

# *Indigenous Re-Emergence*

## *A Research on the Current Market Status and Advertising Appeal of "Pasiking" To Millennials*

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**Abstract**—The concept of indigenous re-emergence is to strengthen the current market status of indigenous products. These products are locally produced and outsourced throughout the Philippines and due to the crammed and vast variations in the media, *Pasiking*, a native Filipino product that boasts ethnicity and tradition, had become less prominent and dampened the product's sale-ability thus generating a divide, not only for the consumer – seller, but also to the individuality of the Filipino and its native products. By creating advertisements that aim to persuade the consumer, the study emphasizes on advocacy theories, together with the communal aspects of the product that affect the consumer and in order to unite the aforementioned, the study focused on the effects of emotional and rational appeal while vying for a response of purchase decision, therefore measuring the effectivity of the advertisements to the consumer. By applying these concepts, the research is aimed to educate and create an influence to the market by determining which advertising appeal is effective while bridging the gap between product and consumer.

**Keywords**—*Indigenous Re-emergence; pasiking; emotional advertising; rational advertising; advocacy; buying decision*

### I. INTRODUCTION

#### A. Background of the Study

Appeal in its raw form is “the power of arousing a sympathetic response” [1]. The abundance of appeal in today's market is overwhelming. This creates a certain mindset on the consumer. Different appeals are generated from different ideas; may it be an external influence or internal. Requests as such generates a certain market appeal for the consumers. What works well with this is the advancement of marketing strategies and the ability to egress old concepts and refine the idea of the product or service. However, the gap that needs to be fulfilled by the marketers is how does appeal actually affect the inclination of an individual towards a product.

Traditional products are frequently seen with different designs and modern updates with how it is used. Traditional textiles and patterns associated with everyday products that can be used in our day to day lives. This makes them usable and durable for everyday wear and tear. Prevalent examples as such are products that come from one of the major brand names in the Philippines, *Kultura*, a company that deals with collating

different traditional Filipino products and making them available for Filipino consumption. *AKABA Ltd. Design Co.*, which incorporates traditional hand woven materials such as *Ramit*, a handwoven cloth from the province of Mindoro by the *Mangyan* people, to their bags. *Rags2Riches*, which upcycles different cloths such as *Saldicao* fabric by *benguet artisans* to create new products that uses weaving as a primary design to their products. *Tali Ti Amianan*, a *La Union* based company that focuses on upcycling fabrics and aluminum to bracelets and jewelry. The stated products have shown a promise to this market, with applying different techniques and focusing a specific objective for the actual marketing of the product.

Rational and emotional appeal is one of the major theories involved, where in the marketers and advertisers touch the heart and the mind of the consumer through various methods. However, with the immersive environment and a fast paced movement in the modern market; marketing initiatives for certain products are dying out. This creates an imbalance between noticing traditional production of such products and giving advantages to mass production of goods that benefit the original producers of the product. With advocacy in mind, the researcher created advertisements that instigate the effects while emphasizing on the purpose of the advertisements. The study focused on how appeal affects the consumers and the general idea of making a product fit to the modern market. The researcher used *pasiking* as a carrier for the research to test out the effects of appeal to the modern consumer. The product is from the Filipino tribe of *Ifugao*, which boasts a culture of tradition and ethnicity. Considering the adverse effects of modernization and advancement, this created a movement on the traditional bags such as *pasiking*, which in turn made it more available to the Filipino market. The bag is also adapted to many designs for modern usage. Its flexibility and intricate design became the basis of many modern traditional Filipino products that are of export quality.

The researcher focused on the millennials; “a person born in the 1980s or 1990s” [2], and including early 2000s, that are studying in the Philippine Women's University. With these factors in consideration, the researcher tends to maximize the current market and its ability to grasp information.

### B. Statement of the Problem

In relation to the research, the researcher wants to find out what whether emotional appeal or rational appeal works better to the millennial market?

### C. Objective of the Study

The study is created to find the process where in marketing people generate the ideas and concepts that concern the appeal of the target market:

- To find out whether emotional appeal or rational appeal works best for products like *pasiking* to the millennial market

### D. Significance of the Study

The rise of different products in the market and the relevance of each can be known through different appeals. The visual progress and styled can be limited to the most effective for a market that is being targeted. The researcher aims to find out the relevance of appeal to marketing and the current effects in the marketing products that were mentioned.

The research can benefit people who are starting out small businesses that derive from handmade products who has a niche market. With the trend of the market leaning towards minimalism, this creates an opportunity for products like *pasiking* to be given an equal opportunity to an ever rising market. The nation can benefit from the research because it also aims to provide jobs, opportunities, as well as creating a sustainable and profitable initiative that springs out from our indigenous people.

### E. Scope and Limitations of the Study

The research is only partial to covering *pasiking* as the main product, and is based on different styles and approaches towards different marketing initiatives. It is only limited to millennial students who are currently enrolled to Philippine Women's University.

## II. REVIEW OF RELATED LITERATURE

### A. Review of Related Literature

The literary analysis of the product is subject to different reviews, the amount of references for the theory is abundant. The support researches and testaments that help shape and define the objective of the researcher. Advertising appeals aim to influence the way consumers view themselves and how buying certain products can prove to be beneficial to them. The message conveyed through advertising appeals influences the purchasing decisions of consumers. Different types of appeals in adverts can be seen in the media today" [3]. Kotler defined advertising appeals as a way to sway the consumers' mindset. A process on how an advertisement creates a stimulus on the mind, creating a subliminal reminder on how

an advertisement is recalled by the consumer who sees the advertisement. "To make the audience receive a necessary message, advertisers have to put some driving power into the message, and the driving power is the appeal. Every advertising appeal represents an attraction, which arouses consumer's desires" [3]. The driving power of a message is strong and can definitely influence a consumer's mindset. The result of the research created this impact on the mindset of the consumer through communicating *pasiking* in the two types of appeal. "By rational advertisement appeal, the product can be emphasized to highlight its functions and benefits to the consumer. On the other hand, Emotional Advertising appeal places stress on meeting consumers psychological, social or symbolic requirements where many purchase motives come from" [3]. The difference of the advertising appeals is highlighted by Kotler in this statement. In conjunction to the purpose of the study, there is strong evidence that the rational and emotional advertisements have different impacts on the mind of the consumer.

"Rational advertising stems from the traditional information processing models of decision making where the consumer is believed to make logical and rational decisions; such approaches are designed to change the message receiver's beliefs about the advertised brand and rely on their persuasive power of arguments or reasons about brand attributes. Emotional appeals are grounded in the emotional, experiential side of consumption. They seek to make the consumer feel good about the product, by creating a likeable or friendly brand; they rely on feelings for effectiveness. (Copeland, 1924) Copeland further emphasized the difference of these theories rational advertising is focused on a consumer that thinks a lot about making a purchase, these consumers tend to lean on products that can sway them into buying products that makes sense to them, or a product that speaks to what the consumer needs, while emotional advertising is an approach that focuses on the sentiments of the consumer. Emotional advertising affects the consumer in a different way. It delves into the deeper psyche of human behavior and goes beyond the rationality as it touches the aspect of human behavior that is instinctual and focused on emotions. These theories are in conjunction to how people react when buying different products and services. It differs from person to person and are the biggest factors when making a buying decision.

"Cognition is a process of learning through and by help of which an individual becomes aware of his internal and external reality and gets to know it better. It encompasses a series of psychological processes such as perception, remembrance, learning, imagination, discovering, thinking, making judgements, using language etc." [4]. Looking at the marketers' perspective, cognition is a major aspect when it comes to creating a decision for the consumer. It is a process that is composed of different processes a consumer goes through whenever they decide to make a purchase. "Emotions are provoked or aroused conditions of an organism followed by body changes as well as by visible changes in one's behaviour and point to emotional conditions or processes.

Compared to the cognitive/rational mind, the emotional mind is quicker since it reacts without stopping, i.e. its speed excludes analytical thinking typical of the cognitive mind. People in fact have no need for an extremely fast car to get somewhere. However, they like to enjoy the feeling of power and energy which fast cars embody.” [5]. However, the emotional or affective side of the consumer encompasses the cognitive mind. According to Dunne, “the emotional mind excludes analytical thinking.” (Dunne, 2006).

As defined by John Fordyce Markey, social phenomena are considered as “including all behavior which influences or is influenced by organisms sufficiently alive to respond to one another. This includes influences from past generations. Developments in social study which furnish a basis for this concept are the behavioristic trend and the emphasis upon the objective nature of social life, study of groups, and group life, environmental, and ecological study.” [6].

Emotional and rational appeal seeks out product effectivity in the market. The two different approaches are key factors when in to comes to generating an appeal towards a target market. Emotional appeal directly impacts the heart of the consumer, while rational appeal directs the customers to the capabilities of a product and its use for the consumer. The product itself may or may not be needed, but as marketers we produce a trend that we wound think that the customers need. This spawns from a certain idea that will be passed on to different teams, thus creating an attraction towards a certain product.

With these theories in mind, the researcher decided to create a marketing initiative and advocacy research for the chosen product. The main points in generating the initiative will come from the marketer. It can span from different techniques in marketing, as well as focusing only on a specific charisma on the market. Seeing the product belonging to a niche market, this only means that the product will only generate as much impact to the consumer. There are only few researches when it comes to the product like *pasiking*, however there are products that has the same authenticity that spouted from the Filipino tribes in the Philippines.

**B. Theoretical Framework of the Study**

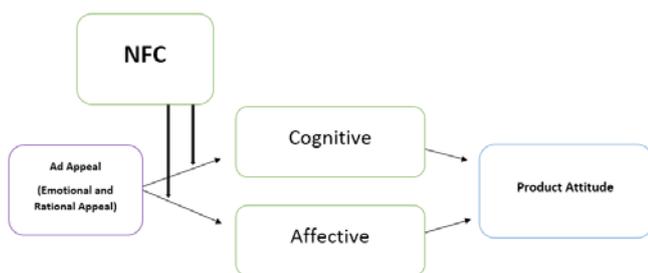


Fig. 1. An adapted framework from - Advertising Appeal and Product Attitude: Emotion based Advertising versus Argument Based Advertising [7]

The concept of generating appeal can be seen throughout advertising. However, with the lack of marketing initiatives for such products, the researcher will focus on the likability that is generated by such tasks. As seen in Figure 1, this focuses the concept of the marketing initiative further and can create ideas and attacks that benefits different marketing processes. The theories presented help benefit furthering the movement of such products in the modern market by knowing whether or not the process further applied in the marketing industry can help clear out and bridging the gap between marketing and advertising. The depiction of the statement between affective and cognitive behavior of consumers is further accentuated by the immense factors that are stated in the framework provided.

**C. Operational Framework of the Study**

TABLE I. ADVERTISING APPEAL (INDEPENDENT VARIABLE)

Dimensions	Element
Advertisement <sup>a</sup>	Emotional Advertising Appeal
	Rational Advertising Appeal

TABLE II. CONSUMER DECISION MAKING (DEPENDENT VARIABLE)

Dimensions	Element
Product Attitude <sup>b</sup>	Consumer Behavior (Cognitive or Affective) <sup>b</sup>

(<sup>a,b</sup>[7])

**III. METHODOLOGY**

**A. Research Design**

The research design is focused on a descriptive method and analysis of the data that was gathered through different literary reviews, survey, focused group discussion, observations and interviews as well as an in-depth look into the opinions of the audience. The aforementioned group find this method applicable because it is suitable to the approach because it the research will generally cover the opinions and reactions of the audience that were involved in the study. Together with implying statistical data that were gathered through a survey and cluster sampling method, the sentiments and suggestions are be correlated to the research.

By creating advertisements that would produce a response on the audience, the researcher decided to use a video – keeping in line with the target audience, the forenamed advertised the product in a millennial way, as an approach to dealing with the dissemination of the information about the discussed product on the research because this creates a general attack on the audience.



Fig. 2.Clip from Rational Advertising



Fig. 3.Clip from Emotional Advertising

By showing the two advertisements shown in Fig. 2 and Fig. 3, the researcher found the relevance and importance of advertising appeal and its effectivity to the consumers.

**B. Research Variables**

The different variables can be seen in the previous chapters, however, a comprehensive look on the variables present on the research will be expounded further in this area. The independent variables are the product, message strategy to represent product, and the advertising message. The product is the stimulus of the aim of the research. In detail, the advertising appeal theories would be the focus, namely the emotional advertising appeal and the rational advertising appeal. Through this, a message strategy and advertising message is created to assist the purpose of the paper; deliver the message to the dependent variables of the target audience. The dependent variables are the consumer behavior and it affects the consumer’s cognitive or affective side. The ongoing theme in the dependent variables are mainly affected by the social phenomena that occurs in the target market.

The biggest determining factor would be the how the advertising messages can overthrow this occurrence in the human behavior and how will it determine the result of the current research.

**C. Operational Definitions**

Emotional and Rational Advertising Appeal – Would be the chosen result if a consumer would choose between which is more effective. Emotional Advertising appeal, as stated earlier is the kind of advertising that appeals to the consumers’ emotions or sentiments while rational advertising appeal captures the consumers’ sensible side in order to enrapture the consumer into buying a product.

Cognitive and Affective Consumer Behavior – Would be taken into consideration by the consumer when they make a decision. It is greatly affected by the social phenomena that the consumer accumulated through their years of living.

**D. Variables to be Tested**

The variables tested were how the consumers would react to such advertising appeals. The measurement is done through a survey. Emotional and Rational Advertising Appeal measured the quantity on how a specific product works and the method of advertising the consumer took into consideration when it was presented. Cognitive and Affective Consumer behavior was measured after the consumer choose between the two appeals of advertising, bringing the research closer to what type of consumer would these kinds of products appeal to.

**E. Population**

The target audience of the researcher are students of the Philippine Women’s University from the departments of Conrado Benitez Institue of Business Education, Department of Foreign Service, Department of Communication Arts and Department of Environmental Science.

**F. Sample**

The intended sample size of the researcher is 120 participants for the survey and conducted with a 95% confidence level with a margin of error of +/- 5%. The population size is selected in order to minimize the margin of error during computations.

**G. Levels of Measurement and Scaling Techniques**

Measurement of the data is sorted out using an ordinal scale. Due to the small amount of questions, it is feasible that the answers from the survey can be measured according to the targets’ response.

**H. Data Source and Collection**

The information and resource that was generated in the related literature were provided by the means of using different research materials, books, news and other published works that are related to the research. The data gathered came from the survey that was provided to the respondents in a certain timeframe and can exceed the target sample data.

**I. Research Instruments**

The researcher used a Likert scale in order to quantize the statistical data that will be produced in the survey that will be given. Seeing as the research is leaning on actual consumer behavior and adverse effects on appeal to the audience, the questions are formulated in line to provide a data analysis on the effects of advertising appeal to the target audience of the research and data regarding the possible sale-ability of the product.

**J. Validity and Reliability of Analysis**

The overwhelming amount of data that is seen in the dependent variable of the research, and because of the amount, the researcher used a descriptive analysis of the data that was gathered. The validity of the research is greatly dependent on the data that was gathered throughout the process. Knowing that the audience is not knowledgeable about the product involved which is *pasiking*, the researches still can assess whether or not the audience will react differently to the difference on the delivery of the message.

However, as the survey is generated by the researcher, this needs further scrutiny and is subjected to different opinions by the readers that would read through the research. The reliability that is present on the produced questions are adequate to provide data that the researcher can work on, based solely on the views of the researcher in the research process. As the research progressed to further stages, the researcher did a test sampling then proceed to formulating the questions to better fit the target audience.

**K. Quantitative Analysis**

The data gathered through the survey provided sufficient data for the quantitative analysis of the research. The result would answer the statement of the problem and may formulate further analysis that goes beyond the current topic of the study. The researcher created a descriptive analysis for the demographic profile of the respondents and the answers to the survey. To further validate the data gathered, the researcher conducted an F-test and a T-test of unequal variances.

TABLE III. F-TEST TWO-SAMPLE FOR VARIANCES

Mean	3.266666667	3.375
Variance	0.230812325	0.522058824
Observations	120	120
df	119	119
F	0.442119383	
P(F<=f) one-tail	5.85143E-06	
F Critical one-tail	0.738765114	

TABLE IV. T-TEST: TWO-SAMPLE ASSUMING UNEQUAL VARIANCES

	Q1	Q2
Mean	3.266666667	3.375
Variance	0.230812325	0.522058824
Observations	120	120
Hypothesized Me	0	
df	207	
t Stat	-1.367704898	
P(T<=t) one-tail	0.086443753	
t Critical one-tail	1.652248086	
P(T<=t) two-tail	0.172887507	
t Critical two-tail	1.971490392	

**IV. DATA ANALYSIS**

The data gathered through the research showed significant information about the research. The data was gathered by means of doing a survey at the Philippine Women’s University – at classes between 1pm to 3pm. The audience participated in the presentation of two videos – which are shown twice and lasts for 30 seconds, followed by distribution of a survey. The results are as follows:

**A. Gender Profile**

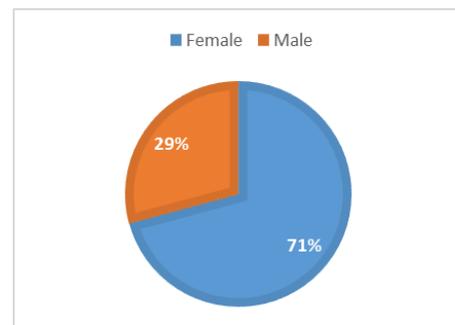


Fig. 4. Gender Profile

Fig. 4 determines that 29% of the respondents were male and 71% were female.

**B. Age Profile**

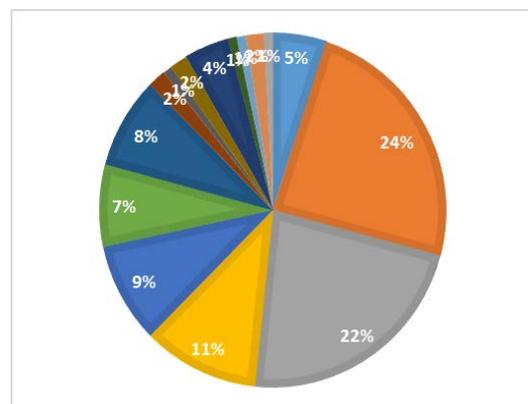


Fig. 5. Age Profile

Fig. 5 Shows the age profile of the respondents. 24% and 22% are 19 and 20 year old students and are mostly respondents in the study. 11% are aged 21, 9% are 22, 8% are

24, 7% are 23, 5% are 18, and the rest are scattered throughout 25 to 37 year old respondents.

C. Rational Advertising Response

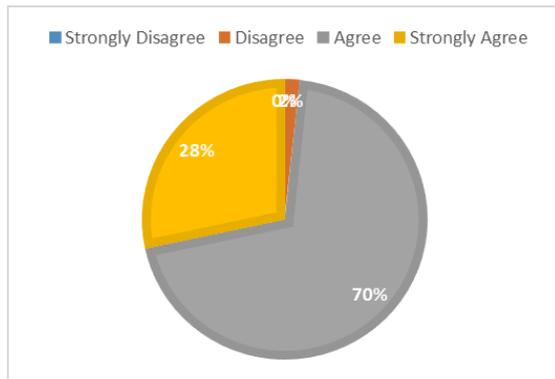


Fig. 6. Rational Advertising Response

Fig. 6 shows that the 0% of the respondents strongly disagree with the ad while 2% disagree, 70% agree and 28% strongly agree with the effectivity of the advertisement.

D. Emotional Advertising Response

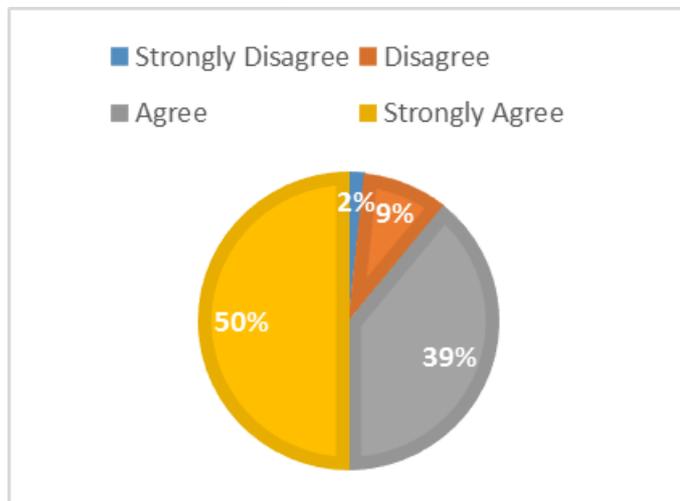


Fig. 7. Buying Decision Response

Fig. 7 Shows that 2% of the respondents says that they strongly disagree with the advertisement, 9% of the population disagree, 39% agree and 50% strongly agree that the advertisement is effective.

E. Buying Decision Response

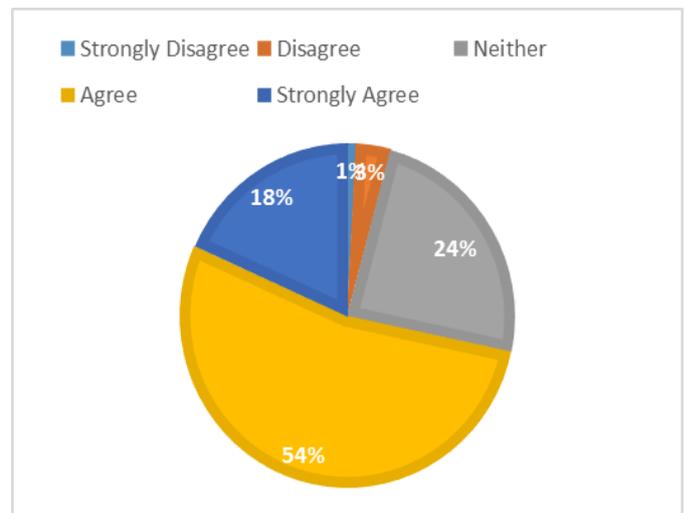


Fig. 8. Buying Decision Response

Fig. 8 Shows that 1% of the population disagrees with buying the product, 3% disagree, 24% neither they agree or disagree with buying the product, 54% agree with buying the product and 18% strongly agrees to buying the product.

F. Synthesis

The researcher found that both emotional and rational advertisements work on the target audience. However, the opinions of the audience vary from the emotional and rational. As seen in fig. 7, 50% agree to the effectivity of the emotional advertisement while 28% strongly agrees with the rational advertisement. This means that the advertisement that utilizes the abilities of emotional advertising has a higher response rate compared to the rational advertising appeal. With the consumer response to buying leaning to agreeing with purchasing the product as 54% of the audience said they agree with the buying the product after watching the said advertisements.

V. CONCLUSIONS AND RECOMMENDATIONS

A. Conclusions

The research about the advertising appeal of the Filipino bag *pasiking* to the millennial market shows the difference and the depth on how the target market perceives these kinds of advertisements. By showing the advertisements to the millennials, the researcher was able to find out the sensitivity of the target market, which states that emotional advertising has more effectivity in delivering such messages of the products to the market. The depth on how the target perceives such advertisements differ and the decision to make the purchase greatly influences the target in different manners. This variation shows the flexibility of such a product and its ability to still be marketed in the current time period, thus making a suitable advertisement for such products can greatly contribute to the success and growth of the industry.

With the research as an advocacy for the products in the market, products like *pasiking* can still have a chance in the market by utilizing the capabilities of emotional advertising by telling a story and creating a space for thinking and realization for the consumer of these products. It creates another space and chance which can be improved further to maximize the chances on making these products saleable to the modern market.

#### *B. Recommendation*

The data set and information can be greatly of use to further understand the perception of millennials of such products. A more in depth and detailed execution of an advertisement with maximization of using emotional appeal in telling a story about a product or service that is related to the indigenous can create better visibility and sale-ability to the market. The community and its ability to spread and contribute to the research and further accentuate the products and approaches can improve the delivery and purpose of the message of the research.

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