

# THE IMPACT OF EMOTIONAL APPEAL IN ADVERTISING ON PURCHASE DECISIONS

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## Abstract

*Emotional advertising has both benefits and drawbacks. On the positive side, emotional advertising can increase the emotional value, connection, and engagement with customers, leading to deeper customer loyalty and increased customer lifetime value. It can also make brands more memorable and create a stronger emotional association with a brand and what it markets to customers. Emotional advertising can also prompt customers and prospects to take action, as emotions tend to trump facts when it comes to influencing buyers. However, there are also potential drawbacks to emotional advertising. It can be difficult to understand what emotional and physiological response is being achieved and what is "right" for a brand, its customers, and its products or services. Emotional advertising can also alienate some demographics, and if the wrong valence of emotional response is triggered or insufficient activation is achieved, the effect may be lessened. Additionally, the human nervous system is complex and nuanced, and it can be difficult to verbally describe how we feel, making it challenging to understand the impact of emotional advertising. Overall, emotional advertising can be effective if it triggers the right emotional response, but it requires careful consideration and understanding of the target audience's emotions and needs.*

*This research paper aims to investigate the influence of emotional appeal in advertising on purchase decisions, with a focus on different age groups and genders. The study also aims to explore the effectiveness of new technologies in measuring emotional responses to ads, as well as any potential negative consequences of emotional advertising. By conducting a survey of a diverse sample of consumers and using statistical methods to analyse the data, this study will contribute to the overall understanding of emotional advertising and its impact on consumer behaviour. The findings of this research can be useful for marketers and advertisers in developing effective advertising strategies.*

**Keywords:** Emotional advertising, Consumer behaviour, Purchase decisions, Advertising effectiveness, Emotional appeal

## INTRODUCTION

The advertising industry is a vast, multifaceted arena. Historically, it found its roots in traditional media - newspapers, magazines, radio, and television. These platforms have been pivotal in shaping consumer perceptions and brand identities for decades. However, the dawn of the 21st century brought with it a new contender: digital media. With the widespread adoption of the internet and the advent of smartphones, the advertising landscape witnessed a paradigm shift.

In the ever-evolving landscape of marketing, the battle for consumer attention has intensified. Amidst a barrage of messages vying for a fleeting moment of engagement, advertisers constantly seek innovative ways to resonate with their target audience. One potent weapon in this arsenal is the strategic use of **emotional appeal**. This approach transcends the realm of mere product information, tapping into the wellspring of human emotions to influence purchase decisions.

The human experience is fundamentally intertwined with emotions. They shape our perceptions, guide our choices, and influence our behaviours. Recognizing this inherent connection, marketers leverage emotional appeal to forge a deeper connection with consumers, fostering brand loyalty and ultimately driving sales. By evoking positive emotions such as happiness, nostalgia, or excitement, advertisements can create a sense of association between the product and a desirable emotional state, subtly nudging consumers towards a purchase. The effectiveness of emotional appeal in advertising stems from its ability to bypass the rational thought process and directly impact decision-making. Unlike factual information, which requires cognitive processing and evaluation, emotions can trigger immediate responses and influence behaviour on a subconscious level. This phenomenon is particularly potent for high involvement products, where emotional factors often outweigh purely rational considerations. For instance, an advertisement for a luxury car might evoke feelings of status and achievement, bypassing technical specifications and appealing to the emotional desire for self-expression.

The spectrum of emotions employed in advertising is vast and versatile. Positive emotions, such as joy, humour, and love, are frequently utilized to create a sense of connection and positive brand association. Advertisements might depict happy families enjoying a product, humorous scenarios associated with its use, or heartwarming stories that evoke feelings of love and belonging. Conversely, negative emotions, like fear, anxiety, or guilt, can also be employed strategically. Highlighting the potential consequences of not using a product, such as social

exclusion or health risks, can create a sense of urgency and motivate consumers to address their perceived inadequacies through purchase.

However, the use of emotional appeal in advertising is not without its complexities. Striking the right balance is crucial, as overly manipulative or inauthentic portrayals can backfire, generating feelings of scepticism or even resentment towards the brand. Additionally, the effectiveness of specific emotions can vary depending on cultural contexts, product categories, and individual consumer characteristics. Understanding these nuances is essential for crafting advertisements that resonate with the target audience and avoid unintended consequences. The ethical implications of using emotional appeal warrant careful consideration. While influencing consumer behaviour is an inherent objective of advertising, employing manipulative tactics that exploit emotional vulnerabilities raises ethical concerns. Striking a balance between persuasion and responsible marketing practices is crucial for building trust and fostering long-term brand relationships with consumers.

According to estimates, global advertising expenditure has seen a consistent annual growth, with digital platforms accounting for a sizable chunk. Online advertising, specifically, has carved out a niche, with platforms such as Google, Facebook, and Instagram offering targeted ad spaces that harness user data for precision marketing.

The digitization of advertising has led to the proliferation of numerous formats, from banner ads, video promotions, sponsored content, to influencer partnerships. This versatility enables brands to tailor their messaging to specific audiences, ensuring maximum reach and engagement.

Intriguingly, emotions in advertising transcend cultural boundaries, resonating universally with diverse audiences. As marketing becomes increasingly globalized, understanding the cross cultural impact of emotional appeals is essential to crafting campaigns that resonate with consumers from various backgrounds and societies. The impact of emotional appeal in advertising on purchase decisions is undeniable. By tapping into the power of emotions, marketers can forge deeper connections with consumers, influence their choices, and ultimately drive sales. However, navigating this realm necessitates a nuanced understanding of the various emotions at play, their potential effects, and the ethical considerations involved. As marketers delve deeper into the realm of emotional influence, it becomes imperative to strike a balance between effective persuasion and responsible practices, ensuring that the allure of emotion serves not just as a marketing tool, but also as a bridge to genuine brand connection and consumer trust.

## REVIEW OF LITERATURE

The literature review studies into previous research studies that have explored the significant impact of emotions in advertising. Previous paper provides valuable insights into successful emotional advertising campaigns and analyse consumer responses to emotionally-driven advertisements.

**Herter et al. (2021)** conducted a study examining how specific emotions, such as sadness and embarrassment, influence individuals' intentions towards healthy behaviours, with a focus on diet, smoking cessation, and physical exercise. They discovered that these emotions have an impact on consumers' preferences for healthy behaviours, with sadness particularly enhancing positive behavioural intentions, driven by assessments of agency. Moreover, the level of mental construal was found to moderate these effects, with higher construal levels encouraging greater engagement in healthy behaviours when individuals feel embarrassed.

**Otamendi & Martin (2020)** explored the effectiveness of advertisements in eliciting unconscious emotional responses. Using a combination of indicators to assess basic emotions and individual engagement, they evaluated the ability of advertisements to generate high levels of liking in terms of attention, engagement, valence, and joy. Their findings indicated that senior women exhibit statistically higher levels of positive emotions and engagement compared to other demographic groups, showcasing their emotional responsiveness to advertisements. Each demographic group displayed distinct emotional responses influenced by age and specific behaviours.

**Haider & Shakib (2018)** investigated the impact of advertising on consumer purchasing behaviour, specifically examining real-time effects on entertainment, familiarity, advertising expenditure, and social imaging. They concluded that advertising significantly influences consumer purchasing behaviour, with familiarity and entertainment in advertisements playing particularly significant roles by psychologically impacting consumers. Consumers feel motivated when exposed to advertisements, perceiving them as informative and safe due to the information and usage instructions provided.

**Sunderaraj (2018)** explored the influence of advertisements on consumer purchasing behaviour, finding that factors such as age and income do not significantly affect advertising effectiveness. The researcher argued that advertisements alone do not provide a comprehensive understanding of a product unless the product is physically available for consumers to purchase.

**Majeed et al. (2017)** investigated women's emotional responses to emotional advertisements, proposing an ACE model comprising emotions, celebrity endorsement, and appeal drivers, with attention as a mediating variable. Their study revealed that emotions such as happiness, showbiz celebrities, music, and colour-based advertising influence women's consumption behaviour.

## RESEARCH OBJECTIVES

1. To understand how emotional advertisements influence different age groups and genders.
2. To explore the effectiveness of new technologies in measuring emotional responses to ads.
3. To investigate any potential harms or unintended consequences of emotional advertising.
4. To contribute to the overall knowledge about emotional advertising and its impact on consumer behaviour.

## RESEARCH METHODOLOGY

### 3.1 Title of study

How **emotional content** in advertising affects **consumer purchase decisions**. It will explore how emotions evoked by commercials, such as **joy, sadness, excitement, or fear**, influence **consumer behaviour** and **purchase intentions**. By examining the relationship between emotional appeals and **consumer purchase decisions**, the study will provide insights for developing effective marketing strategies that **engage and influence target audiences**.

### 3.2 Significance of the study

In today's digital marketing landscape, where consumer attention is fleeting and competition for engagement is fierce. By investigating how emotions triggered by advertisements influence purchasing behaviour, this research provides actionable insights for marketers to create more effective campaigns. Understanding which emotional cues resonate with consumers enables businesses to tailor their messaging, driving brand engagement, purchase intent, and customer loyalty while optimizing resource allocation for improved ROI. Beyond its immediate application, this study enriches our understanding of advertising and consumer psychology, contributing to both theoretical frameworks and practical strategies for industry professionals.

In practical terms, leveraging emotional advertising can help companies differentiate their brand, gain a competitive edge, and foster business growth amidst intense market competition. By exploring the nuanced dynamics of emotional appeal in advertising comprehensively, this research not only benefits businesses but also advances ethical advertising practices in the digital age, safeguarding consumer well-being. This study's findings underscore the importance of responsible advertising practices while offering foundational knowledge for future research endeavours, shaping the evolving landscape of digital marketing and emotional appeal.

### 3.3 Scope of the study

The scope of the study on emotional appeal in digital advertising is broad and comprehensive, encompassing various key research areas and dimensions. It delves into exploring different digital advertising platforms like social media, search engines, display ads, email marketing, and video-sharing platforms to understand how emotional messaging resonates across diverse channels. The research examines the influence of consumer demographics such as age, gender, income level, education, and cultural background on responses to emotional advertising. It also analyses the types of emotional appeals used in digital advertising, their impact on consumer behaviour including attitudes towards brands, purchase intentions, and decision-making processes. Furthermore, the study considers cultural and contextual factors, measurement and analysis techniques, as well as ethical considerations surrounding emotional advertising practices.

By investigating a wide array of digital advertising avenues and dimensions, this study aims to provide a comprehensive understanding of how emotional appeal influences consumer behaviour in the digital landscape. It seeks to identify the most impactful emotional triggers across different platforms and demographic groups while considering cultural nuances and ethical responsibilities. Through rigorous methodological approaches encompassing quantitative and qualitative analysis techniques, the research aims to offer valuable insights for marketers, advertisers, and researchers in optimizing emotional advertising strategies for effective consumer engagement and brand communication.

### 3.6 Research Gap

1. **Specific Emotional Triggers:** Current literature lacks a thorough exploration of which emotional triggers are most effective in influencing consumer responses, hindering our understanding of their differential impacts on attitudes and purchase intentions.
2. **Cultural Context:** Existing studies predominantly focus on Western contexts, neglecting the role of cultural factors in shaping emotional responses to advertisements and the need for tailored strategies for diverse cultural audiences.
3. **Longitudinal Studies:** There is a scarcity of longitudinal research investigating the enduring effects of emotional advertising on brand perceptions, loyalty, and purchasing behaviour over time.
4. **Ethical Considerations:** Despite occasional mentions, there is a lack of comprehensive research on the ethical implications of emotional advertising, calling for further examination and the establishment of ethical guidelines.

5. **Comparative Analysis:** The absence of comparative analysis across emotional stimuli, advertising formats, and product categories impedes the identification of best practices, emphasizing the importance of comparative studies for optimizing emotional advertising strategies.

### 3.7 Data Sources

Primary data refers to first-hand information gathered to achieve a certain goal. A questionnaire specifically created to gather both qualitative and quantitative data from the selected sample was used to collect the primary data for this study.

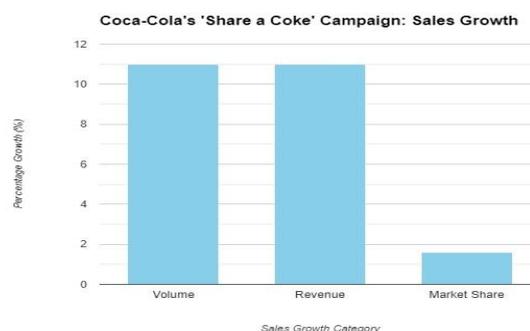
secondary data refers to the information that was gathered beforehand. To get insight into the demographic determinants and how they affect investment decisions, the current research consults a wide range of secondary sources, including books, journals, and article

## 4 DATA ANALYSIS

### ✚ Coca-Cola - "Share a Coke" (2011)



- **Objective:** Coca-Cola wanted to create a more personal connection with consumers and boost sales.
- **Execution:** The brand replaced its iconic logo with popular names and phrases like "Share a Coke with Sarah" or "Best Friends." The idea was to encourage people to share a Coke with someone they care about and, in turn, share positive experiences.
- **Impact:** The campaign led to a significant increase in Coca-Cola's sales, engagement, and social media interactions. It created a sense of personalization and connection with consumers, making the brand more relatable.



#### Description:

#### Sales Growth:

- **Volume:** Increased by 11% compared to the previous year.

- **Revenue:** Increased by 11% compared to the previous year.
- **Market Share:** Increased by 1.6% compared to the previous year.

**Additional Highlights:**

- Achieved a 2% price increase despite competitor discounts.
- Experienced the best four weeks of sales since 2009 and the largest year-over-year growth in their history.
- Increased household penetration for the Coke brand, meaning more households were buying Coke products.
- Led to 1.25 million more teenagers trying Coke in just eight weeks.

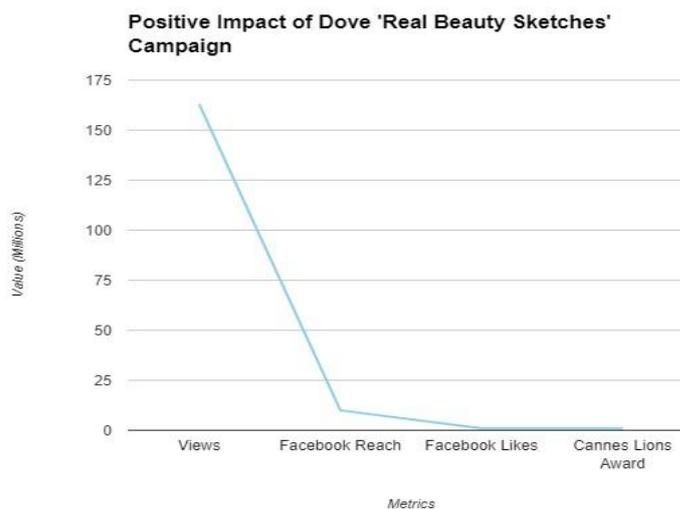
**Factors Contributing to Success:**

- **Unique and share-worthy campaign:** People were encouraged to share their personalized Coke bottles and the experience on social media.
- **Media mix:** Paid media (advertising) played a significant role (10% of sales), but earned media (organic social media buzz) was also crucial (5% of sales).
- **Social media influence:** Instagram, popular among teenagers, played a key role in driving sales through earned media.
- **Offline media:** Drove traffic towards the campaign's website and interactive kiosks, potentially leading to further engagement and sales.

🚩 **Dove - "Real Beauty Sketches" (2013):**



- **Objective:** Dove sought to challenge societal standards of beauty and promote self-acceptance.
- **Execution:** The campaign involved an FBI-trained sketch artist drawing woman based on their self-descriptions and then again based on others' descriptions. The results highlighted that woman often described themselves more critically than others did.
- **Impact:** The video went viral and sparked discussions about self-perception and beauty standards. Dove successfully aligned its brand with the message of promoting real beauty and selfconfidence.



**Metrics:**

- **Views (Millions):** Likely refers to views of the "Real Beauty Sketches" video across platforms.

- **Facebook Reach (Millions):** The number of unique Facebook users who encountered any content related to the campaign.
- **Facebook Likes (Millions):** The total number of likes accumulated on Facebook posts about the campaign.
- **Cannes Lions Award:** This isn't represented by a value. It signifies that the campaign won a prestigious award at the Cannes Lions International Festival of Creativity.

#### Analysis

- **Massive Viewership:** The substantial bar representing views underscores the video's viral success, demonstrating the campaign's ability to grab widespread attention.
- **Significant Social Media Impact:** The Facebook Reach bar highlights the campaign's extensive penetration on a major platform, showcasing its ability to connect with a broad audience on social media.
- **Emotional Resonance:** The high volume of Facebook Likes emphasizes the deep connection the campaign forged with viewers. It shows that the message of self-acceptance and redefining beauty standards truly resonated.
- **Industry Recognition:** The inclusion of the Cannes Lions Award reinforces the campaign's creative excellence and impact within the advertising world. This award is a testament to both the power of the campaign's message and its innovative execution.

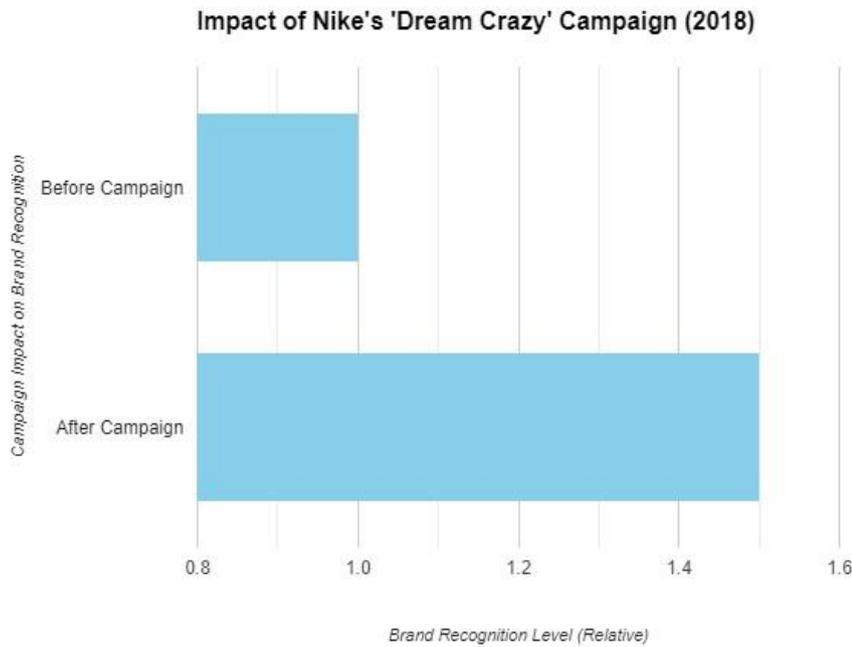
#### Key Takeaways

- **Widespread Awareness:** The campaign successfully reached a massive global audience, promoting Dove's commitment to a broader definition of beauty.
- **Positive Engagement:** High levels of social media interaction, particularly Facebook likes, indicate that the campaign inspired meaningful conversations and emotional connection.
- **Critical Acclaim:** The Cannes Lions Award serves as an undeniable symbol of industry recognition, highlighting the Dove campaign's innovative approach and exceptional influence.

#### ✚ Nike - "Dream Crazy" (2018):



- **Objective:** Nike aimed to leverage its partnership with athlete Colin Kaepernick and make a bold statement about social justice.
- **Execution:** The ad featured Kaepernick narrating a powerful message about overcoming challenges and dreaming big, even in the face of adversity.
- **Impact:** Despite controversy, "Dream Crazy" generated significant attention, strengthened Nike's association with social issues, and resulted in a boost in sales. It showcased the brand's commitment to standing with athletes who use their platform for positive change. Case studies demonstrate the power of emotional advertising in creating authentic connections with consumers, sparking conversations, and positively impacting brand perception and loyalty.



**Description:**

- **Central Focus:** The graph visualizes the change in brand recognition levels before and after the launch of Nike's "Dream Crazy" campaign.
- **X-Axis:** Two categories: "Before Campaign" and "After Campaign"
- **Y-Axis:** "Brand Recognition Level (Relative)". These likely measures Nike's brand recognition compared to competitors or some other industry benchmark.

**Key Data Points:**

- **Before Campaign:** The bar shows a relative brand recognition level of approximately 0.8.
- **After Campaign:** The bar shows a relative brand recognition level of approximately 1.4.

**Analysis and Inferences**

- **Significant Increase:** The graphical representation clearly demonstrates a substantial increase in Nike's brand recognition level after the implementation of the "Dream Crazy" campaign.
- **Rough Quantification:** The increase appears to be around 50%-75% (based on the relative height of the bars). This suggests the campaign had a major positive impact.
- **Campaign Success:** We can infer that the "Dream Crazy" campaign was likely highly successful in raising awareness of the Nike brand and strengthening its recognition in the market.

**Apple's Holiday 2023 Ad Campaign**



Apple's Holiday 2023 advertising campaign: Apple released a four-minute film titled "Fuzzy Feelings." The advertisement focuses on a young woman who creates stop-motion animations depicting negative scenarios involving her unpleasant boss. As she studies deeper into her artistic expression, her perspective shifts towards empathy and understanding when she discovers more compassionate aspects of her boss' character. The ad

<https://www.gapbodhitaru.org/>

emphasizes the transformational power of creativity and encourages viewers to appreciate others with fresh perspectives.

**• Key elements of the campaign include:**

Shot partially using an iPhone 15 Pro Max and edited on a MacBook Air.

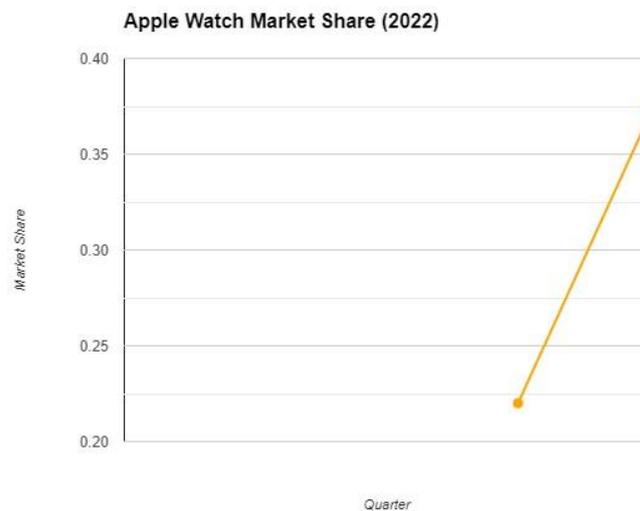
Set to music by George Harrison ("Isn't It a Pity").

Directed by Lucia Aniello.

Produced by TBWA\Media Arts Lab.

Feature's themes of kindness, empathy, and the ability to view situations differently.

Although the Apple Watch sales ban did not directly affect this particular marketing initiative, it does highlight Apple's continued efforts to maintain brand relevance and customer engagement throughout challenging times.

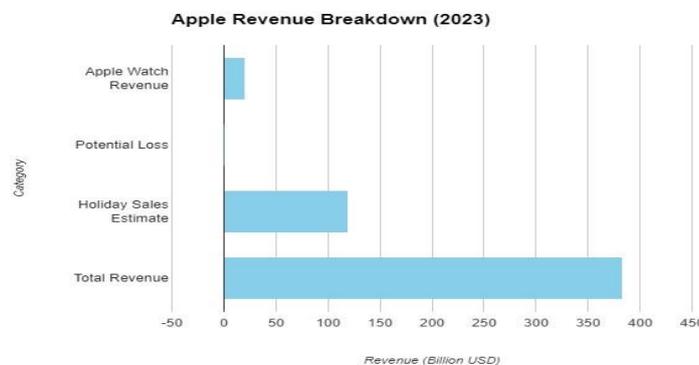


**Description**

How Apple earned its money in 2022. It breaks down the different parts of Apple's business and how much money each part made.

**Key Data Points:**

- **Categories:** The image lists different parts of Apple's business, such as "Apple Watch" and "Holiday Sales." These are the different ways Apple makes money.
- **Revenue:** The main focus of the image is showing how much money (revenue) each category made. This is measured in billions of US dollars.
- **Total Revenue:** This seems to be the most important number. It likely represents the total amount of money Apple made in 2023 from all its business activities combined.
- **Potential Loss:** One category, "Potential Loss," is shown below zero on the scale. This likely represents an area where Apple might have lost money.



**Apple Watch Market Share (2023)**

**Description:** This image shows how much of the smartwatch market Apple controls throughout the year 2023. The market share is shown as a percentage and is divided into quarters.

### Important Points:

- **Market Share Fluctuation:** The line moves up and down, which means Apple's share of the smartwatch market changed throughout the year.
- **Highest Point:** Apple's market share peaked in the first quarter of the year (around the beginning of the year).
- **Lowest Point:** Apple's market share was the lowest in the third quarter of the year (around the middle/end of summer).
- **Overall Trend:** While there are ups and downs, Apple's market share seems to have ended the year slightly lower than where it started in the first quarter.

### Inferences:

- **Seasonality:** The fact that Apple's market share is highest at the start of the year might suggest that people get new smartwatches as gifts during the holiday season.
- **Competition:** The drop in market share throughout the year could mean that competitors are releasing better smartwatches.

## CONCLUSION

### Key findings

This study explores the impact of emotional appeals in advertising on purchasing decisions. Emotional advertising can increase emotional value, connection and engagement with customers, resulting in greater customer loyalty and higher customer lifetime value. It can also make a brand more memorable and create a stronger emotional connection with the brand and the products it markets to customers. Emotional advertising can also encourage customers and potential customers to take action, as emotions are often more important than facts in influencing buyers. However, emotional advertising also has potential drawbacks. It can be difficult to understand what emotional and physiological responses are being achieved and what is "right" for the brand, its customers, and its products or services. Emotional advertising can also turn off some groups of people and may be less effective if it triggers the wrong emotional response or is insufficiently activated. The purpose of this study is to explore the impact of emotional appeals in advertising on purchasing decisions, focusing on different age groups and gender. The study also aimed to examine the effectiveness of new technologies in measuring emotional responses to advertising, as well as the possible negative consequences of emotional advertising. By surveying a diverse sample of consumers and analysing the data using statistical methods, this study will contribute to a comprehensive understanding of emotional advertising and its impact on consumer behaviour. The results of this study can help marketers and advertisers develop effective advertising strategies.

### The conclusion of the study

1. Emotional advertising plays a crucial role in increasing emotional value, connection, and engagement with customers, leading to enhanced customer loyalty and higher customer lifetime value.
2. It fosters brand memorability and cultivates a stronger emotional bond between customers and the brand, influencing purchase decisions positively.
3. Emotional advertising triggers action among customers and potential buyers, as emotions often have a more significant impact than facts in shaping purchasing behaviour.
4. Challenges include understanding the desired emotional and physiological responses, ensuring alignment with the brand and its audience, and avoiding alienation of certain demographics.
5. The study explores the impact of emotional appeals across different age groups and gender demographics, highlighting the importance of tailored emotional strategies.
6. It evaluates the effectiveness of new technologies in measuring emotional responses to ads and examines potential negative consequences of emotional advertising.
7. Through a diverse consumer survey and statistical analysis, the research contributes to a comprehensive understanding of how emotional advertising influences consumer behaviour.
8. The findings provide valuable insights for marketers and advertisers to develop more effective advertising strategies that resonate with their target audience.

Emotional advertising, when strategically implemented and aligned with the target audience's emotions and needs, can significantly impact purchase decisions, brand loyalty, and overall consumer behaviour. The study underscores the importance of understanding emotional appeal in advertising for creating successful marketing campaigns that drive engagement and foster lasting connections with consumers.

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