson Chi-square=19.75 Sig=0.001	Accept H ₂

To determine whether such hedonistic characteristic of risk used in advertising theme of Mountain Dew affects the attitude of the customers towards it	H ₃ : Hedonic risk in advertising theme positively affects brand attitude	Regression analysis Adjusted R ² =0.468 Beta coefficients are significant	Accept H ₃
To determine whether such hedonistic characteristic of risk used in advertising theme of Mountain Dew affects its consumption	H ₄ : Hedonic risk in advertising theme positively affects brand consumption	Regression analysis Adjusted R ² =0.20 Beta coefficients are significant	Accept H ₄
To determine whether the risk related advertising of beverages affects males and females equally in terms of awareness, attitude, and consumption	<p>H_{5a}: There is difference in attitude towards brand between males and females</p> <p>H_{5b}: There is difference in consumption of mountain dew between males and females</p> <p>H_{5c}: There is difference in projected technique aided recall of mountain dew between males and females</p> <p>H_{5d}: There is difference in ad recall of mountain dew between males and females</p>	<p>t-test for two independent samples in testing the attitude [F=.920, p>0.01; t=2.124, p>0.01]</p> <p>t-test for two independent samples in testing the consumption [F=7.343, p<0.01; t=4.272, p=000]</p> <p>Chi-square test of independence for discrete data for aided recall through projective technique [Pearson Chi square=4.107, p>0.01]</p> <p>Chi-square test of independence for discrete data for aided recall through add recall [Pearson Chi square=.667, p>0.01]</p>	<p>Reject H_{5a}</p> <p>Accept H_{5b}</p> <p>Reject H_{5c}</p> <p>Reject H_{5d}</p>

DISCUSSION

The data analyses show that the findings are consistent with the literature review. This research shows that youth now associate happiness and pleasure with adventure. For them, rather than having a negative connotation, risk assumes a positive connotation. Fitzwater, Varlynskaya, and Spear (2010) have concluded that youth exhibit positive hedonic sensitivity. Allman, Mittelstaedt, Martin, and Goldenberg (2009) have concluded that people derive a positive utility out of risk and therefore willingly seek risk. Borskhy and Raschky (2009) also stated that people

are willing to take the risk for pleasant pleasure. Evans, Hunt, and Kares (2007) concluded that youth indulge in risky activities for social bonding and release themselves from stress through such activities. The connotation of risk has changed from negative to positive (Breton, 2004).

This research has found that the hedonic risk in Mountain Dew's ads increases the brand recall among youth in Pakistan. In modern capitalism, advertising is being made more innovative and products that are not by nature risky are being associated with risk. In this way, the feelings of thrill and rush that are associated with risk rub off on the advertised product as well (Bhatia, 1992). These invented qualities became the essence of the product itself (Jhally, 2014). Hence if the product is identified through these qualities, the hedonic risk appeal increases the brand recall. The findings of this research are in line with the researchers mentioned here.

According to this research, the hedonic risk in advertising theme of Mountain Dew affects the attitude of the youth towards the advertised brand. Allen, Gupta, and Monnier (2008) had also concluded that if the qualities that were invented through innovative advertising for a brand resonate with the personal values of the customer, the customer will develop a positive attitude towards the brand. The same result was given by Altan (2008). Therefore, the results of this research are supported by the earlier researches as well.

This research found out that the hedonic risk in advertising theme in Mountain Dew ads positively affects the consumption of the brand in youth in Pakistan. Nadirah, Ghazali, Bakar, and Othman, (2016) had concluded that personal values of hedonism and self-direction influence the decisions of the consumers pertaining to consuming drinks. The growing use of advertising based on hedonic risk increases the consumption of soft drinks and confectionery. (Schor & Ford, 2007). The customers consume a product in order to relate to the personality the product portrays (Bohm & Batta, 2010; Jhally, 2014). In this respect, the research findings hold true to the previous researches.

However, this research went further to determine the impact of hedonic risk on brand recall, consumption, and attitude on males and females. It was found that although gender does not make a difference in either brand recall or forming brand attitudes, yet the consumption of Mountain Dew

in males and females is not equal. This reflects the target marketing strategy of Mountain Dew. It has been targeting young street smart males (Arens, 2006).

CONCLUSION & RECOMMENDATIONS FOR FUTURE RESEARCH

The research concluded the following statements:

- Risk has a positive connotation among Pakistan's youth is a parallel finding to the works of Borsky and Raschky, (2009), Fitzwater, Varlynskaya, and Spear (2010), Breton (2004) and Evans, Hunt, and Kares (2007).
- The hedonic risk in advertising increases the brand awareness in Pakistan's youth. This conclusion is supported by Bhatia (1992); and Schor and Ford (2007).
- The hedonic risk in ads positively affects the attitude towards the brand in Pakistan. Allen, Gupta, and Monnier (2008). Allen (2008) has reached similar conclusions in the context of other countries and markets.
- Hedonic risk does not affect brand consumption. This conclusion is contrary to the research findings of Nadirah, Ghazali, Bakar, and Othman (2016); Jhally (2014); Bohm and Batta (2010); and Schor and Ford (2007).

Overall, this research study concluded that the brand awareness and attitude towards mountain dew are same between male and female respondents, but the consumption pattern of mountain dew is not the same among them. This confirms the voice behind the brand, Director of Marketing, Mountain Dew, Scott Moffitt that the average consumer of Mountain Dew is a young, street-smart male (Arens, 2006). The research concludes that the hedonic risk in advertising theme has been successful in creating brand recall and developing warm and upbeat feelings towards the brand, Mountain Dew. However, this is not translating into brand consumption. Further research may either explore why this anomaly appears. A qualitative approach will be more suited to address this issue. The research may be expanded further to study a comprehensive model of brand equity of Mountain Dew. The brand equity includes brand awareness, brand attitudes, customer behavior and resonance between the personality of the brand and the personality of the customer.

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