

FEAR APPEAL AS A FACTOR IN SAFEGUARD'S PAMILYA ON GUARD ADVERTISEMENTS ON THE BRAND AWARENESS AND PURCHASE INTENTION OF MOTHERS

Maria Erika A. Manicsic¹, Audrey Yucamco¹, and Jhennie Caldito-Villar^{2,a}

¹Bachelor of Arts in Major in Advertising, College of Liberal Arts and Sciences

²Faculty Member, Institute of Communication, College of Liberal Arts and Sciences

^ajhennie.villar@letran.edu.ph

ABSTRACT

This research explores the possibility of fear appeal (emotional response to the presence of a danger or threat) having a relationship with brand awareness and purchase intention. The proponents use Safeguard, which has been the number one soap brand in the Philippines for decades, and its "Pamilya On Guard" commercial, which was directed to help mothers in protecting their families from getting germs and from getting sick. Through a survey questionnaire given to 400 mothers from Barangay Tatalon in Quezon City, the mothers' purchase intentions towards Safeguard as a brand are rated with the uses of multiple choice, yes or no questions and a four-point Likert scale. Brand awareness and fear appeal are also measured through frequencies and the Spearman rho correlations. The study reveals that while the mothers from Tatalon, Quezon City are aware of the said brand and have the intent to purchase, and the aforementioned commercial has fear appeal, that there is no significant relationship between the three variables. The researchers conclude that there should be a proper utilization of the message and other advertising appeal formats should be applied since it is found that fear appeal has no impact to the mothers of Tatalon, Quezon City.

Keywords: fear appeal, brand awareness, purchase intention, Safeguard, mothers

INTRODUCTION

Fear appeal is a tactic used in advertising that focuses on the fear of the consumers, giving them the choice to engage or not engage in a certain behavior. Glascoff (2000) confirmed that the basic message of fear is about giving information on what would happen or what consequence will occur. Witte and Allen (2000) demonstrated that fear appeal is more effective when the fear appeal used contains a high level of threat. The use of fear appeal is a common persuasion technique that motivates behavior. Morales, Wu, and Fitzsimons (2012) found that fear appeals have been used to promote a wide variety of consumer products and services ranging from security devices to over-the-counter medications and packaged goods such as mouthwash and deodorant. Furthermore, other analysts said that fear appeal shows the cause and effective method of behavior change. Macdonald and Sharp (2000) expounded that even though consumers know the product and are willing to purchase it, brand awareness is still important in influencing one's purchase decision. Albarracin (2015) showed that fear appeal is a technique used in conveying persuasive messages that feature the danger and harm that may affect the individuals if they do not adapt to the recommendations presented.

Fear appeal is commonly used in political, public health and commercial advertising campaigns. Most of the previous studies done about fear appeals had been conducted in the West. In Korea, Chung and Ahn (2013) explored the moderating role that culture plays on the effects of fear appeal advertisements on message acceptance. They

compared the results for American subjects and Korean subjects and found that there was a difference between how the two ethnic groups reacted to the stimuli given.

Malik, Ghafoor, and Iqbal (2013) explained that brand awareness is the probability that consumers are familiar about the availability and accessibility of a company's product and service. Kokmuller (2015) stated that brand awareness is one of the initial steps in creating an advertising objective. This statement of Kokmuller is supported by Shahrokh (2012) when he mentioned that brand awareness is also one of the main factors in creating the brand's value and is one of the key elements in influencing the level of the brand's knowledge and attitude towards the consumers. According to Rajh (in Brosekhan and Velayutham, 2002) consumers hold stronger, favorable and unique brand associations as brand awareness increases to a higher level. Through this, a brand will have higher consumer-based brand equity.

Gustafson and Chabot (2007) defined that if an organization has successful brand awareness, it means that the product has a good reputation in the market. Percy et al. (2006) stated that an existing brand tends to use reinforcement techniques to build their brand awareness program; the new product will be promoted to increase awareness for the existing and potential consumers of the product. In support to that, Macdonald and Sharp (2000) mentioned that brand awareness plays an important role in purchase intention because consumers tend to buy products they are familiar with. According to Witte (1992), health campaigns often used fear appeal to persuade the

audience to take on a desired action. Agrawal (1995) explained that purchase intention of the consumers depends on the brand awareness of a particular brand. Purchase intention refers to the consumer's intent to purchase a specific product or service. According to Keller (2001), purchase intention, consumers' behavior, awareness, perception and attitude are all related. Purchase behavior is an important key point for consumers in evaluating the product. Schoen (2004) explained that the consumer considers high positive recommendations and checks if there is trust in the brand before purchasing its product.

In 2013, Cream global.com stated that Safeguard created a breaking news type service that focuses on hygiene risk. Pamilya on Guard used real news to help mothers to protect and care for their families. Each content was designed to make mothers realize the danger to the family when it comes to germs and bacteria spreading in today's environment. According to the website of Cream global, POG commercial provided new-to-the-word information from credible experts. It reached the news across the country to make sure that mothers had the information they needed.

In this paper, the researchers focused on fear appeal and how it affected the purchase intention and brand awareness of the mothers from Barangay Tatalon with regards to a Safeguard commercial that gave information about threats on the health of families.

To validate this claim, the researchers also conducted an interview with five mothers from Tatalon, Quezon City. The researchers want to know from the respondents on what they feel about the commercial. If they feel threatened or not from the commercial of Safeguards' Pamilya on Guard.

Literature Review

Fear appeal as a factor to the brand awareness

Advertisements are better if they have effective and persuasive message for the viewers and target audiences, according to Passyn and Sujun (2006). The brands need to show people their importance and necessity, whether or not the consumers actually need them. This can be seen in the effort of Safeguard with "Pamilya on Guard".

It has long been a big challenge for agencies to come up with effective commercials and campaigns, hence the utilization of advertising formats such as fear appeal. Dhal, et. al. (in Slavin, Batrouney and Murphy 2003) explained that fear advertisements are successful in capturing one's attention. Moreover, Ruiter et. al. (in Slavin, Batrouney, and Murphy. Journal of, 2007) stated that fear appeal is more ideal to use especially for health-related brands. In connection to what Dhal and Ruiter said, it can be considered that the utilization of fear appeal is an effective way to catch the viewers' attention and persuade them. Albarracin et al. (2005) also expounded that the more fear appeal is employed in an ad, the more the target audience reacts. In this manner, the feedback or reaction of the target audience can be regarded as proof that fear appeal can also be a

factor to the brand awareness of the consumer. Furthermore, McKee (2010) said that the more effective the campaigns, so is its brand awareness. They tend to attract consumers' attention and convince consumers to adopt the product.

In accordance to the studies of Agarwal (2014), the use of advertising appeal is the foremost approach to attract attention in order to influence one's feelings towards the product/ brand. Keller (1993) explained that brand awareness is the first and foremost prerequisite dimension of brand knowledge. It is in the consumers' minds and their ability to identify the brand name that they do so. Huang & Sarigöllü (2012) said that brand awareness affects the market performance of a product. Fear appeal, said Agarwal (2014), can incredibly influence individuals; the said fear appeal creates an impact on the minds of the consumers. Such use of advertising appeals is designed as a convincing factor to the consumers. However, before thoughts of purchasing such products come to the consumers' minds, appeals make them visibly aware of the brand and product. As mentioned above, Safeguard used fear appeal as a technique for advertisement. "Pamilya on Guard" is a specific Safeguard advertisement that used fear appeal.

H1: The presence of fear appeal in "Pamilya on Guard" TV Commercial of Safeguard has a direct correlation with the consumers' awareness about the brand.

Fear appeal as a factor to the purchase intention

Mehta (in the study of Williams, 2000) agreed that if fear changes the attitude towards advertising, it is an important indicator that fear can be effective. He further explained that consumers with a favorable attitude towards advertising appeals are more likely to recall the brand and be persuaded in terms of purchase intention. Based on the study and analysis of Hyllegard, et al. (2009), attitude and subjective norm have a positive significant correlation to purchase intentions due to advertising appeals, fears, and sex. The result of his study showed that fear was positively related to adoptive coping, which may lead to fear having a positive effect on purchase intention.

Kotler (2003) said that most studies focused on the impacts of advertising appeal towards attitudes or purchase intentions and they were significantly effective. According to Mohanan (2015), fear appeal can increase the interest of the viewers in the advertisements, as well as determine how persuasive the ad could become.

In this light, it can be said that fear appeal is related to establishing the catching of interest and making the viewers aware of, not just the brand, but also the context of fear appeal. The viewers are also made aware of their need to eventually purchase the product for fear of not gaining the brands'/ products' benefits. Mohanan also said that a product that eliminates problems and threats to consumers matches well with advertising appeal formats such as fear appeal. Furthermore, Madahi and Sukati (2012) defined that purchase intention is the prior preference of consumers to buy a product and to find the need to have that particular product. It will also determine their perception towards the product.

Research conducted by Vincent and Dubinsky (2005) has tested previous fear models by comparing the relationship proposed by Janis (1967) with the works of Rogers in a study examining the impact of fear in a cross-cultural context. The results of the study indicated that a higher amount of fear showed a much higher likelihood of purchasing the advertised product. In a study done by Kobetz (2014), it was found that average fear perceived was a significant predictor of purchase intention. The second hypothesis studies the relationship of fear appeal on purchase intention.

A study by Vincent and Dubinsky (2004) claimed that if used properly, ads that make use of fear can prompt the consumers to buy the product. Another study by Kaynak and Jallat (2004) affirmed that fear appeal is positively related to adaptive coping and adaptive coping was significantly and positively associated with purchase intention. It would be interesting to see what the results will be in the Philippines.

H2: The presence of fear appeal in "Pamilya on Guard" TV Commercial of Safeguard have direct correlation with the purchase intention of consumers.

METHOD

The researchers used quantitative method for the study. A quantitative study is a formal, objective and systematic process. It is used in obtaining quantifiable information as presented in numerical form and analyzed through statistics. Quantitative research, as explained by Hopkins (2008), is about quantifying and measuring relationships between variables that are measured on sample subjects. The research design that was used in this study was descriptive correlational. The main aim is to determine whether there is relationship between or among the variables.

The researchers' target audiences were mothers. According to the website of Cream Global (2013), mothers are the primary consumers of Safeguard products. Moreover, mothers were the chosen respondents for the study because according to the United Nations of Asia-Pacific Population Journal (2005), mothers are more experienced in child care and more knowledgeable about personal hygiene. Also, mothers are more exposed to mass media.

The researchers gathered data from 400 respondents as samples. The researchers chose the population because it was the most convenient for them. The respondents were chosen through purposive sampling as a sample and we choose mothers of Tatalon, Quezon City as our respondents in the study.

The respondents were exposed to Safeguard's (POG) Commercial and were asked to answer the research instrument in the form of survey questionnaires. The research instrument that the researchers used were comprised of three parts: questions that measured fear appeal, brand awareness, and purchase intention through the use of a four point Likert scale and multiple choice. A four-point scale was used in the study because, as Holmes and Mergen (from Armstrong, 1987

and Norvel, 1977) said, there is no significant difference between the scores when the scale is composed of a neutral point such as a five-point scale and or if it does not have a neutral point such as a four-point scale.

The reliability of the questionnaires was tested through the use of Cronbach's Alpha. Cronbach's Alpha is a measure of internal consistency (how close a set of items are to each other in a group). It is mostly used in measuring scale reliability such as multiple Likert questions in a survey questionnaire. It is also commonly used to determine the consistency or reliability of the scale questions. The gathered data was encoded into an excel table and used as a basis of the SPSS procedure.

The data was analyzed and computed through Statistical Package for the Social Sciences (SPSS) procedure, which resulted to having the necessary figures used by the researchers to interpret and describe the data that was gathered. The set of questions garnered .722 Cronbach's Alpha. The questions were reliable tools to measure each variable. The statistical treatment used in this study is Spearman Rho Correlation Coefficient (SRCC). An SRCC is a non-parametric test used to measure the strength of association between two or more variables.

For validation of the result, the researchers interviewed five mothers from Tatalon Quezon City. To transcribe the answers of the respondents, the researchers used Thematic Analysis. The researchers wanted to know from the respondents if they feel threaten or not from the commercial of Safeguard. Then it follows the statistical analysis about their knowledge about fear appeal.

RESULTS AND ANALYSIS

Thematic Analysis (for validation on fear appeal)

The table below shows the respondents' answer on number 5 that they really feel threatened about the commercial. They are afraid because of the messages that have been mentioned and it may cause of death. Also, they are afraid for the health of their family. They think that information is not good.

Table 1. Thematic Analysis

| QUESTIONS | ANSWERS | RESPONDENTS |
|--|---|--|
| 1. What channel do you watch? | Channel 2 | Ocampo, p1 line 5 Fernandez, E., p1, line 20 Fernandez, R.,p2,line 37 Nene, p2, line 54 Irma, p2, line 70 |
| 2. Do you use Safeguard soap? | Yes | Ocampo, p1 line 7 Fernandez, E., p1, line 21 Fernandez, R.,p2,line 39 Nene, p2, line 56 Irma, p2, line 72 |
| 3. Have you ever watched the commercial of Safeguard? | Yes | Ocampo, p1 line 9 Fernandez, E., p1, line 23 Fernandez, R.,p2,line 41 Nene, p2, line 58 Irma, p2, line 74 |
| 4. Did you know the Safeguard: Pamilya on Guard Commercial? | Yes | Ocampo, p1 line 11 Fernandez, E., p1, line 25 Fernandez, R.,p2,line 43 Nene, p2, line 60 Irma, p2, line 76 |
| 5. What did you feel when you watched the Safeguard: Pamilya on Guard? | Threaten | Ocampo, p1 line 13 Fernandez, E., p1, line 27 Fernandez, R.,p2,line 45 Nene, p2, line 63 Irma, p2, line 75 |
| 6. Why? | The information about that (TV Commercial) is not that good. (Fernandez, p1, line 14) Their warning/s on TV kind of say (germs) will cause my death. ("Nene", p2, line 30) For my family (Fernandez, p1, line 33) Warnings on TV (Pamilya on Guard) that may cause of death. (Ocampo, p2, line 50) If you don't use Safeguard, it may affect the health of my family. (Based on the commercial) (Irma, p2, line 65) | Fernandez, p1, line 14 Nene, p2, line 30 Fernandez, p1, line 33 Ocampo, p2,line 50 Irma, p2,line 65 |

Knowledge on Fear

Table 2 shows how knowledgeable the respondents were on Fear Appeal. In this part of the study, the researchers noted that 71.8% of the respondents were knowledgeable and had seen fear in the said commercial while the remaining is 23.3% were not. Second, to measure the knowledge on fear appeal, 65.8% of the respondents agreed that the commercial imposed a threat via fear appeal, while the 34.3% of the respondents did not agree.

In the question of feeling worried, 63.3% of the respondents stated that they indeed felt worried after watching the commercial while 36.8% of the respondents disagreed. On the question about the commercial being informative, 67.8% of the respondents agreed while 32.3% did not. Lastly, 63.8% of the respondents agreed that they felt a feeling of dread about the information that they found out from the fear appeal used in the said commercial, while 36.3% said otherwise.

The percentage shown on the table of the frequencies of the answers of the respondents thus states that the respondents were indeed knowledgeable of the fear appeals used in the said commercial. The given percentage explains that the respondents recognized and acknowledged the presence of fear appeals used in the "Pamilya on Guard" commercials.

Table 2. Knowledge on Fear Appeal in commercial of Safeguard's Pamilya on Guard

| Questions | Frequency | Percent |
|--|------------|------------|
| I have watched a commercial that uses fear appeal | | |
| YES | 287 | 71.8 |
| NO | 113 | 28.3 |
| They give warnings by using fear in the commercial | | |
| YES | 263 | 65.8 |
| NO | 137 | 34.3 |
| I felt concerned after watching a commercial that uses fear | | |
| YES | 253 | 63.3 |
| NO | 147 | 36.8 |
| They're giving information that uses fear in the commercial | | |
| YES | 271 | 67.8 |
| NO | 129 | 32.3 |
| I felt alarmed about the information that I've watched in the commercial that uses fear | | |
| YES | 255 | 63.8 |
| NO | 145 | 36.3 |
| Total | 400 | 100 |

The study of Snipes, LaTour and Bliss (1999) supported the results of the study, particularly in the table of fear appeal. It is when they explained that fear appeals generally increase advertising effectiveness. In line with it, Sussenbach, Niemeier, and Glock (2013) also supported the results as they claimed that people do pay attention to the threatening health information but in a defensive way. Threatening information motivates people to avoid it. In the results of this study, it is proved and affirmed that the audiences, or the respondents in particular, indeed recognized and were knowledgeable of the fear appeals used in the (POG) commercials of

Safeguard, therefore is concluded to have used fear appeals as affirmed by the respondents of this study.

The assertions of this study thus affirmed that people acknowledge these invoking of fear by identifying the negative results of the act of not using or purchasing a product and the negative assertions of engaging in such unsafe behaviors. The assertions of this study affirmed what Dillard (1996; Madux & Rogers, 1983) stated in their study. The results of this study affirmed that the "Pamilya On Guard" commercial was successful in emphasizing the potential dangers and harm that may arise since the messages sent thru the use of fear appeal was adopted and recognized by the respondents.

The example for potential danger is, from the website of Safeguard Pamilya on Guard, that most of the commuters spend their hours on the road due to traffic. Aside from wasted productivity, this can also heighten your chances of being sick. Commuters were exposed to air pollution. Daily exposure to traffic triggers stress, risk of getting sick, and lead to skin diseases. According to Belandres the best defense is maintaining proper hygiene by bathing or handwashing with antibacterial soap.

Brand Awareness on Safeguard

Mothers were asked about their familiarity about Safeguard as a brand. All of them mentioned that they are familiar with the brand. More than half of the respondents, were aware of the pricing of Safeguard. In the question about it being an anti-bacterial soap, 94% were aware. Furthermore, 94% were also indeed aware and knowledgeable that the Safeguard soap can kill 99.9% of bacteria. Majority of the respondents had used the soap for hygiene purposes, for example, bathing and washing of hands, while 0.8% had used it to wash dishes. The table 3 shows the individual scores of each question.

Table 3. Brand Awareness on Safeguard Soap

| Questions | Frequency | Percent |
|--|-----------|---------|
| 1. Are you familiar with Safeguard soap? | 400 | 100 |
| 2. Which of the following is the price of Safeguard soap? | | |
| 20 PHP | 237 | 59.3 |
| 32 PHP | 73 | 18.3 |
| 33 PHP | 79 | 7.3 |
| 40 PHP | 61 | 15.3 |
| 3. Which of the following is the product of Safeguard? | | |
| Antibacterial body soap | 376 | 94 |
| Pabango | 5 | 1.3 |
| 99.9% | 2 | 0.5 |
| Detergent soap | 17 | 4.3 |
| 4. According to the commercial, how many germs that Safeguard can remove? | | |
| 50.00% | 9 | 2.3 |
| 89.9% | 15 | 3.8 |
| 99.9% | 376 | 94 |
| 5. In what way do you use safeguard? | | |
| Panghugas ng kamay | 302 | 7.5 |
| Panligo | 349 | 87.3 |
| Panghugas ng plato | 3 | 0.8 |
| Total | 400 | 100 |

In the study of Toshima et al (2001) it was stated that antibacterial soaps are more effective than plain beauty soaps and deodorant. Based on Safeguard's claim, its antibacterial soaps are very popular and bacteria killers. Garner and Favero (1985) studied hand washing with plain soaps and found that they remove millions of microorganisms.

Sharp (2012) reviewed that the importance of brand awareness in the consumer's mind. Koniewski (2012) said that brand awareness is considered as a low level of brand reminders, but Osman (2010) argued that brand awareness is the main element in the life of the consumer. Macdonald, and Byron (2000) stated that brand awareness could be considered as a significant contributor. To support the result of Table 3, it would be good to note that Karam and Saydam (2015) said that brand awareness is an important variable that impacts customer's perceptions of a brand. Gustafson & Chabot (2007) said that if the organization has successful brand awareness it means that the products have a good reputation in the market.

The awareness on the brand plays a significant role on purchasing a product. Keller, 1993; and Macdonald and Sharp (2000) explained that brand awareness plays an important role on purchase intention - consumers tend to buy a well-known product and one that is familiar to them. Percy and Rossiter (1992) supported that brand awareness helps consumer recognize products and make purchase decisions. The high score for the result above gives an idea that Safeguard has a high impact of brand awareness to the consumer and leads them to purchase the product that has been promoted or advertise on "Pamilya on Guard" TV commercial. In line with the result, Dodds et al., 1991; and Grewal et al. (1998) explained that the product with high level of brand awareness would receive higher consumer preferences because of its quality and good image. Brand awareness influenced consumers' mind to purchase the certain product that lead the result of the study about purchase intention on Table 3.

Purchase Intention

Table 4 shows how the mean scores of the questions reflected the agreement of the mothers that they are aware of Safeguard and its usage. Most of them had high scores on knowing the effects of Safeguard to their health. The respondents agreed that they were encouraged to use Safeguard soap ($n=3.215$, $sd=0.742$). Furthermore, the respondents agreed that they were persuaded to buy Safeguard soap ($n=3.215$, $sd=0.775$). In line with this, they decided to share this knowledge about Safeguard to their family ($n=3.225$, $sd=0.732$). Mothers agreed to encourage others to buy Safeguard because of its effect to one's health ($n=3.200$, $sd=0.749$). Lastly, the respondents agreed that they were interested to know the possible good effects of Safeguard to their health ($n=3.285$, $sd=0.755$).

Table 4. Purchase Intention

| Questions | Mean | Std. Deviation | Interpretation |
|---|-------|----------------|----------------|
| I was enticed to use the Safeguard soap | 3.215 | 0.742 | Sang-ayon |
| I was encouraged to buy Safeguard | 3.215 | 0.775 | Sang-ayon |
| I will share my learnings from Safeguard to my family | 3.225 | 0.732 | Sang-ayon |
| I will encourage them to buy Safeguard because it has a good benefit to the health of my family | 3.200 | 0.749 | Sang-ayon |
| I am interested to know the result of Safeguard to my health | 3.285 | 0.755 | Sang-ayon |

The five questions on the table of purchase intention garnered high enough scores to be interpreted as “agreed”. Therefore, it can be translated as the respondents having the intent to purchase Safeguard antibacterial soap. The assertions of the study affirmed the findings of Keller (2001) and Ghosh (1990) that purchase intention is an effective tool to predict purchasing process. Moreover, it is also stated that the purchase behavior is considered to be an important key for consumers in their consideration and evaluation of a certain product. The scores on the question about interest and their want to share their knowledge about Safeguard indicated the said intent to purchase the product as well. The assertions of the findings of the study of Porter (1974) supports the results of this study in the sense that the purchase decision is the intent to purchase is indeed also a reason why a consumer buys a particular brand. It helps in the measuring of the intentions of purchasing the product.

In the study of Tariq et al., (2013) and Chi et al. (2008), it is stated that the product quality is the key factor in having the intention to purchase the product. The quality of the product must then always improve. It will increase the performance or the satisfaction of customer’s need. Tsiotsou (2006) supported that higher quality products create higher purchase intention.

Fear appeal on Brand awareness and Purchase Intention

Table 5 presents the results of the correlation of the relationship of fear appeals and brand awareness and the relationship between the knowledge on fear appeals and purchase intention.

If the p-value is above 0.05, null hypothesis is accepted. The p-values are above 0.05, which indicates that there was no significant relationship between knowledge on fear appeals and brand awareness and knowledge on fear appeals and purchase intention.

The correlation coefficient turned out positive which means there was direct association between knowledge on fear appeals and brand awareness and knowledge on fear appeals and purchase intention. As knowledge on fear appeal increases, brand awareness also increases. The same thing goes with brand awareness and knowledge on fear appeals and purchase intention. As the brand awareness increases, knowledge on fear appeals and purchase intention also increases.

On the other hand, the correlation coefficients are both below 0.100. This indicated a low degree of association for the models: knowledge on fear appeals and brand awareness and knowledge on fear appeals and purchase intention. Therefore, the fear appeal used in the commercial has no significant relationship with the brand awareness and purchase intention of the Mothers.

Table 5. Relation of Fear Appeal to the Brand Awareness and Purchase Intention of Mothers to Safeguard’s Pamilya on Guard TV Commercial

| Fear Appeal on Brand Awareness and Purchase Intention | Correlation Coefficient | Behavior | Direction | p-Value | Interpretation | Decision |
|---|-------------------------|----------|-----------|---------|-----------------|-----------|
| Knowledge on Fear Appeals and Brand Awareness | 0.045 | Low/Weak | Direct | 0.365 | Not Significant | Accept Ho |
| Knowledge on Fear Appeals and Purchase Intention | 0.050 | Low/Weak | Direct | 0.320 | Not Significant | Accept Ho |

The knowledge on fear appeal and purchase intention was not significant and no relation between the two variables and the Null Hypothesis was accepted. The knowledge on fear appeal and brand awareness was not significant and no relation between the two variables and the Null Hypothesis was accepted.

In support to this, Webb and Sheeran (2006) stated that fear is not acceptable indicator to persuasiveness of threatening health messages. It would not change the knowledge attitude, intention and as well as the changes of attitude due to defensive responses toward health information. Van’tRiet et al (2014) defined that fear appeals are loss-frames messages because they emphasized on negative consequences. Hoyer, MacInnis, and Pieters supported that fear appeals are ineffective because the consumers’ perception helped them ignore the messages because of its threatening messages. Hoyer explained further that high-fear appeal using a threat may be ineffective. Wolburg (2006) said that fear may cause many not to change their behavior; they often feel that their personal freedom is – or will be - threatened.

Siddharth (2011) defined correlational study as an identifier whether two variables are correlated or not. This is a type of study in which it is observed whether an increase or decrease on one variable corresponds to an increase or decrease of another. In this study one cause variable, namely fear appeal, is correlated to two effect variables: brand awareness and purchase intention. In reference to Table 4, it is shown that the data interpreted strong level of agreement on the statements with regard to the mentioned variables. As shown on Table 5, it is interpreted that fear appeal has both weak and low correlation with purchase intention, which explained that there is no significant relationship between fear appeal and brand

awareness, also, between fear appeal and purchase intention.

In support to this result, Hasting and Stead (2004) said that those who have fear are few and fear itself has a weak effect to real-world social marketing campaigns. It failed to relate the fear appeal to audience. According to Prevention (2008), fear appeal message causes emotional tension and it is difficult to overcome this tension so instead, people ignore the threat, diminishing the importance of the threat. Janis and Peshbach (1953) explained that for this kind of findings it is better to reduce the strong use of fear appeal. It only evokes high degree of emotional tension but it does not satisfy the need for assurance. Relating to the framework Protection Motivation Theory (PMT), according to University of Twente (2017) the Appraisal of the health threat and the appraisal of the coping responses result in the intention to perform adaptive responses or may lead to maladaptive responses. Maladaptive responses are those that place an individual at health risk.

U.S. Dept. of Health and Human Services (2000) supported that this kind of result for fear appeal or personal health risk messages are ineffective. DeJong (2002) said that negative behaviors' consequence is caused by fear appeals that really focus on the negative consequences of behaviors.

CONCLUSION

The findings of this study revealed that there is no significant relationship between fear appeal used in (POG) commercial of Safeguard to the purchase intention and brand awareness of the mothers. It was found that the mothers were aware of Safeguard as a brand and they have the intention of purchasing the brand despite not sensing or being threatened by the fear appeal of the commercial. In accordance with the findings, fear appeal does not significantly affect brand awareness and purchase intention therefore, it can be said that the former is not effective.

The commercial's threatening approach was taken by the respondents negatively. Fear appeal is good for awareness, yes, however, in this study, the respondents showed that they were more concerned of the effects of the soap to them without actually giving direct thought or care about the threats of bacteria and the like (as shown in the said commercial). Furthermore, the results of the study also indicate a weak or low correlation between the variables which again explains how fear appeal is not significantly related to brand awareness and purchase intention of Safeguard.

Mothers, in accordance to the findings of the study, were aware of Safeguard as a brand and were intent on purchasing the products of the brand regardless of the fear appeals being used. The results indicated low degree of association of the said variables.

The tactics that are used on Safeguard's (POG) commercial were presented through fear appeal ad format; however, the respondents did not react or send any response to the message delivered thru fear appeal. Respondents merely fell under the coping appraisal rather than threat appraisal. The study concluded here are no significant relationship with brand awareness and purchase intention with the presence of fear appeal in TV advertisements.

RECOMMENDATIONS

The researchers highly recommend that advertising practitioners and advertising agencies apply proper utilization of the message when channeling it through appeal formats in commercials. When using fear appeal, as with the case of Safeguard's "Pamilya On Guard" (POG), should have a more appealing approach, or used in a different perspective, rather than its usual and normal threatening approach.

In accordance with this study, the researchers also recommend using other appeals in commercials. Mothers have a psychological investment in the product that they buy without minding the commercial advertisement. If fear is still the recommended appeal to be used, try other ways of approach that can attract the consumers to buy their product and tone down the fear being projected, as stated previously.

For the future researchers in the field of advertising, the researchers recommend to focus on researching more about the deep approaches of fear appeals and how they really work for users. Also, the researchers suggest increasing and improving the number of samples that are to be tested so that the research will be more reliable with regards to fear appeal and its relationship to brand awareness and purchase intention. Moreover, future researchers should consider the economic condition of the respondents and how long they have been using and have known the product being studied. Future researchers should also ask the respondents' perspective is or what insights they have about the product being studied.

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