

Emotional Advertising - The Emergence of a New Marketing Paradigm

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Abstract—The growing dynamism and complexity in the business environment due to changes in trends and technologies has stimulated an undeniable need to take a deep dive and scrutinize every corners of business management. We don't need an expert to unveil that consumer emotion and psychology play a pivotal role in regulating trends. Currently, emotional advertising is serving as a panacea to the marketers in influencing consumer behavior. The paper highlights latest trend of emotional advertising prevailing in the current business and marketing environment and in what ways it has been influencing and manipulating consumer behavior. The paper also revolves around the point that emotional marketing is emerging as one of the best ways to conquer trend instabilities by building strong emotional patronage with the consumers. The paper efforts itself to analyze the influence of emotional advertisements with respect to two of the major aspects of consumer behavior- Consumer brand perception, Consumer Purchase Decisions. Critical analysis of cases where emotions backfire has also been highlighted in the paper.

Index Terms—emotional advertising, consumer behavior, consumer purchase decisions, trend instabilities, brand attitudes

I. INTRODUCTION

“The man who stops advertising to save money, is the man who stops the clock to save time”.

There is no denying the fact that advertising has become an unavoidable marketing need in the present competitive and dynamic business environment. The Indian advertising industry has seen a tremendous growth in last couple of decades, evolving from being a small scaled business, to a full-fledged industry. The Indian advertising industry is the second fastest growing industry in the whole of Asia, after China. It is estimated that by 2018, the share of ad spend in India's GDP will be around 0.45 per cent. [Source- Techsci Research, IBEF-Indian Brand Equity Foundation]. Advertising can be described as the science of arresting the human intelligence long enough to get money from it. But, if we think that a well-constructed advert with a beautiful image and carefully placed informative text is guaranteed to bring in more sales, then we must think again. Effective advertising campaigns are meant to shout out to the viewers on a subconscious level, creating an appeal to their gut instincts and emotions.

“Good advertising does not just circulate information. It penetrates the public mind with desires and belief” Leo Burnett....

II. DEFINING “EMOTIONAL ADVERTISING”

The term “Emotional Advertising” is the combination of the terms Emotions + Advertising. Emotional advertising can be defined as a new paradigmatic approach or a new marketing shift, where management (creation, support, evaluation) of emotional link between the company and the consumer becomes the key exchange stimulating feature. Studies show that besides price and quality, consumer's state of mind, the emotions, the sympathies are the predominant factors in stimulating consumer behavior. Consumers perceive products and services as an entity that becomes an epicenter of symbolic meanings, psychological and cultural sources of satisfaction, relationships etc.

III. LITERATURE REVIEW

Eric du Plessis, CEO of Millward Brown South Africa, has penned a comprehensive and coherent history of understanding human brain, human mind, human emotions and how it all relate to marketing and advertising, in his renowned book “The Advertised Mind”. The book builds a strong case for a new model of how human mind reacts to advertisements, focusing on the key role played by emotions. Du plessiss discusses about how sensory information gets interpreted in the brain. He elaborates the psychological process which human mind undergoes when it receives an emotional content through sensory organs. Finally the book reveals the impact of emotional advertisements on consumer brand acceptance and purchase decisions.

Robert Heath, in his book seducing the Subconscious provides a vivid scenario on the psychological effect of emotions in advertisements. Robert Heath practices methodologies from experimental psychology and rational neuroscience to sketch his theory of the subconscious influence of advertising in its audience's lives. In addition, Heath also discourses how advertising is evolving, observing exclusively the ethical repercussions of its progress. Supported by current research, seducing the Subconscious shows us just how strange and complicated our rapport is with the ads we see every day.

Max Sutherland, in his book Advertising and the mind of the consumer unravels the mysteries that surround the art of advertising, taking us into the mind of the consumer, explaining how advertisements work-or misfire-and why. Max Sutherland,

a famous market researcher and a renowned scientist, reveals the secrets of successful campaigns over a wide range of media, including the web media. Using many well-known international ads as examples, this book takes us into the mind of the consumer and explains how advertising messages work - or misfire - and why.

Advertising and the Mind of the Consumer is not just a 'how to' book of tricks for advertisers, it is a book for everyone who wants to know how advertising works and the psychology to why it influences us for people in business with products and services to sell, for advertising agents, marketers, as well as for students of advertising and consumer behavior

Darwin, in the book "The expression of emotions in humans and animals" says that human and animal emotions are quite identical. Animals too have neural circuits, reactions and human similar behaviors. He made a deep study on human mind and emotions and how intricately the two are interwined with each other. Ortony, also made an interesting work on human emotions through componential analysis. Other authors constructed an exhaustive taxonomy on affective lexicon.

Robert Plutchik, in his study, categorizes emotions into eight categories, sub categorizing them into 4 couples: anger and fear, sadness and joy, surprise and waiting, disgust and acceptance. On the other hand Zamuner considers the following basic human emotions: joy, love, peace, compassion, anxiety, boredom, sadness, surprise, fear, anger. Bindu et al. in their model of emotions recognitions from facial expressions, have classified 22 emotions: Happy, Pride, Enthusiasm, Joy, Love, Tenderness, Ecstasy, Lust, Surprise, Conformity, Boredom, Indifference, Disgust, Fear, Revenge, Rage, Sadness, Hate, Grief, Shame, Sorrow, Anger.

Similarly, Antonio R. Damasio, a renowned neurologist in the working in the University of Iowa's neurology department, has portrayed feelings arise as a result of brain's interpretation of emotions, which are nothing but physical signs of the body responding to outside stimuli. He studied the process by which human mind, in response to external stimuli, creates emotions and how those emotions persuade humans to make decisions. He discloses that the internal emotional regulatory processes not only preserve our lives, but also play an important role in shaping our greatest cultural accomplishments. Antonio has also proposed a human brain model explaining the working of human mind and emotions and how both of them are interwined and inter connected with each other.

Cacioppo and Petty, 1986, framed the Elaboration Likelihood Model (EVM) which was meant to study the effectiveness of emotional and rational appeals. They revealed that the effectiveness depends on the involvement of consumers. For instance, if a customer is highly involved in an advertisement, then rational arguments are likely to persuade him more as against emotional appeals. On the other hand, lower involvement of consumers make them tend more towards emotional arguments than rational arguments.

Pluto and Wells 1984, differentiate between informational and transformational advertising, arguing that both the terms are not mutually exclusive in nature and an advertisement may involve both- emotional and rational elements together with different emphasis. The logic behind informational or rational elements in advertisements is that the consumer's process objective information before making their purchase decisions on the other hand the emotional appeal assumes that emotions evoke customers and they want to feel emotionally associated with the product as well as with the brand before making their purchase decisions.

Maria Shahid, Atif Bilal and Faiza Majid conducted a study about the impact of emotional advertisement on consumer buying intentions including 307 respondents of Islamabad University, Pakistan. The study was made with an objective to establish a relationship between emotional advertisements and consumer purchase decisions. The study incorporated correlation and regression analysis which showed a positive correlation between emotional advertisements and consumer purchase decisions. It also claimed "consumer emotion management" as a moderator effecting the consumer buying behavior.

Kroeiber - Riel 1979, 1984 developed "Activation Theory", which states that emotional contents in advertisements induces phasic activation in the minds of the consumers and this activation helps in processing information. Ray and Batra 1983, added on to this theory by stating that emotional contents in advertisements induce activation, which in turn increases attention and memory and emotional advertisements are more effective as they are attended more, processed more, evaluated more and remembered more. Shimp stated that any attitude, negative or positive, towards the ad can be transferred to or can be interpreted as an attitude towards the brand. Hence, ad liking becomes brand liking. But this transfer effect does not held good for established brands. Srull 1983, on the other hand proposed the fact that the mood at the time of information encoding from the ad influences the mood at the time of retrieval. Hence, positive mood states result in positive product evaluation.

IV. OBJECTIVES OF THE STUDY

1. To understand the meaning and concept of emotional marketing.
2. To study the history, evolution and growth of emotional marketing and its emergence as a latest trend and business management tool, so as to combat fluctuations in the dynamic business environment.
3. To assess the influence of emotional advertisements on consumer purchase decisions and consumer brand attitudes/perception.
4. To scrutinize various aspects of emotional advertisements and to study the most trending emotion used in advertisements in the present context.
5. To highlight and analyze the cases where emotions in

advertisements have backfired.

V. METHODOLOGY OF STUDY

The study is descriptive and exploratory in nature. The study is primarily based on secondary sources of data such as newspaper articles, books, journals, websites, scholarly articles etc.

VI. EMOTIONAL ADVERTISING- MEANING, CONCEPT AND EVOLUTION

An emotional marketing is a method of persuasion as well as manipulation that is designed to create an emotional response in terms of consumer behavior. Emotion is considered to be one of the three modes of persuasion identified by Aristotle. Emotional appeals are considered fallacies, or errors in reasoning, or a concept that goes 'beyond rational' since they influence and manipulate emotions in an audience.

Emotional appeals are prominent in advertising. When fashion magazines use and manipulate on our insecurities about body image, they're using emotional appeals. When political ads play on our fears, telling us that voting for someone will lead to devastating effects, they're using our emotions.

Touching human emotions is not a new trend in the advertising world as since time immemorial brands have narrated stories which try to hit the mind as well as heart of the consumers. The best example to this would be Coca cola. Coca Cola is a perfect example of a product without any positive benefits. Similar and even better product contentment and satisfaction in terms of physical attributes are extensively available in the market. Yet there is something different about having a coke. Why? Coca cola, in India was launched in the year 1956. So it is approximately 62 year old brand in India now.

Initially during 1950s, the brand targeted the youth and positioned itself as a fun and refreshing drink for young couples and friends. The impression of having a cool, energizing, refreshing drink, packed in a trendy and stylish to hold bottle while you go dating outdoors in India's hot and humid stifling climate was surely a splendid positioning statement by coke. Coca cola exited the Indian market in 1977 due to Foreign Exchange Act. It then reentered the Indian market in 1999 by making a strategic sponsorship with Sharjah Tri Nation Cricket Cup. In the late 90's coca cola ads featured famous celebs with slogans like "Jo Chaaho Ho Jaye, Coca Cola enjoy". In 2003, the very famous coke slogan "Thanda Matlab, Coca Cola" became the anthem of every Indian household. It used a hindi word to create a resonance in the minds of Indian audience so that whenever something cold to drink comes in the minds of the people, coca cola would automatically pop out. Since then coca cola has been targeting Indian audiences with highly elevated and deep emotional appeals such as universal oneness, happiness, energy, love etc.

Emotions are the new rational, says Ronita Mitra, Vice President, Vodaphone India. Since, product differentiation is

reducing, the only way to give differentiation to a brand is by giving the brand a personality (emotions) that resonates with consumers.

For instance, the jewelry brand Tanishq's latest ad depicts a dusky bride entering a second marriage in the presence of her daughter. The ad speaks volumes on the subject of second marriage, subtly and crisply, in precisely 90 seconds.

"Connecting to the youth with the storyline is the only way ads will work because jingles and other things won't present the right picture. Digitally, everything is expanding so much that if you really want to make a connection with wider audience, touching the emotions is the only way to do it," Priyanka Bose, the actor depicting the bride in the ad told quoted. Also, good advertisements can facilitate social change, she believed.

"We can't just emphasize only on the brand and the product. We need to feel how India is not only expanding economically but also changing in the social sense. Whatever small difference you can make in people's lives can have a long-lasting effect. Ads can play a key role in changing society," she added.

VII. EMOTIONS IN ADVERTISEMENTS-FEW EXAMPLES

Tata Tea's "Jaago Re" ad evoked the need to speak against the wrong amongst the consumers, thus establishing a resonance with the brand in the minds of the consumers.

Airtel's "Har ek friend zaroori hota hai" ad and "Barriers break when people talk" ad were the most popular ads back then. They evoked the feelings of friendship and nationwide unity amongst the consumers.

Tanishq's - remarriage and vodaphone- relationship ads portray women empowerment and women freedom, hence building a strong consumer patronage.

Dabur Vatika - Vatika's Brave and Beautiful Campaign salutes and empowers female cancer survivors. The ad shows a bald woman who's just recovered from cancer and how she is supported and appreciated by her husband and her colleagues to overcome her insecurity. The ad shares a beautiful tagline "Some women don't need hair to look beautiful."

Biba and Myntra- Biba and Myntra's ads have consistently tried to break the stereotypes associated with freedom and rights of women. They use gender equality and women empowerment as their emotional in their advertisements.

VIII. EMOTIONAL ADVERTISING AND CONSUMER PURCHASE DECISIONS

As far as consumer purchase decisions are concerned, many researches have been conducted to discover if there is a link between emotions in advertisements and consumer purchase decisions. Almost all the researchers suggest that emotional content in advertisements have a strong impact on consumer purchase decisions.

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Patti Williams, May 2000 made a research on the “Impact of emotional advertising appeals on the implicit and explicit consumer memory” with an objective to establish a substantial relationship between emotional appeals in advertisements with consumer attitudes. The study addressed mixed results on the basis of “accessibility framework” to build a relationship between emotional advertisements and consumer implicit and explicit memory. The results show that the overall emotional advertising appeals have a greater effect on implicit v/s explicit memory performance. The explicit memory performance is intensified only after intense emotional appeals. Further, the accessibility of emotional advertising appeals can be intensified, and such intensification along with high consumer involvement leads to better explicit memory performance.

Predrag Jovanovic, Tamara Vlastellica, Slavica Cicveric Kostic, 2016 studied the impact of emotional advertising on consumer purchase intention by conducting an empirical research using focus group participants, the participants being members of student population. The study revealed that there is no synchronicity on emotional advertisements and consumer purchase intentions, meaning, that different advertisements showed different responses of consumers as far as their purchase decisions were concerned. Women showed an inclination towards emotional appeal whereas men inclined more towards the rational ones. Further, fear appeal proved to be effective only up to a certain point, after which, it started showing negative responses and rejections. In a nutshell, the study concluded that responses depend upon the type of the product, its purpose as well as the target group.

Douglas Van Praet, the author of the book *Unconscious Branding*, says that “We don’t think our way to logical solutions, rather, we feel our way to reason. Emotions are the basic fundamental layer of human neural circuitry which buttresses even the rational consideration. He adds that emotions do not make decisions, rather they are the basis considering which the decisions are made. In his books he has recognized six basic emotions – Happy, Sad, Afraid, Surprised, Angry, and Disgusted. He quoted- Ads that make people share and purchase can be summed up in one word i.e., “emotional”.

IX. EMOTIONAL ADVERTISING AND CONSUMER BRAND ATTITUDES

Emotions create a connection between the brand and the consumers. The fact that various emotions create different brand perception and recognition makes the study of emotional advertising complex.

Changjo Yoo and Deborah MacInnis, June 2003, conducted a detailed study on “Consumer Brand Awareness of Emotional and Informational Ads”, examining brand attitude formation process by advertisement format (emotional v/s informational). The study concludes that brand attitude formation process highly depends upon whether brands use emotional or informational ad execution format. In case of emotional ads, the consumer attitude is driven through feelings. Positive feelings such as love, happiness, motivation, joy enhance evaluations of advertisement’s credibility, on the other hand, negative feelings most of the times create negative evaluations of the ad as well as the brand. However, some negative feelings, relevant to the content, showed to create a positive evaluation about the ad and the brand. Hence, positive feelings and appropriate negative feeling build a positive image about the brand and enhance the credibility of the brand. Inappropriate and absurd negative feelings create a negative and disastrous effect on brand attitudes.

Dr. Robert G Heath, University of Bath School of Management, in his study “Emotional Persuasion in Advertising- A hierarchy of processing model” claimed that emotional contents in advertisements create a positive brand attitude and image even when there is no rational content. Perfect example to this would be coca cola. Coca cola in itself has no benefits and as such there are no rational contents displayed in coca cola ads. Still coca cola is preferred over nimbu pani or shikanji brands due to the emotional belongingness of the consumers towards the brand. Dr. Heath proposed a hierarchy of processing model to help marketers and advertisers to use emotional contents in ads more efficiently.

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X. THE LATEST TRENDING EMOTIONS USED IN ADVERTISEMENTS

Mindsets, emotions, feelings and beliefs can be very strategically and enticingly used by the marketers to evoke specific emotions, awareness and attitudes towards the brand. Some studies show that emotions like fear and sadness are the

most persuasive emotions of all, on the other hand some studies claim that negative emotions in advertisements should not be used and positive appeals like motivation, patriotism, happiness, love etc. are the most effective emotional appeals.

Femvertising (Female Empowerment in Advertising) is the latest mindvertising strategy used by marketers to evoke consumers and manipulate consumer behavior.

Victoria E Drake, New York University, 2017 made a detailed analysis on the “Impact of Female Empowerment (FEMVERTISING) in Advertisements. The study tried to investigate the efficacy of Femvertising by evaluating differences in ad opinions, brand preferences, purchase decisions and emotional connections. The study revealed that most of the females showed a higher ad opinion, brand perception, emotional connection, and positive purchase intentions towards the advertisements incorporating femvertising as the base of their advertisements. Femvertising though would have produced more rigorous positive implications, had the study been undertaken in a male dominated country like India. India is continuously making efforts to empower women and recognize and condemn gender inequality in every front, hence femvertising is expected to foster more rigorous positive implications.

Sadvertising (Sad- Advertising), is yet another popular Mindvertising strategy used by marketers to penetrate into the minds of the consumers, manipulating their behavior.

Nicole Coleman, 2015 in her study on “Sadvertising pulls on consumer’s heartstrings and purse strings” stated that marketers are using Sadvertising to tug into the heart strings of their consumers. She stressed upon the fact only humor and positivity do not consist of emotion. A shift is being noticed in the marketing trend whereby more and more marketers and advertisers are inclining towards relying upon sadvertising as their effective marketing strategy. She revealed that though positive emotions like love and happiness create a positive brand image, negative emotions such as sadness and fear, if used strategically could create a deeper positive influence in the minds of the consumers.

Sexvertising- (Sexual Advertising) - Looks like the marketers are no more interested in adopting conservative advertisement strategies, rather, are shedding their inhibitions and incorporating sexual contents explicitly in advertisements.

Baibhab Mahapatra, 2016, in his study on Sex vertising- Use of Sex as Advertising Tool, reveals that incorporation of sexual contents in advertisements has always been one of the most widely used advertising strategies for decades. Though, the trend has experienced a rigorous growth in the last two decades. He states that sexually explicit ads with double meaning taglines and revealing clothes are bound to attract consumer’s attention. Not only brands are using sexual content to create brand image, but also, individuals tend to create brand image for themselves on the basis of sexual contents in advertisements. Darwin’s theory of evolution explains that humans are sexual beings desiring love and companionship.

While, Sexvertising works well in most of the cases, it also has certain demerits. The brand might lose certain group of customers who may find such ads as sexist, objectifying, demeaning and unethical.

XI. EMOTIONAL BACKFIRING

Emotions in advertisements do not always result in positive outcomes. If not used appropriately, emotional contents in advertisements might backfire drastically. Emotions based on religion, caste, colour, gender and sex if not used in the right sense, can create a negative attitude, thereby obliterating the brand image devastatingly.

Derek Rucker, 2017 made a study on “Emotion in Advertising- the Difference between a Sparkle and a Backfire”, stated that marketers should be very choosy on choosing the right emotion in the right manner. He concluded that both positive and negative emotions act as catalysts in persuasion and that it is the element mix of several elements which creates the difference between a spark and a backfire. Unnecessary and inappropriate emotional appeals must be strongly avoided while framing advertising strategies.

Dr. Brian Cugelman, AlterSpark, in his recent study attempted to provide deeper insights to psychological backfiring. Brian quoted that mind-vertising, unlike it appears, is no magical formulae which that cannot do wrong, rather it can go drastically wrong. He developed an Intention- Outcome matrix featuring four psychological implementation categories, two positive (target behavior and unexpected benefits) and two negative (dark patterns and backfiring).

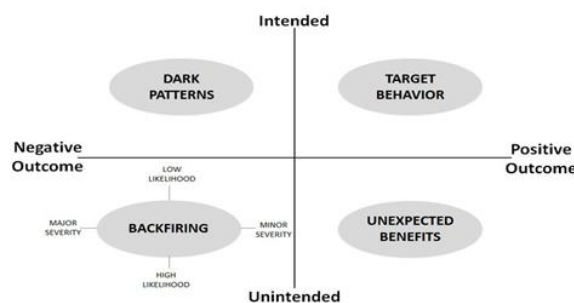


Fig. 1. Target behavior, unexpected benefits and dark patterns and backfiring

Terence A. Slimp and Elnora W. Stuart, in their study “The Role of Disgust as an Emotional Mediator of advertising Effects” suggests that negative emotions used appropriately can prove to be extremely beneficial to marketers if used appropriately. But the inappropriate and inadvertent use of emotions are more liable to backfiring. Hence, marketers are advised to frame their advertisements very carefully, keeping in mind, the type of emotion, the target group and the presentation of emotions.

XII. CONCLUSION

After scrutinizing the various aspects of emotional marketing, it can undoubtedly be concluded that emotional advertising is definitely playing a crucial role in influencing, transforming and manipulating consumer behavior. The consumer behavior manipulation automatically hands over the control of their emotions to these business houses, making it easy for them to control as well as create trends. Undeniably, emotional marketing is one of the most powerful trends evolving in the business arena. The studies also highlight the fact that emotional appeal plays a pivotal role in creating positive brand attitudes and positive purchase as well as repurchase decisions. It has also seen that values based appeals are the most common appeal which are used in TV commercials so make a connect with the viewers. Femvertising, sadvertising, Sexvertising etc. are few of the latest trends in emotional advertising world at present. The paper also throws light on the fact that emotions, if not used appropriately, may prove to be devastating to the image of the brand and the organization. Hence, incorporating emotions in advertisements require huge amount of knowledge and diligence.

XIII. SUGGESTIONS

The present generation is quite sensitive and active via social media and is quite pragmatic about discriminative issues and stereotypes prevailing in the society. They continuously raise their voices against discriminations on the basis of gender or religion or color. Example- fair and lovely tries to influence consumers in believing that FAIR IS BEAUTIFUL, but had they gone the other way round and tried to make consumers believe to accept the beautiful Indian color they are blessed with, and rather look for a healthy skin than a fairer skin, it would have created a different impact and most importantly it is the social responsibility of the marketers and the

organizations to impart positivity and avoid nasty stereotypes prevailing in the society. Hence, marketers should make this a point and market their products which promote equality and love and sympathy. A good example to this would be the example of sanitary pads used by ladies during menstruation. The makers are breaking the stereotypes of the society wherein these natural issues were supposed to be kept hidden and private. But now the marketers are trying to make it open and known and share a message that it is a natural process and there is nothing to sham girls for this.

Even surveys prove that marketing strategies promoting love, equality and empowerment are more socially likeable, acceptable and most importantly profitable.

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