

Impact of Emotional Appeals in Advertising

DR. MANISH SINGH

Karwan University (Division of American University of Malta)

Abstract- Marketing is all about influencing people's decisions. And while logic plays an important role in decision-making, it's often emotion that drives us to take action. Emotional appeals in marketing can create a powerful connection between the customer and the brand. By appealing to people's emotions, marketers can tap into their deepest desires, fears, and needs, and create a sense of urgency that drives them to take action. In this blog post, we'll explore the power of emotional appeals in marketing and why people make decisions based on emotion. We'll also delve into the science behind emotional appeals and provide examples of successful marketing campaigns that have used emotional appeals to drive results. Finally, we'll discuss the importance of balancing emotion and logic in marketing to create campaigns that truly resonate with target audience.

I. INTRODUCTION

Our brains are wired to prioritize emotion over logic. When we're presented with a choice, our brain first evaluates the emotional impact of each option before engaging our logical reasoning to make a decision. Emotions are hardwired into our brains, and they play a critical role in our survival and well-being. Fear, for example, is a powerful emotion that alerts us to potential danger, while joy and love create positive feelings that promote social bonding. In marketing, emotional appeals can be incredibly effective because they tap into these primal emotions and create a connection between the customer and the brand. By appealing to people's emotions, marketers can create a sense of urgency that drives them to take action, whether that's making a purchase, signing up for a newsletter, or sharing content on social media.

Emotional appeals in advertising are a powerful tool that can significantly impact consumer engagement, brand loyalty, and ultimately, business success. By tapping into emotions, ads can create deeper

connections with audiences, making them more memorable and effective.

Escalas, J. E., & Stern, B. B. (2003). Sympathy and Empathy: Emotional Responses to Advertising Dramas", explores how consumers respond emotionally to advertising dramas, specifically focusing on the role of sympathy and empathy. The research examines the differences in how these emotions influence consumer responses and attitudes towards the advertisement, including the mediating effects of sympathy on empathy. The study uses a multidisciplinary framework and develops measurement instruments to test the relationships between sympathy and empathy in response to different types of advertising dramas.

II. BENEFITS OF EMOTIONAL APPEALS

Memorable Brand Connections:

Emotional appeal in advertising creates lasting and memorable connections with the audience. By triggering emotions, brands go beyond products, becoming part of personal experiences, making consumers more likely to remember and engage.

Building Brand Loyalty:

Emotional connection fosters brand loyalty, influencing consumers to consistently choose a brand they resonate with. The purpose of the product is conveyed with a sentimental touch which addresses the pain point of the customer. This loyalty goes beyond mere product features, creating a relationship based on shared values and experiences.

Gaining a Competitive Edge:

Emotional appeal advertising sets brands apart in competitive markets. As mentioned above in the examples, the Vodafone ad conveys the power of the network with an emotional touch. Differentiation forms a unique identity, surpassing function, motivating brand choice.

Increased Engagement and More Social Sharing:
Emotional content tends to generate higher levels of engagement and social sharing. Emotional ads prompt sharing and linger, expanding campaign reach. This organic sharing enhances brand visibility and awareness.

Influence on Consumer Decision-Making:
Emotions play a significant role in the consumer decision-making process. Emotional appeal in advertising can sway preferences and choices by connecting with consumers on a deeper, personal level. It influences perceptions, making consumers more inclined to choose a product associated with positive emotions.

III. Use of Emotional Appeal

Social Media Campaigns:
Use emotional appeal in social media posts to quickly grab attention and encourage sharing. For example, a viral campaign featuring images of sea animals affected by plastic waste can drive home the urgency of reducing plastic use.

Commercials/Advertisements:
Incorporate emotional stories or visuals in ads to make the message more relatable and compelling. Highlighting personal stories of communities affected by climate change can evoke empathy and a sense of urgency.

Academic Presentations:
Even in academic settings, emotional appeal can make data more engaging. Use powerful visuals or anecdotes to illustrate the real-world impact of environmental issues, making your presentation more memorable and persuasive.

Film and Television:
Emotional appeal in film and television can be powerfully employed through compelling storytelling, vivid imagery, and evocative soundtracks to create a deep, personal connection between viewers and environmental issues.

IV. TYPES OF EMOTIONAL APPEALS

Happiness: Positive emotional appeal often involves happiness or joy. Ads that evoke feelings of delight or satisfaction can foster a positive association with the brand. For example, advertisements featuring heartwarming family moments or joyful celebrations use happiness to create a feel-good connection with the audience.

Fear: On the other hand, fear can be a powerful tool in emotional appeal advertising. This approach, often referred to as FOMO marketing (Fear of Missing Out), leverages anxiety or concern to prompt immediate action. For instance, ads that highlight potential risks or negative outcomes can drive consumers to act quickly to avoid undesirable consequences.

Nostalgia: Nostalgia taps into fond memories and past experiences, creating a sense of warmth and connection. By reminding consumers of simpler times or cherished moments, brands can forge an emotional connection that enhances brand recall and preference.

Humor: If an advertisement causes a viewer to laugh, then it may be more memorable, and the viewer may be more willing to make a purchase. Some commercials include skits where actors tell jokes, where the consumers can learn about the product and associate the brand with humor.

Anger:
Consumers that are angry about a cause may want to devise a solution, which the advertisement presents. Take an anti-bullying commercial, for example. The advertisement shows the harmful effects of bullying, causing viewers to become angry at people's unfortunate experience, so they sign a petition.

Compassion:
Having empathy for the subjects in an advertisement can encourage viewers to act. The compassion appeal can be useful for nonprofit organizations collecting donations for a worthy cause. The commercial may explain the situation and how the desired action can benefit the affected parties, where consumers can empathize.

Adventure:

Brand messages with an adventure appeal show fun activities, informing viewers they can have fun if they purchase the product. For instance, a store that sells camping equipment launches an advertisement with people hiking to a mountain peak with spectacular views. The consumer buys the tents, hoping to have a similar outdoor experience.

Gratification:

The gratification appeal in a commercial promises immediate results from using a product or service. For instance, the advertising says a sunscreen brand provides instant moisture and protection for UV rays, so consumers can feel gratified by using it.

Inclusion:

Messages with inclusivity show customers they belong to a group. In the entertainment industry, for example, a singer coins a unique name for their fans and addresses them by that name in their marketing. The fans feel included, so they purchase concert tickets and the artist's albums.

Romance:

With a romance appeal, commercials display the positive events in a romance, such as holding hands on a beach during a sunset stroll. This tactic may be useful for a dating application, for example. To encourage new users, the advertisement shows two people in love and stories from real-life users getting married.

Trust:

Fostering trust with your customers can build brand loyalty. Marketing with this appeal uses an authentic voice and provides evidence for viewers to take action. For instance, a commercial declares a toothbrush brand to be most effective at preventing cavities, and it features a real dentist to discuss the benefits of the toothpaste, a reliable source for the viewers to trust.

Guilt:

Consumers that feel guilty after an advertisement may take action to absolve themselves. With this appeal, the advertisement describes the negative effects of a common habit and presents a solution to doing better, such as subscribing to a channel.

Potential:

The potential appeal encourages viewers to reach their dreams. For example, a sportswear company stars a child gymnast who eventually grows older to win gold medals at international championships, and she consistently wore the brand throughout her journey.

Status:

The higher the status the consumer perceives a brand, the more likely they may be to make a purchase. Luxury brands may use the status appeal by advertising expensive features and showing how owning their products can impress others.

Pain solution:

Emotional marketing with a pain solution appeal outlines a health problem and presents a product as the solution. In an advertisement for a cold medicine, for example, the actor displays cold symptoms, and after they take the medicine, they feel better.

Scarcity:

Consumers that perceive a product as scarce may feel greater urgency to make a purchase. When using the scarcity appeal, advertisers may describe products as "rare" or "limited edition." They may also emphasize the product's limited availability, inspiring consumers to buy quickly.

Celebrity endorsement:

Public figures that endorse a product or service can influence their fans to support the brand. Consumers may admire celebrities and trust their endorsement. For instance, a famous singer stars in a commercial and expresses that a perfume is her favorite scent, which skyrockets sales for the fragrance.

Youth:

The youth technique appeals to consumers who want to practice their hobbies even as they grow older. For example, a commercial star an older individual running a marathon after they consume an energy drink, leading consumers to link the liveliness with the product.

Leadership:

Advertisements that exude the leadership appeal aim to make consumers want to set standards. The messages may include a motivational speech that

states the importance of being a leader and how the consumers' actions can inspire others. To be the first person to take action, the consumer seeks more information about the brand.

Testimonial:

Including testimonials from satisfied customers in your advertisement can influence viewers to act in your favor. Personal injury law firms, for example, feature clients who state the large settlements they received after a car accident, which persuades viewers to hire that attorney.

Comparison:

The comparison appeal can illustrate how a brand exceeds its competition. During an election, for instance, one candidate buys an advertisement that compares their political platform to their opponents, highlighting the positive attributes of their candidacy and the negative attributes of the competing party. The goal of the advertisement may be to persuade viewers to vote for the candidate that sponsored the commercial.

For Example, Apple's commercials, evoke feelings of innovation and prestige. Apple's ads often highlight the sleek design and cutting-edge technology of their products while evoking emotions of innovation, prestige, and aspiration.

Coca-Cola's worldwide ads promote a feeling of unity and joy, crossing cultural lines. Its ads often feature people of different backgrounds coming together over a Coke, creating a feeling of positive emotions about global harmony and happiness. This nostalgic approach taps into universal emotions, making the brand memorable and cherished across generations.

Nike – “Just Do It” Campaign:

Nike's timeless campaign is one of the best emotional appeal ads that motivates and empowers individuals to overcome obstacles and pursue their dreams, fostering a sense of determination and empowerment. The campaign showed ads with athletes like Michael Jordan, Bo Jackson, and John McEnroe, embodying the determined spirit of the “Just Do It” slogan. The tagline has appeared in numerous Nike ads and has become a part of everyday culture, motivating many to chase their goals and live their best lives.

V. EMOTIONAL APPEALS WORK IN MARKETING

Emotional appeals in marketing are designed to create a powerful connection between the customer and the brand. By appealing to people's emotions, marketers can create a sense of relevance, urgency, and connection that drives them to take action. There are many different types of emotional appeals that marketers can use, including fear, joy, love, and nostalgia, to name just a few. Each type of emotional appeal works by tapping into specific emotions and desires that are relevant to the target audience. For example, fear appeals are often used in public health campaigns to encourage behavior change. These campaigns often use vivid and graphic images to show the consequences of not taking action, such as the dangers of smoking or the risks of unprotected sex. On the other hand, joy and love appeals are often used in lifestyle and consumer marketing to create a positive association with the brand. These campaigns often feature beautiful imagery, happy music, and aspirational messaging that promotes the feeling of joy and happiness associated with the brand. Overall, emotional appeals work in marketing by creating a connection between the customer and the brand. By tapping into people's emotions, marketers can create a sense of relevance and urgency that drives them to take action. By understanding the different types of emotional appeals and how they work, marketers can create effective campaigns that resonate with their target audience.



The Cycle of Market Emotions

VI. SCIENCE BEHIND EMOTIONAL APPEALS

The use of emotional appeals in marketing is not just based on intuition or guesswork. There is actually a

considerable body of research that supports the use of emotional appeals in advertising and marketing.

One of the most well-known psychological theories behind emotional appeals is Maslow's Hierarchy of Needs. This theory suggests that people have a set of basic needs that must be fulfilled before they can pursue higher-level needs. These basic needs include physiological needs (such as food, water, and shelter), safety needs (such as security and protection), social needs (such as belongingness and love), esteem needs (such as self-esteem and recognition), and self-actualization needs (such as achieving one's full potential).

Emotional appeals work in marketing by tapping into one or more of these needs. For example, a fear appeal in a public health campaign is designed to tap into people's need for safety and protection. A love appeal in a consumer marketing campaign is designed to tap into people's need for belongingness and connection.

Another well-known theory is the Elaboration Likelihood Model (ELM), which suggests that people process information in two ways: through a central route (where they carefully consider the information presented) and a peripheral route (where they are influenced by peripheral cues such as emotions). Emotional appeals work in marketing by tapping into the peripheral route, where emotions can have a powerful influence on decision-making.

Overall, the science behind emotional appeals in marketing is based on well-established psychological theories and research. By understanding these theories, marketers can create campaigns that tap into people's deepest desires and needs, and create a powerful connection between the customer and the brand.

VII. IMPORTANCE OF BALANCING EMOTION AND LOGIC IN MARKETING

While emotional appeals can be highly effective in marketing, it's important to balance emotion with logic to create campaigns that truly resonate with your target audience. The danger of relying solely on emotional appeals is that it can create a disconnect between the customer and the brand. If the emotional appeal is not

grounded in logic, the customer may later regret their decision and feel misled by the brand.

Therefore, it's important to balance emotional appeals with logical arguments that support the emotional appeal. By providing logical reasons why the customer should take action, you can help to reinforce the emotional appeal and create a sense of trust between the customer and the brand.

One way to balance emotion and logic is to use data to support your emotional appeals. By providing data that supports your emotional appeal, you can help to ground the emotional appeal in logic and create a more convincing argument. Another way to balance emotion and logic is to provide a clear call to action that outlines the benefits of taking action. By providing a clear and logical reason why the customer should take action, you can help to reinforce the emotional appeal and create a sense of urgency that drives them to take action. For example, Nike's "Just Do It" campaign: Tapped into the universal desire for personal achievement and overcoming obstacles, creating a strong emotional connection with its audience.

In short, while emotional appeals can be highly effective in marketing, it's important to balance emotion with logic to create campaigns that truly resonate with your target audience. By providing logical arguments that support the emotional appeal and a clear call to action, you can create campaigns that drive results and build trust between the customer and the brand.

CONCLUSION

In conclusion, emotional appeals in advertising can be a powerful tool for building brand loyalty, increasing consumer engagement, and ultimately driving business success. By understanding and strategically using emotional appeals, businesses can create more compelling and effective advertising campaigns.

REFERENCES

- [1] Aaker, D. A., & Biel, A. L. (2013). Brand Equity & Advertising: Advertising's Role in Building

- Strong Brands. Psychology Press. DOI: <https://doi.org/10.4324/9781315799537>
- [2] Heath, R. (2012). *Seducing the Subconscious: The Psychology of Emotional Influence in Advertising*. Wiley. DOI: <https://doi.org/10.1002/9781119967637>
- [3] Rossiter, J. R., & Bellman, S. (2005). *Marketing Communications: Theory and Applications*. Prentice Hall.
- [4] Kahneman, D. (2011). *Thinking, Fast and Slow*. Farrar, Straus and Giroux.
- [5] Kotler, P., & Keller, K. L. (2016). *Marketing Management* (15th ed.). Pearson
- [6] Batra, R., & Ray, M. L. (1986). Affective Responses Mediating Acceptance of Advertising. *Journal of Consumer Research*, 13(2), 234-249. doi:10.1086/209065 DOI: <https://doi.org/10.1086/209063>
- [7] Holbrook, M. B., & Hirschman, E. C. (1982). The Experiential Aspects of Consumption: Consumer Fantasies, Feelings, and Fun. *Journal of Consumer Research*, 9(2), 132-140. doi:10.1086/208906 DOI: <https://doi.org/10.1086/208906>
- [8] Poels, K., & Dewitte, S. (2006). How to Capture the Heart? Reviewing 20 Years of Emotion Measurement in Advertising. *Journal of Advertising Research*, 46(1), 18-37. doi:10.2501/S0021849906060045 DOI: <https://doi.org/10.2501/S0021849906060041>
- [9] Escalas, J. E., & Stern, B. B. (2003). Sympathy and Empathy: Emotional Responses to Advertising Dramas. *Journal of Consumer Research*, 29(4), 566-578. doi:10.1086/346251 DOI: <https://doi.org/10.1086/346251>
- [10] Morris, J. D., Woo, C., Geason, J. A., & Kim, J. (2002). The Power of Affect: Predicting Intention. *Journal of Advertising Research*, 42(3), 7-17. doi:10.2501/JAR-42-3-7-17 DOI: <https://doi.org/10.2501/JAR-42-3-7-17>
- [11] American Psychological Association. (2015). *The Impact of Advertising on Consumer Behavior: Insights from Psychological Research*.
- [12] Nielsen. (2016). *The Power of Emotional Advertising: How Brands Can Tap into the Consumer Heart*.
- [13] Forbes. (2020). *How Emotionally Engaged Customers Impact Your Brand's Success*.
- [14] Kantar. (2020). *Media Reactions 2020: Balancing Emotional and Rational Appeal in Advertising*. Kantar Media