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指導教授：包磊思老師

Dr. John Basourakos

真善美聖

**“Are You an Emotional or a Practical Consumer?”  
Taiwan College Students’ Preferences About Hard Sell and  
Soft Sell Advertising Strategies for Snacks Food  
Commercials**

學生：陳昀之 撰

Alice Yun-Chih Chen

Fu Jen Catholic University

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Alice Chen

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Dr. John Basourakos

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## Abstract

College students in Taiwan are the main target audiences for most snack food companies.

Their preferences for different advertising strategies are significant factors that snack food companies should consider to determine the success of the sales of their snack foods. The

researcher of this study collected 155 questionnaires from college students in Taiwan, and the results show that for college level students in Taiwan, soft sell commercials (52%) are more attractive than hard sell commercials (48%). However, the percentage of preferences for soft

sell as opposed to hard sell commercials based on gender shows little differences. In addition,

the survey's results demonstrate that male students in Taiwan prefer hard sell appeals (58% male students versus 42% female students), while female students prefer soft sell appeals

(55% female students versus 45% male students). This research paper discusses gender

differences in terms of Taiwanese college students' preferences for hard sell and for soft sell

appeals and the reasons behind their choices.

## Outline

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- A. Advertising appeals are crucial factors to decide the success of products
- B. The appeals can be classified into two types, soft-sell and hard-sell appeals
- C. “Soft-sell appeals are more likely to be used in advertising messages in Asian countries” (Shintaro, Mueller and Taylor 18).
- D. College students in Taiwan prefer soft-sell advertising appeals over hard-sell advertising appeals
- E. Advertisers of snack food companies should create the most suitable and attractive advertisements for their target audiences
- F. Sample: College students in Taiwan
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Snack food advertisers in Taiwan should be able to determine whether or not college students in Taiwan prefer hard-sell or soft-sell advertising strategies, the reasons behind their preferences, and the gender differences that often determine these preferences for advertising strategies to create suitable commercials to increase students’ interests in buying their snack food products.

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## Introduction

Recently, “Seasoned With Your Mood!” is one of the most popular commercial slogans favored by college level students in Taiwan. Instant noodle products produced by the Uni-President Company have been on the Taiwanese market for over 40 years. However, with more and more foreign instant noodle products imported to Taiwan, the sales of local instant noodles, especially the traditionally flavored instant noodles from Uni-President Company, have dropped sharply. Fortunately, the company has come up with an advertising plan that has successfully won its original consumers back. Uni-President Company produces a series of short commercial films for its instant noodle products. Commercials using the slogan “Seasoned With Your Mood!” and with stories portraying daily life experiences that resonate with college level students in Taiwan successfully attracted Taiwanese college students’ attention. Understanding target audiences and creating suitable commercials are key to maintaining the sales of a product, and also increasing the consumers’ purchasing intentions.

Snack food advertisers in Taiwan should be able to determine whether or not college students in Taiwan prefer hard-sell or soft-sell advertising strategies, the reasons behind their preferences, and the gender differences that often determine these preferences for advertising strategies to create suitable commercials to increase students’ interests in buying their snack food products.

This research paper is divided into the following sections: Literature Review,



Methodology, Data Analysis and the Conclusion. In the literature review section, the author presents summaries of the important arguments from the credible secondary sources that the author consulted. The summaries provide the author background knowledge about the topic. In the data analysis sections, the author presents the survey results and analyzes them. In the conclusion, the author restates the important findings of the research project and also proposes possible improvements for this research project.

### Literature Review

The article “Factors Affecting In-market Recall of Food Product Advertising” by Michael Ewing, Julie Napoli and Eric Du Plessis (1999) points out that snack food and beverages have been heavily advertised on television commercials. Since advertisers are hoping to see their products being recalled and remembered when consumers are shopping, the team investigates those factors which often affect consumers’ recall of advertised food products. This article shows that a commercial is more easily to be recalled and remembered if viewers actually like it and people who like an advertisement tend to be persuaded by it. Therefore, advertisers should know which kinds of advertisements or commercials will be widely accepted and favored. According to Ewing et al., “[g]eneral speaking, emotional advertising appeals are better recalled than rational appeals, and our findings seem to support this” (34). Another advertising appeal is nutrition claims, since consumers tend to be persuaded if they know what ingredients are added inside food products. In addition,

according to the authors, advertisers are encouraged to tell consumers what ingredients are used in their products, and there are regulations about this in Taiwan. Speaking of gender, women and men have different abilities to recall food advertisements. Men both like and recall food advertisements less than women. Perhaps this is because women are the ones who do the grocery shopping in the family.

This source is relevant because it provides a lot of facts about the effectiveness of different types of snack food commercials and how snack food advertisements will be recalled by different genders in different ways. The author will have a better understanding of how to make different consumers recall and be willing to buy snack foods. This source helps answer the research question “Are there gender differences among college students in Taiwan in terms of the preferences for hard sell and soft sell strategies?”

The article “The Impact of Emotional Appeal and the Media Context on the Effectiveness of Commercials for Not-for-profit and For-profit Brands,” by Irene Roozen (2013) discusses the relationship between television programs and television commercials.

The author argues that advertisers will be more willing to pay for commercial fees if TV channels have more viewers. The effectiveness of a television commercial has a lot to do with the mood which is generated from a television program. However, a person’s mood can change anytime in real life, therefore, an advertisement with emotional appeals may sometimes have little or no effects on consumers. The study also reveals that a sad television

commercial proves to be more attractive than a warm television commercial. The reason is, according to Roozen, that “sadness is an emotion that is more rarely encountered in the advertising world and can, therefore, generate more attention” (212). Nevertheless, some advertisers refuse to use emotional appeals for they are afraid that negative emotions will lead to negative consequences for a for-profit brand.

This source can be used to support the parts of the analysis about how effective emotional appeals work in television commercials, and what mood factors will influence the effectiveness of a television commercial. In addition, the article helps illustrate the relationship between emotional appeals and television programs which is an important part in this article. However, its claims that some advertisers refuse and are afraid of using emotional appeals in television commercials may contradict the survey results of this project.

The article “Measuring Soft-Sell Versus Hard-Sell Advertising Appeals” by Okazaki Shintaro, Barbara Mueller and Charles R. Taylor (2010), provides definitions for the terms soft sell and hard sell. Hard sell aims at informing and persuading consumers by presenting the functions or the services of a product. According to Shintaro et al., “a soft-sell appeal is one in which human emotions are emphasized to induce an affective (feeling) reaction from the viewer” (8). The authors also compare the different features and concepts of soft-sell appeal and hard-sell appeal. Hard sell and soft sell are related to the concepts of rational appeals and emotional appeals, direct appeals and indirect appeals. They state that hard-sell

appeals are more persuasive and more convincing than soft-sell appeals while soft-sell appeals evoke higher purchasing desires. Another finding of this research study is that the team found that Asians prefer soft-sell appeals than hard-sell appeals in advertisements. When one considers television commercials in Taiwan, it is true that soft-sell appeals are more frequently used.

This article is necessary since the authors provide definitions of hard sell and soft sell, and discuss comparisons between hard sell and soft sell, and important aspects of hard sell and soft sell appeals. The information can be used in the introduction paragraph and can answer the research question “Do college students in Taiwan prefer hard sell or soft sell strategies in terms of snack food advertisements?”, since Asians prefer soft-sell appeals. This claim will be used to support the survey results of Taiwanese college students’ preferences for snack food advertising appeals.

In the article “Food and Beverage Advertising on U.S. Television: A Comparison of Child-Targeted Versus General Audience Commercials,” Ron Warren, Robert H. Wicks, Jan LeBlanc Wicks, Ignatius, and Donghung Chung (2008), first state that food products account for a large portion of television advertising, and half of them are children-targeted. Some food and beverage advertisements will be viewed by both children and general audiences, therefore, the appeals should be regulated by governments. As for the advertising appeals of food products, one of the persuasive appeals in food and beverage advertisements is mood

alteration, and this appeal can create positive feelings and eliminate negative feelings. The authors aver that “[t]aste and mood alteration were most frequently employed, echoing previous analyses” (242). The authors also argue that food and beverage advertisements focus more on the fun and happiness that the product brings, therefore, audiences can make positive connections to their products. The authors suggest that food and beverage advertisers are encouraged to tell audiences information about nutrition. Although the article focuses more on children-targeted television commercials, it still provides relevant information about persuasive appeals in food and beverage advertisements.

The article can be used to illustrate the parts of the discussion about food and beverage television commercials. It provides details about the appeals used in food and beverage television commercials. The argument that snack food advertisements should focus on the fun and happiness that the food products bring is shown to be effective for Taiwanese college level consumers. However, this article focuses mainly on child-targeted commercials and these parts will be less relevant to my topic. In addition, the regulations for snack foods are different in the U.S and in Taiwan, therefore, the regulations written in the article cannot be applied to Taiwanese snack food advertisements.

In the article “Do Sensory Ad Appeals Influence Brand Attitude?” by Sung-Joon Yoon and Ji Eun Park (2012) focus mainly on the emotional and sensory appeals of television commercials and advertisements. The authors come up with an idea that suggests sensory

branding makes consumers follow the order of sense, feel, think and act, and this is different from the traditional model of the decision-making process. They also suggest that it is effective for a brand to make emotional and sensory connections with consumers. This has something to do with self-referencing, since self-referencing influences mental stimulation and it can have positive effects that enhance brand attitude. Their research also reveals that sensory appeals should integrate their products' features, and therefore, in this case, it can help consumers make connections to the products' advantages. The sensory system also has a lot to do with recalling the information stored in our memories. According to the authors, "[f]ive senses help us understand the world through recall of the resident information stored in our memories. Therefore, sensory systems play an important role in encoding, retrieving, and reconstructing information" (1535). However, the effectiveness of the sensory appeals will act differently on people with different cultural backgrounds.

This source helps explain how sensory appeals work and why emotional and sensory appeals are effective with consumers. It also provides advertisers with information about the usages and the importance of emotional appeals and answers a part of the research question "What are the reasons why college students in Taiwan will prefer hard sell or soft sell strategies in terms of snack food advertisements?"

In the article "Sex Roles and Advertising Preferences" by Ved Prakash, the author provides clear descriptions of the personal traits of both males and females. Males, in terms

of personal traits, are more aggressive, making their pleasures and activities the center of their world, while females, in terms of personal traits, are less aggressive, making their feelings and enjoyment the center of their world. The author also suggests that a positive attitude toward an advertisement will create positive effects for the brand. Males and females have different preferences toward advertisements due to their personal traits. Therefore, advertisers should know their personal traits in order to use the most suitable advertisements for both male and female consumers. As Prakash argues, “It may be conceptualized that gender differences influence the attitude toward the advertisement, which in turn influences attitude toward the brand and the intention to purchase” (45).

This source provides facts about the personal traits of both male and female shown during their social activities. The results of the experiments can help to answer one of my research questions, “Are there gender differences among college students in Taiwan in terms of the preferences for hard sell and soft sell strategies?” This source also offers suggestions to advertisers that they should design different types of commercials according to men’s and women’s personal traits, since men and women will be attracted by different kinds of marketing appeals.

In the article “The Impact of Humor in Advertising: A Review,” by Marc G Weinberger, and S. Gulas Charles, the authors discuss the usages and functions of humor in advertisements. Humor can attract audiences’ attention, and can also enhance the appeal of a

commercial. Humor that relates to specific products will be more effective than unrelated humor. However, humor will not affect the audiences' comprehension, and it will not increase the credibility of the advertised products. According to Weinberger and Gulas, "94% of advertising practitioners see humor as an effective way to gain attention" (36).

This source is relevant because one of the attractive advertising appeals discussed in the research paper is the use of humor in commercials. This article answers one of the research questions, "Which advertising appeals of snack foods are more attractive and effective for college students in Taiwan?" However, this article doesn't mainly focus on snack food television commercials, it discusses the use of humor for commercial used on different media such as radio, magazines and speeches.

#### Research Questions

The paper aims to address the following research questions:

1. Do college students in Taiwan prefer hard sell or soft sell strategies in terms of snack food advertisements?
2. What are the reasons why college students in Taiwan will prefer hard sell or soft sell strategies in terms of snack food advertisements?
3. Which advertising appeals of snack foods are more attractive and effective for college students in Taiwan?
4. Are there gender differences among college students in Taiwan in terms of the



preferences for hard sell and soft sell strategies?

## Methodology

The data in this research paper is collected by a Google online questionnaire. 155 college students in Taiwan are the respondents who filled out the Google questionnaires to make the results more reliable. College students in Taiwan are chosen because they are independent snack food buyers and have a lot of opportunities to watch television commercials in their daily lives. Thus, it is more credible to ask them about their opinions and preferences of soft sell and hard sell strategies in snack food television commercials.

The purpose of this research project is to determine whether or not college students in Taiwan prefer hard sell or soft sell strategies in terms of snack food commercials, to understand the reasons why college students in Taiwan will prefer hard sell or soft sell strategies, and to determine whether or not there are gender differences in terms of the preferences of hard sell and soft sell strategies.

## Data Analysis

According to the research study's results, 36% of the respondents reported that they have never been persuaded into buying snack foods by watching television commercials. The main reason for the college students who have not been persuaded by a television commercial is that they have their own preferences in terms of snack foods (52.2%) and they usually buy a certain brand of snack foods that they like the most. Therefore, they will not be persuaded by television commercials and also seldom switch to other brands. Another reason is that they seldom watch snack food television commercials (42%), therefore, the commercial messages can not reach them, so they can not be persuaded by the television commercials.

64% of the respondents reported that they have actually been persuaded into buying snack foods by watching television commercials. 86.7% of the respondents say that the commercials make the products look like they taste good is the main reason for them to be persuaded by the commercials. This strategy of making the products look like they taste good is similar to the taste and mood alteration strategy. According to Ron Warren's team members, taste and mood alteration were most frequently employed in food and beverage advertisements (242). Many of the respondents comment on the most impressive snack food television commercials stored in their memories. Some state that, "The commercials just make the products look delicious and fascinating," "The commercial makes the drink look refreshing for a hot summer day," and "The commercial demonstrates a lot of different ways

to eat the cookies and this idea is novel to me.”

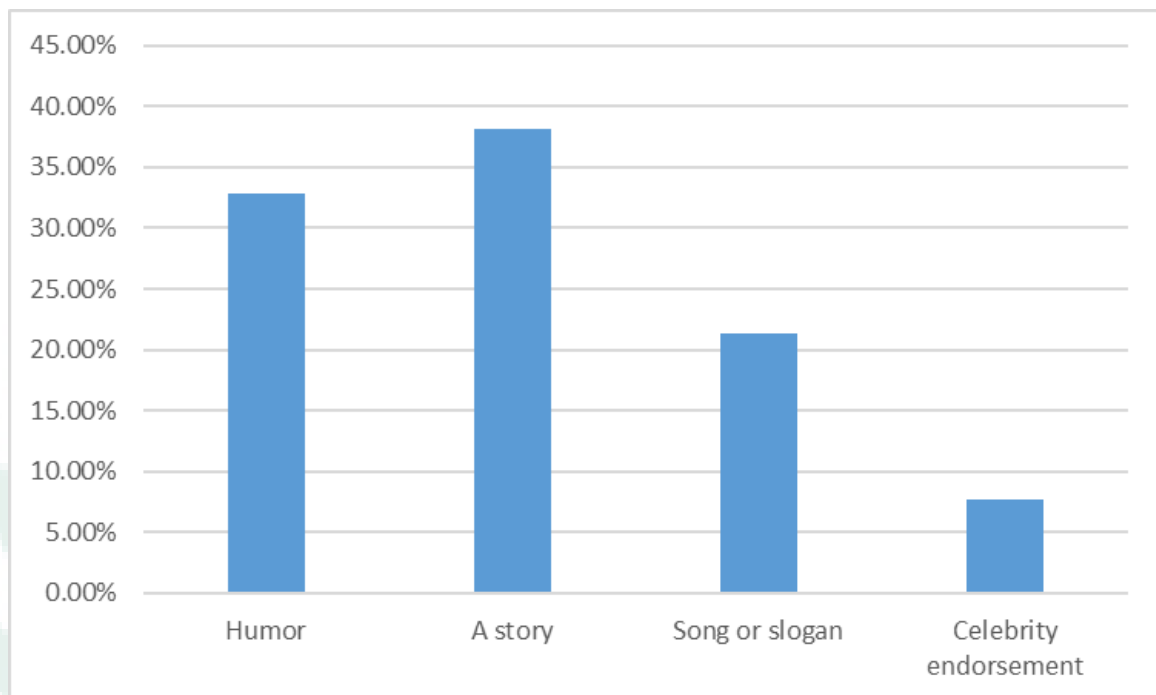


Fig. 1. Attractive advertising appeals among college students in Taiwan.

Aside from the taste and mood alteration advertising appeal, the research study results show that creating a story for the snack food product to persuade college level students in Taiwan is the most effective and favored advertising appeal (38.1%). The story contents can be mainly classified into two types: a happy story and a sad story. According to Roozen, “Interestingly, while the use of emotions in commercials is gaining in importance, sad and/or disturbing emotions seem to be less frequently used for-profit brands, since brand owners for-profit brands consider it risky to associate their brand with ‘negative’ emotions” (198). Therefore, many of the snack food commercials add happiness or other positive emotions into their commercial contents to increase their audiences’ purchasing interests. One respondent comments on an instant noodle commercial that consists of a series of stories about the

product, and she claims that “The romantic story makes the product fascinating and thus persuades me into buying the product.” Since that the romantic story resonates with audiences, and this is similar to the concept of self-referencing, therefore, according to Yoon and Park, “the self-referencing and positive affect boost brand attitude” (1536). The second effective advertising appeal is using humor in a snack food commercial (32.9%). Some respondents comment that the reason why they are impressed and persuaded by a commercial is that they like the humorous way of introducing the product. Weinberger and Gulas argue that “94% of advertising practitioners see humor as an effective way to gain attention” (36). Therefore, using humor in a commercial content can catch Taiwanese college level students’ attentions.

21.3% of the respondents aver that the third effective advertising appeal for college level students in Taiwan is using a song or a slogan in the commercial. A theme song or a slogan created to connect to the product is helpful for the brand of the product to be better recalled by the average consumer. Several respondents comment that some slogans of snack food products are so brainwashing that they often think of the slogan when buying and selecting snack foods in stores. Some respondents comment that the theme song of the snack food product is catchy so that they can sing along with the commercial, and when they are selecting a snack food, the song will remind them of choosing that certain brand of snack food.

The 155 Taiwanese college level respondents to the questionnaire, consist of 107 female college students and 48 male college students. They are shown one hard sell commercial and one soft sell commercial for' Haagen Dazs Ice-cream before they fill out the questionnaires. According to the research study results, the respondents prefer soft sell commercials (52%) over hard sell commercials (48%). However, the percentage of preferences for soft sell as opposed to hard sell commercials shows little differences. One possible reason is that, as mentioned before, many respondents will be persuaded by a commercial because the commercial makes the product look like it tastes good, and likewise, the hard-sell commercial of Haggen Dazs ice-cream also makes the ice-cream look like it tastes delicious. Therefore, the numbers of the respondents who are fond of this kind of hard-sell commercial will almost be equal to the numbers of the respondents who are fond of soft-sell commercial. Another reason might be that Haagen Dazs Ice-cream is a luxury ice-cream brand for college students in Taiwan. Most college students consider Haagen Dazs ice-cream as an unaffordable snack food product for daily consumption. With its high reputation and its high price, for college level students, in Taiwan it is not the commercial videos that raise their purchasing interests, but it is the brand name itself that raises their purchasing interests. Therefore, both soft-sell and hard-sell Haggen Dazs commercials would attract college students in Taiwan, because both videos are for a luxury ice-cream brand.

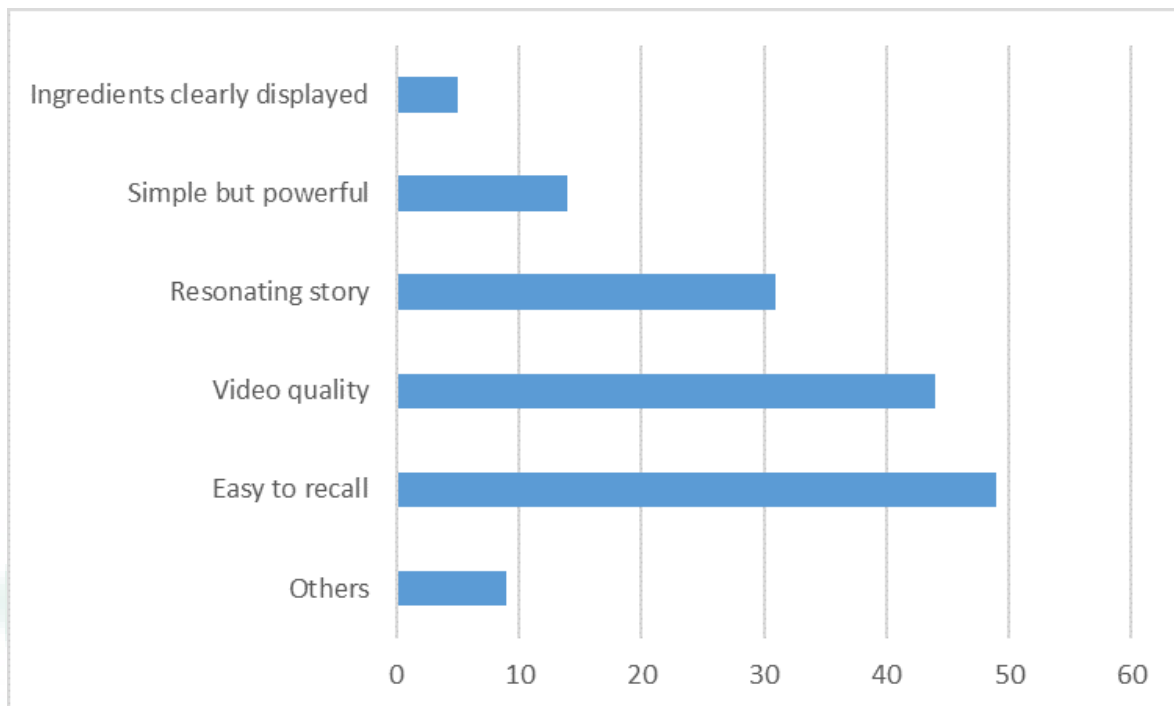


Fig. 2. Reasons for preferring soft-sell Haagen Dazs commercial.

In addition, the main reason for the respondents to prefer soft sell advertising appeals is that the commercial content is easy for them to recall (59%). According to Ewing, Napoli and Plessis, “Generally speaking, emotional advertising appeals are better recalled than rational appeals” (34). Soft sell appeals aim at persuading consumers by provoking their emotions and aim to connect the provoked emotions to the advertised products. In the Haagen Daz commercial, there is a group of friends happily enjoying the ice cream together, therefore, the main idea of the commercial message is that if the consumers have Haagen Daz ice cream with their friends, they will feel satisfied from having ice cream with their friends. In this case, the emotion, happiness, provoked by the commercial message is connected to the audiences and stored in their memories, and will probably be recalled by audiences afterwards when they go to shop for snack foods. As Ewing, Napoli and Plessis aver, “[a]

commercial is more inclined to be remembered and recalled if the viewer actually likes it.

Similarly, people who like an advertisement are also more likely to be persuaded by it” (29).

The other reason for the respondents to prefer soft sell advertising appeals is that the commercial story resonates with them (37.3%). According to Ron Warren, “[w]hile it might be argued that sensory appeals for foods and beverages are inherent, the emphasis on fun and happiness in these ads constitutes a conscious choice from advertisers” (242). The fun and happiness focused in the commercial messages resonate with most audiences, therefore, audiences who have the same experiences with the commercial story will prefer the soft-sell commercial that brings the positive emotion, happiness, in their lives. Aside from the Haagen Dazs commercial, some respondents comment that they will usually be touched by a commercial story which resonates with their personal experiences, and thus increase their interests to buy the advertised products.

According to the research study results, female college students in Taiwan prefer soft sell snack food commercials (55%) over hard sell snack food commercials (45%), while male college students prefer hard sell snack food commercials (59%) over soft sell snack food commercials (41%). This result has something to do with the differences between males and females’ personalities.

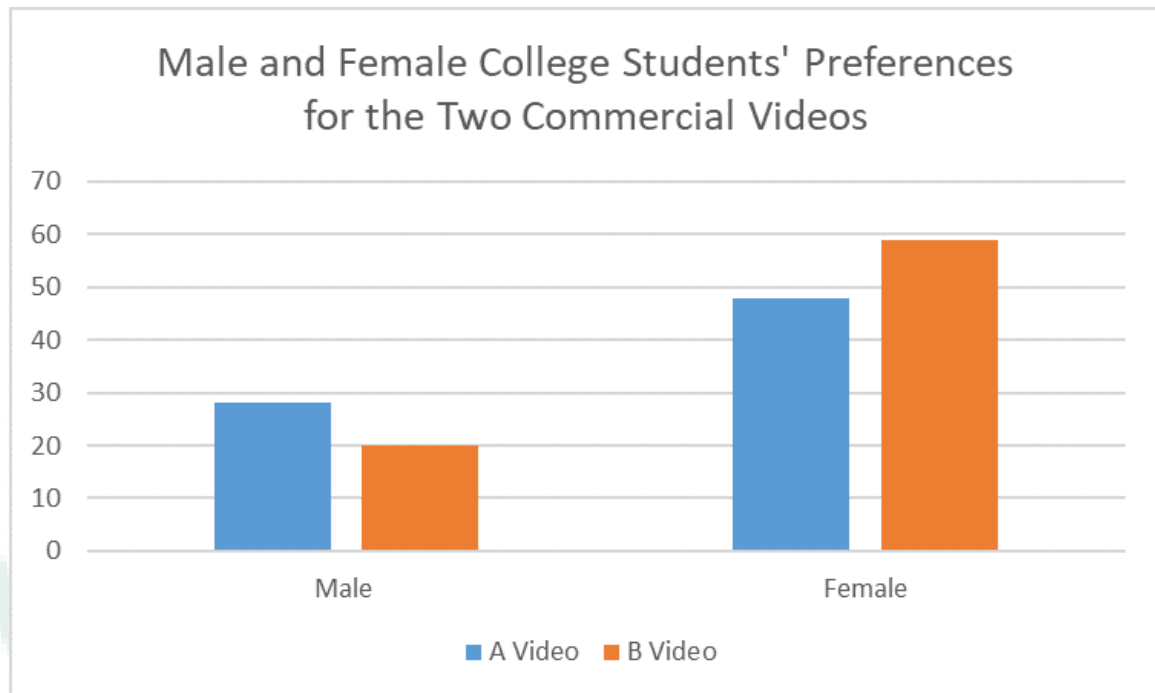


Fig.3. Male and Female College Students' Preferences for Soft-Sell (A Video) and Hard-Sell (B Video) Commercial.

According to Prakash, “[f]emales, in terms of personal traits, are less aggressive, making their feelings and enjoyment the center of their world.” (44) Therefore, the soft-sell commercial video portraying the delightful enjoyment of eating ice-cream with friends attracts most female college students in Taiwan. For male college students, they tend to be persuaded by the hard-sell commercial video that clearly displays the ingredients in the chocolate ice-cream. As Shintaro, Mueller and Taylor aver, “hard-sell appeals are associated with higher levels of ad believability than are soft-sell appeals” (11).

According to Ewing, Napoli and Plessis, “women both like and recall food advertising more than men” (33). The reason the authors give is that the frequency of women doing grocery shopping is more than men’s, therefore, women tend to memorize and recall the



advertisements' contents. However, according to the research study results, only 40% of the female college students surveyed shop for snack food products on a weekly basis, while 45% of the male college students buy snack food products on a weekly basis.

The author collected 155 questionnaires from college level students in Taiwan, and over a half of the respondents (107) are females. This may make the research results lose its credibility since most of the opinions are those of female college students. One possible solution is that the author could limit the numbers of both genders, making the numbers even. For example, males and females' questionnaires can be collected separately, and when the numbers meet the requirement, the questionnaire can be closed electronically so that it can make sure the numbers are even or even the same. In addition, the percentage of preferences for soft sell as opposed to hard sell commercials shows little differences. As mentioned before, one possible reason is that Hagen Dazs is a luxury brand for college level students in Taiwan and it is not the commercial that increases their purchasing interests, but the brand name itself that increases their purchasing interests. Therefore, one possible solution is to add one more soft-sell and one more hard-sell commercial from the same local snack food product for audiences to watch and to consider before they fill out the questionnaires.

## Conclusion

College students in Taiwan prefer soft-sell advertising appeals over hard-sell advertising appeals, while male college students in Taiwan prefer hard-sell advertising

appeals and female college students prefer soft-sell advertising appeals, and this has something to do with their personal traits. Snack food advertisers in Taiwan should create suitable commercials according to Taiwanese college students' preferences, and they should also know the reasons why college students in Taiwan will prefer soft-sell advertising strategy over hard-sell advertising strategy in order to understand their target audiences better. Gender differences in terms of the preferences for soft-sell and hard-sell advertising strategies are also important factors for snack food advertisers to consider when the advertisers are producing their advertisements.

There are different aspects of this topic that one can research for future research studies. There are more than four attractive advertising appeals among college students in Taiwan and there are also different emotions, for example, sadness, that could be used in soft-sell commercials to create different effects. According to Roozen's study "[s]adness is an emotion that is more rarely encountered in the advertising world and can, therefore, generate more attention" (212). Therefore, this topic is worth investigating when advertisers want to have a better understanding of Taiwanese college level students' preferences for different advertising appeals.

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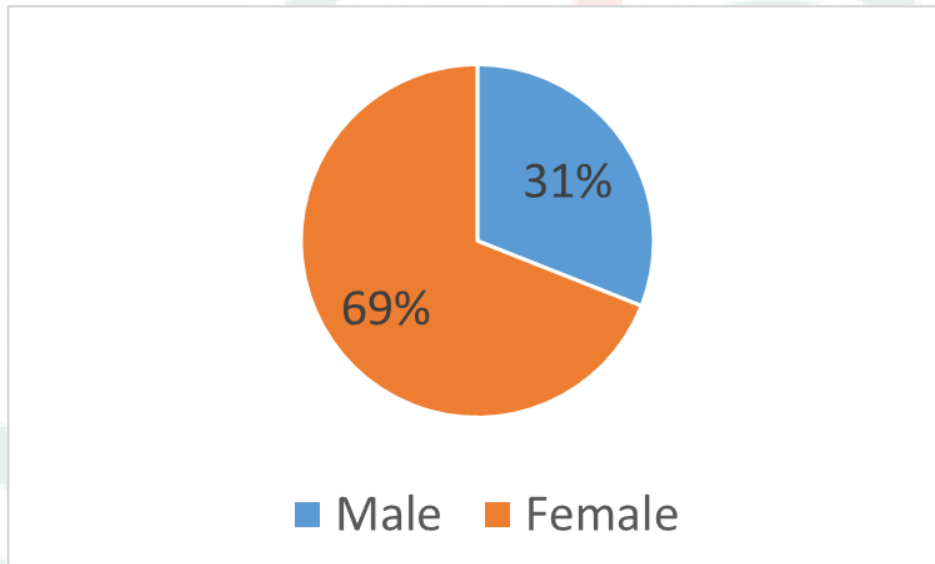
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## Appendix A: Diagrams

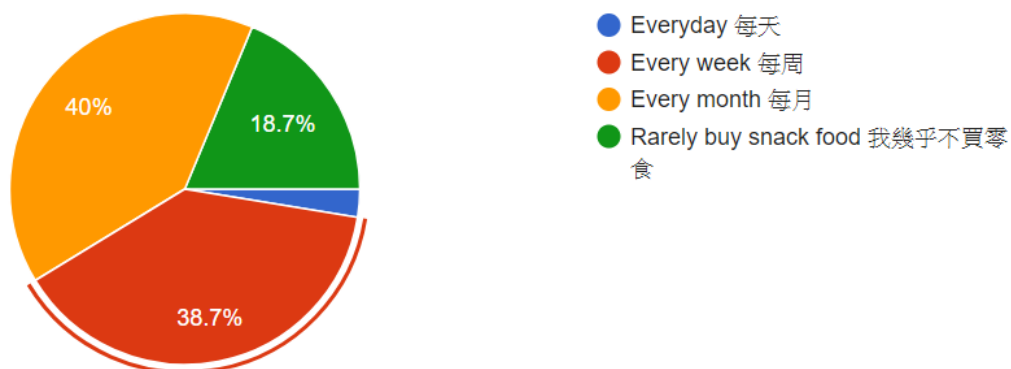
## I. General Information Questions

## 1. What is your gender?



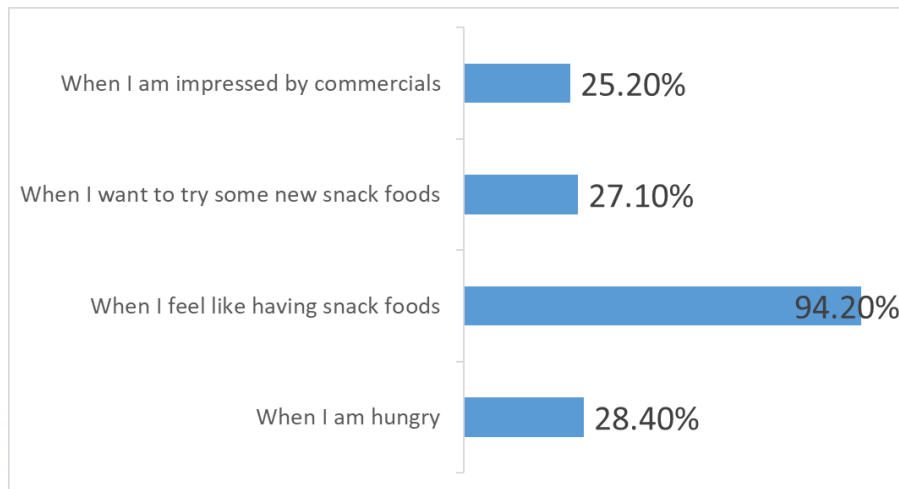
Among the 155 respondents, 31% of them are male college students, and 69% of them are female college students.

## 2. What is your frequency of buying snack foods?



Most of the respondents (78.7%) buy snack food on a monthly and weekly basis.

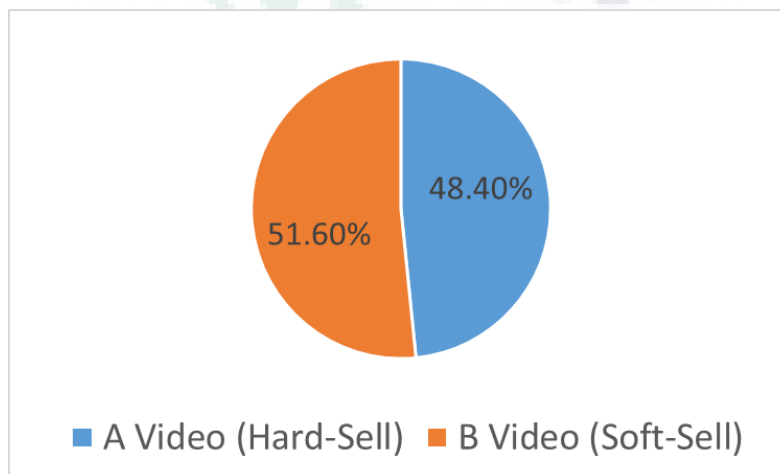
### 3. Under what circumstances will you buy snack foods?



Most of the respondents reported that they buy snack food when they feel like having snack food, and this can suggest that they often buy snack food impulsively.

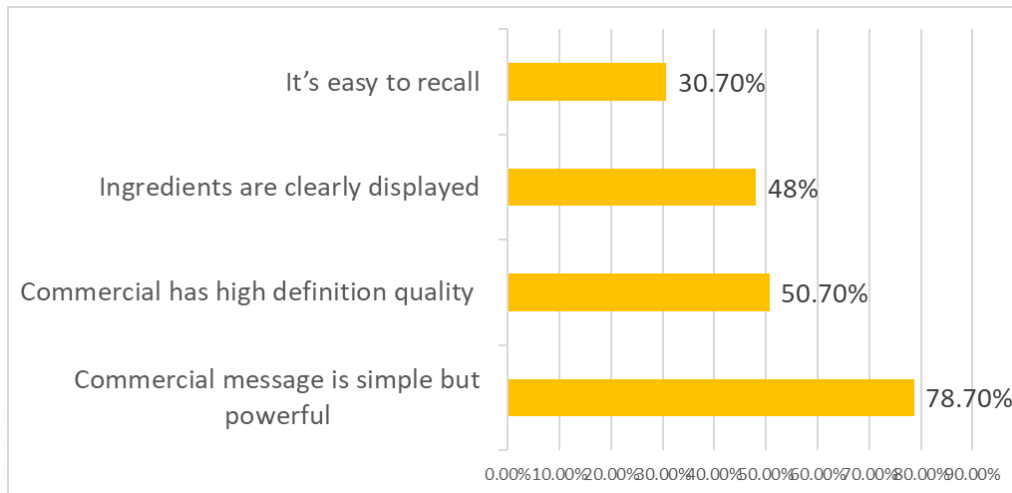
## II. Questions about Soft-Sell and Hard-Sell Commercials

### 4. After watching both of the commercials, which commercial is more attractive and persuasive to you?



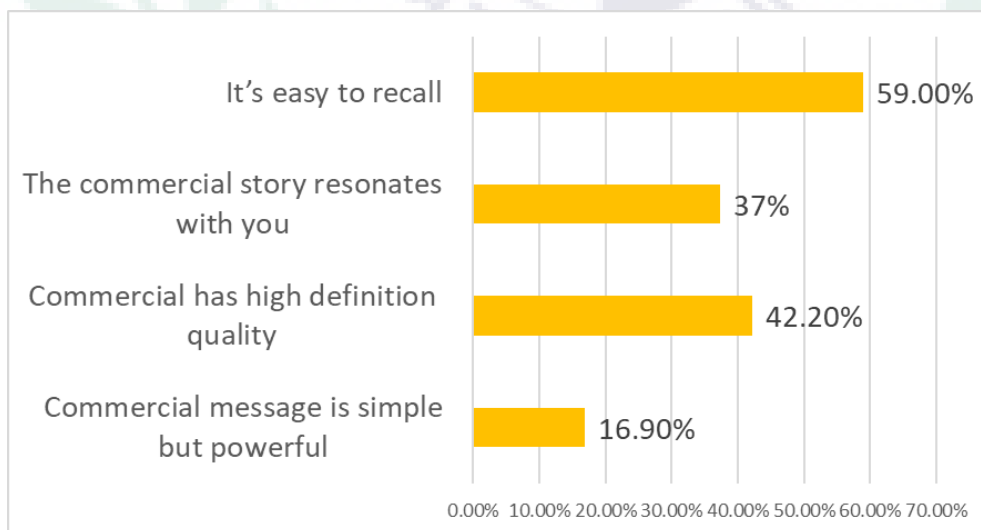
51.6% of the respondents prefer soft-sell commercials, and 48.4% of the respondents prefer hard-sell commercials. However, the percentage of preferences for soft-sell as opposed to hard-sell commercials shows little differences in terms of the two commercial videos.

5. What are the reasons why you think commercial A is more attractive and persuasive?



Most of the respondents state that a hard-sell commercial is simple but powerful, and the ingredients displayed in the commercial cause the commercial to have a higher ad believability, and thus persuade audiences to purchase the product.

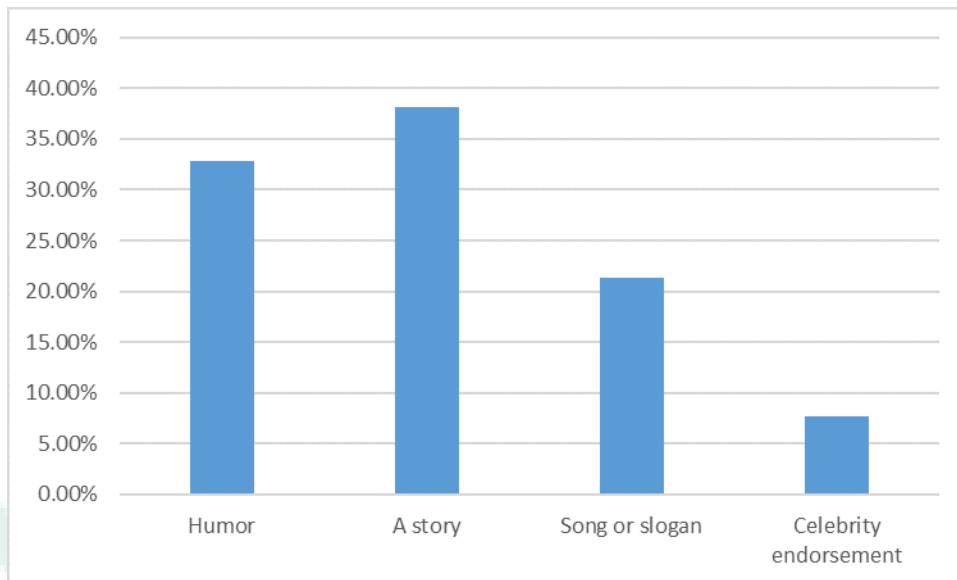
6. What are the reasons why you think commercial B is more attractive and persuasive?



Most of the respondents state that a soft-sell commercial is easy to recall and the story resonates with their personal life experiences. The emotional appeals that draw emotional connections to the audience is the main reason behind the persuasion.

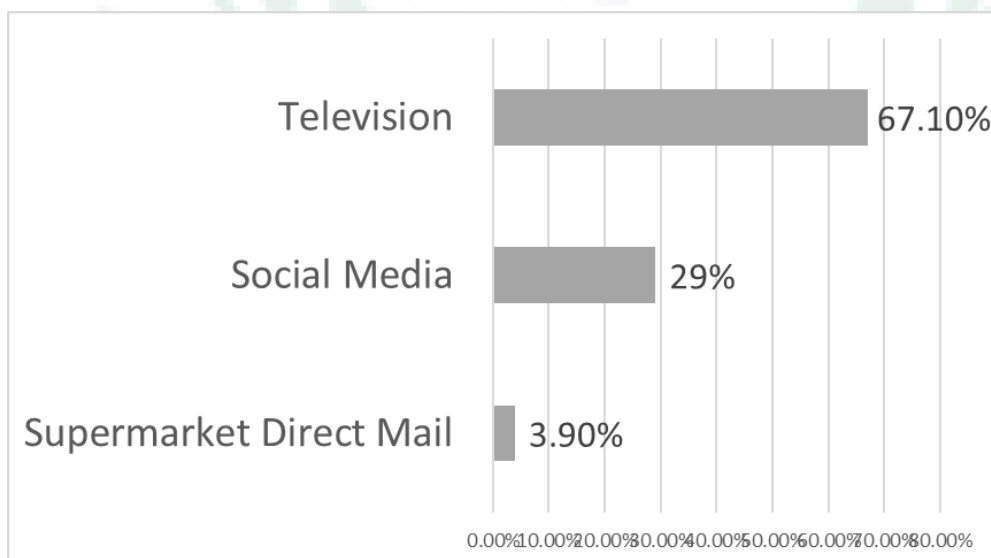
### III. Questions about Advertising Appeals

7. Which of the following advertising appeals for snack food attract you the most?



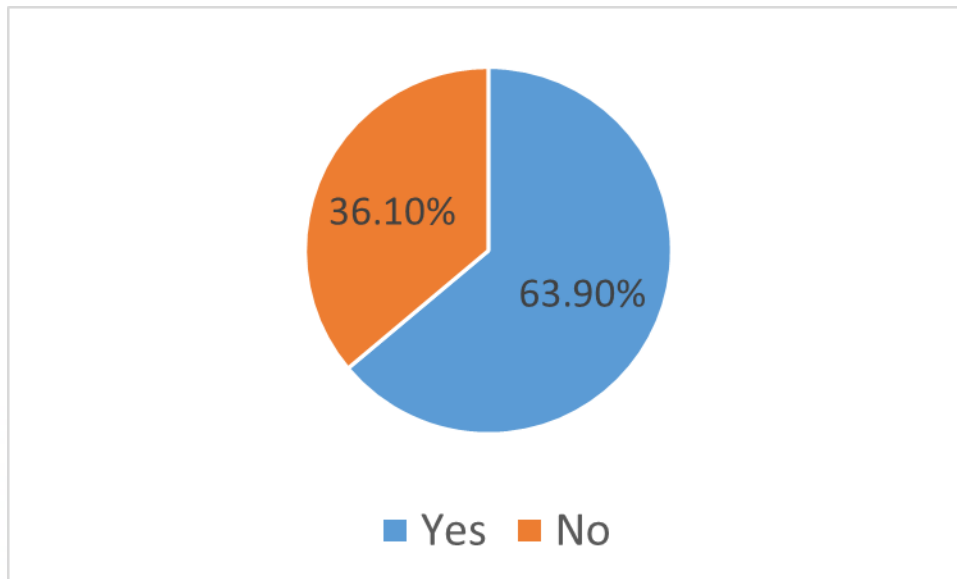
Using a story (38.1%) and using humor (32.9%) in a commercial are the top two attractive and effective advertising appeals for college level students in Taiwan.

8. Where do you often gain access to snack food commercials?



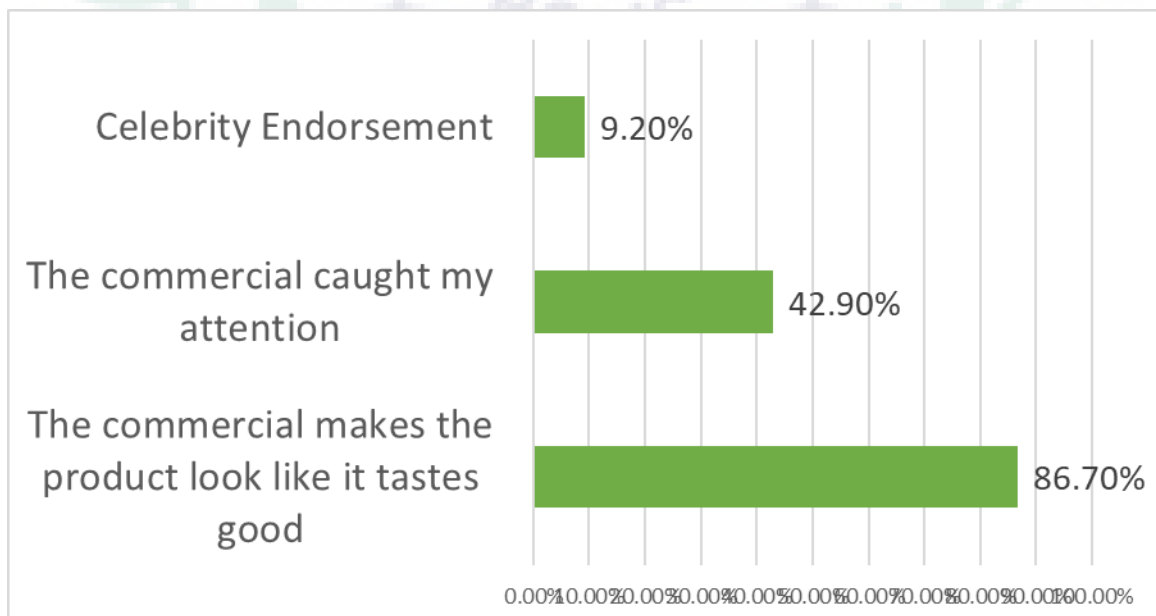
Most of the respondents often watch snack food commercials on television, therefore, the snack food advertisers should place more commercials on television.

9. Have you ever been persuaded into buying snack foods by watching TV commercials?



Over a half of the respondents reported that they have been persuaded by TV commercials.

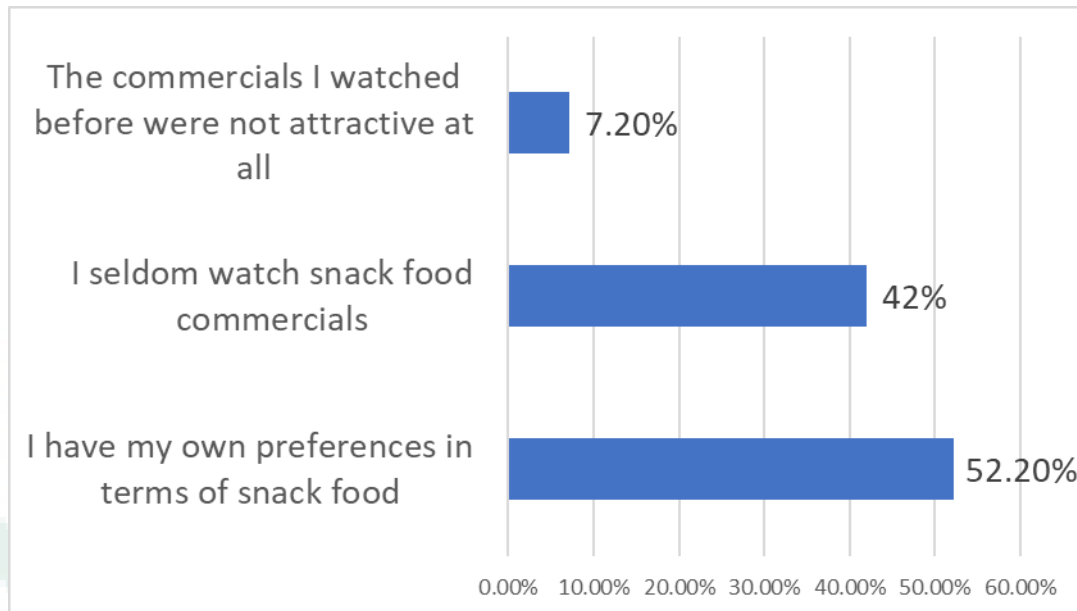
10. According to question 8, what are your reasons for buying snack foods after watching snack food TV commercials?



For most of the respondents, advertising appeals that aims at making the product looks like it tastes good is attractive and effective.



11. According to question 8, what are your reasons for not buying snack foods after watching its television commercials?



The respondents reported that they usually buy a certain brand of snack foods that they like the most, and some of them seldom watch snack food commercials so that they won't be persuaded.

## Appendix B: Questionnaire

### Questionnaire on Taiwan College Students' Preferences About Hard Sell and Soft Sell

#### Advertising Strategies for Snacks Food Commercials

I am a junior in the English Language and Literature department at Fu Jen Catholic University, and I am carrying out a survey about the attitudes of college students in Taiwan and their preferences about hard sell and soft sell advertising strategies in television commercials for snack foods. All your answers will be kept confidential and will only be used for academic purposes. If you have any questions about this survey, please feel free to email me at: (alice19325@gmail.com). Thank you.

Please watch the following two videos and then answer the questions below.

A video: Hard sell commercial

<https://www.youtube.com/watch?v=H5MTAFLbVLs> (Haagen dazs)

B video: Soft sell commercial

<https://www.youtube.com/watch?v=BuqjY1-ogPI> (Haagen dazs)

#### General Information Questions

1. Your gender

☐ Female

☐ Male

2. Your department

\_\_\_\_\_

### Questions About Hard-Sell and Soft-Sell Commercials

3. After watching both of the commercials, which commercial is more attractive and persuasive to you?

☐ A video (Hard sell commercial) Go to question 4

☐ B video (Soft sell commercial) Go to question 5

4. What are the reasons why you think commercial A is more attractive and persuasive?

☐ The video of the commercial has high definition quality (HD quality)

☐ The ingredients are clearly displayed

☐ The commercial message is simple but powerful

☐ The commercial is easy to remember

☐ The commercial story resonates with you

☐ Others \_\_\_\_\_

5. What are the reasons why you think commercial B is more attractive and persuasive?

☐ The video of the commercial has high definition quality (HD quality)

- ☐ The ingredients are clearly displayed
- ☐ The commercial message is simple but powerful
- ☐ The commercial is easy to remember
- ☐ The commercial story resonates with you
- ☐ Others \_\_\_\_\_

### Questions for Advertisements and Advertising Appeals

6. Which of the following advertising appeals for snack foods attract you the most?

- ☐ Humor
- ☐ A story
- ☐ A song or a slogan
- ☐ Celebrity endorsement

7. Where do you often gain access to snack food commercials?

- ☐ Television
- ☐ Social media
- ☐ Supermarket direct mail (DM)
- ☐ Radio
- ☐ Others \_\_\_\_\_

8. Have you ever been persuaded into buying snack foods by watching television commercials?

☐ Yes (Please go to question 9)

☐ No (Please go to question 10)

9. According to question 8, what are your reasons for buying snack foods after watching television commercials for snack foods?

☐ My favorite celebrity is in the commercial.

☐ The commercial makes the product look like it tastes good.

☐ The commercial just caught my attention.

☐ Others \_\_\_\_\_

10. According to question 8, what are your reasons for not buying snack foods after watching television commercials about snack foods?

☐ I have my own preferences in terms of snack food brands.

☐ I seldom watch snack food commercials.

☐ The commercials I watched before were not attractive at all.

☐ Others \_\_\_\_\_

### **Questions for Snack Food Buying Habits and Open-ended Questions**

11. What is your frequency of buying snack foods?

- ☐ Everyday
- ☐ Every week
- ☐ Every month

☐ Rarely buy snack food

12. Under what circumstances would you buy snack foods?

- ☐ When I am hungry
- ☐ When I feel like having snacks
- ☐ When I want to try some new snack food products
- ☐ When I watch an impressive commercial

13. What kinds of snack foods do you usually buy?

- ☐ Chocolate
- ☐ Candies
- ☐ Cookies
- ☐ Potato Chips
- ☐ Ice-cream
- ☐ Beverage
- ☐ Nuts
- ☐ Pudding and Jelly
- ☐ Others \_\_\_\_\_

14. In terms of the snack food commercials you have seen so far, which commercial impressed you the most? (Please identify the brand's name and the product's name. For example: Haagen dazs, chocolate ice-cream.)

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15. According to question 14, why is the commercial impressive for you?

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