
APPROACHES TO EMOTIONAL APPEALS IN ADVERTISING

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Abstract: An appeal can be termed as a persuasive attempt made by the advertisers to attract and lure the customers to buy the products. It is a connection between the emotions or logic of the advertisements that creates a bond which decides the customer's reaction to advertisements. It also deals with the way the audiences perceive and react to these advertisements. It is therefore evident that the use of appeals that contribute to the taste and preferences of the customers can contribute directly to the effectiveness of advertisements. Thus, this paper attempts to analyze the different types of emotional appeals that are largely determined by the customers.

Keywords: Appeals, Emotional Appeals, Customers, Products, Advertisements.

Introduction: Advertising is one of the form of promotional activity to market goods and services. Advertising is any paid form of non-personal representation of ideas, products, goods and services. Advertising helps sustain the recall value of products in the market and builds brand image and therefore determines the purchase intention of the consumers.

"Nobody counts the number of ads you run; they just remember the impression you make"

– Bill Bernbach

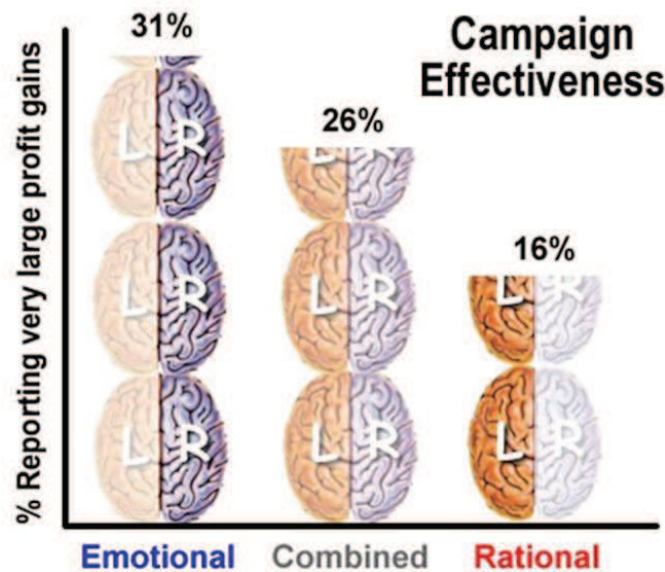
Appeals speak to an individual's needs, wants and interests. Research indicates that people rely more on emotions rather than information or content of an advertisement to make brand choice. To put it in simple terms, advertisements with emotional appeals connects better with the audience and to reach out to the potential customers.

As Douglas Van Praet, author of *Unconscious Branding: How Neuroscience Can Empower (and Inspire) Marketing*, wrote in *Fast Company*, "The most startling truth is we don't even think our way to logical solutions. We feel our way to reason. Emotions are the substrate, the base layer of neural circuitry underpinning even rational deliberation. Emotions don't hinder decisions. They constitute the foundation on which they're made!"

Unruly, which ranks the most viral ads each year, found that the most-shared ads of 2015 relied heavily on emotional content, specifically friendship, inspiration, warmth, and happiness. Examples include Android's *Friends Forever* and Kleenex's *Unlikely Best Friends*.

The Institute of Practitioners in Advertising (IPA) analyzed 1400 case studies of the most successful and effective advertising campaigns over the last three decades. Their analysis compared campaigns that relied most on emotional appeal versus those which used rational persuasion and information.

Advertising campaigns with purely emotional content performed about twice as well as those with only rational content.



[Source : NeuroScienceMarketing]

Purpose of Emotional Appeals:

An emotional appeal is direct to deal with audience's emotions rather than their logic or arguments. In an emotional appeal, persuasive language is used to develop the foundation of an appeal to emotion-based arguments instead of facts.

Classification of advertising with emotional appeals

The most widely used emotional appeals can be classified in to these broad categories.

- **Personal Feelings:**
Some personal emotions that can drive individuals to purchase the products are care, safety, security, affection, happiness, joy, excitement.
- **Social Feelings:**
Social factors cause people to make purchases at societal level and include aspects such as recognition, respect, involvement, affiliation, rejection, acceptance, status and approval.

Types of Emotional Appeals

There are few types of emotional appeals which influence the patterns of psychological and social needs of consumer buying behaviour.

- **Positive Emotional Appeal:** Positive emotional appeal is related to love, care, pride and joy.
For instance – Johnsons baby soap advertisement where a mother is assured of her baby's skin care.
- **Negative Emotional Appeal:** Negative emotional appeal include guilt or shame to get people do things they should do or stop.
For instance - advertisement on how smoking is injurious to health.
- **Fear Appeal:** Fear is an emotional response to a threat that expresses or implies some sort of danger. Advertisements use fear appeals to evoke this emotional response and arouse individuals to take steps to remove the threat.
Few examples of fear appeal are advertisements of deodorants, mouth wash, anti dandruff shampoos threaten disapproval or social rejection.
- **Humor Appeal:** Advertisers use humor for several reasons. Humorous messages hold customer's attention. It creates a liking mood towards the product and increases its effectiveness.

Ganapathy V. (2009) in his article explains that 'humor' is a strong weapon for many brands to draw the

customers' attention. To beat the clutter and break the ice, companies are increasingly using humor in their ads as it forces the audience to watch, laugh, enjoy and most importantly help the audience to recall the brand. Humorous ads have better and easy recall because they elevate the consumers' happiness and moods. Humor can be deployed in various ways, which include, using a comedian; capitalizing on the current Topics; strong Idea-based humor, which requires low investments and which low high in emphasizes purchases and those ads which have to explain the benefits of the products to customers more clearly. Now many advertisers are using comedian to introduce humor in ads as leading Brand Dominos Pizza has recently taken the services of Paresh Rawal to be successful.

Merits of Emotional Appeal:

- Long Lasting Impact: Promotions like small offers and reduction in prices or buy and win leaves short term impact on customer's mind where as emotional appeal helps an advertiser to put a long lasting impact.
- Improves brand's impression, personality and value with feelings: Such emotions helps advertiser to create brands. Brands are built in the minds and hearts of customers and it is important to understand that consumers like and consume brands rationally as well as emotionally.

Demerits of Emotional Appeal:

- Emotional appeal advertisements often had negative effect on the audience. Most people have committed suicide too as they were unable to meet up with the expectations of desired lifestyle. Moreover, there have been a constant restrained desire in the hearts of the people who are not sufficient enough to purchase a product that generates a desire in them leading to disappointment.
- Advertisements for fairness creams in which people are emotionally targeted making unrealistic claims.

Conclusion: Emotional appeals are directed primarily at an individual's psychological, social or symbolic needs. Emotional appeals touch on a variety of feelings including fear, humor, love, *anxiety and sex*. Most creatives view emotional advertising as the key to developing brand loyalty. Creatives want customers to feel a bond with the brand. Emotional appeals reach the more creative right side of the brain. Visual cues in ads are important in emotional appeals. To potentially enhance their persuasive effects; an advertisement can actually include more than one type of emotional appeal. Since they are designed to persuade by manipulating one's feelings, emotional appeals often come under security.

The Emotional Appeal works best when images are used that evoke strong emotions. While being careful about exploiting people in the images and the people viewing the messages, effective imagery can be used that tugs at consumers' heart strings in some way. Emotional Appeal doesn't always need to be used to evoke emotions of sadness, pity, and empathy, though. Images that make people feel good and happy, jealous, worried, or any other range can be used by selecting appropriate images and text that speak directly to a targeted emotion.

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