



A study on emotional appeals used in TV commercials in different sector

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Abstract

Due to the emergence of numerous different FMCG brands in the nation, the businesses in the sector are currently engaged in fierce competition to gain market share. Therefore, existing and well-known companies compete fiercely with products that are accessible to people with low incomes. Therefore, in order to sustain, enjoy, and maintain market leadership, it is essential for the more well-known firms to use great advertising and branding methods to influence customer behaviour. This study was carried out to determine the impact of advertising on consumers' purchasing decisions related to their fast-moving consumer goods (FMCGs). Because customers utilise FMCG items in their everyday lives and seek variety and originality from them, marketers have concentrated greatly on understanding consumer psychology-what they enjoy, why they like it, and what would appeal to them in FMCG products. It's important to identify the components of effective advertisements because if consumers are susceptible to the effectiveness of advertisements, which component of an advertisement will be more effective. FMCG product advertisements focus primarily on variety, product upgrading, and saving schemes to make them more influencing and effective for consumer psyche.

Keywords: Consumer, advertisement, market share, FMCG products

1. Introduction

In order to persuade customers to buy goods and services, the advertiser uses this appeal to connect with their social and psychological needs and arouse both positive and negative feelings. When the consumer is aroused or upset, emotions also influence their recall, which leads them to purchase the goods. Emotional appeal is often referred to as transformational appeal because it changes how people feel about the offered product.

For instance, Tide is promoted by The Procter and Gamble Company (P&G) as a product that encourages emotional attachment from customers and hence increases brand loyalty. How could P&G approach this when a detergent is merely a detergent? P&G's strategy was to emphasise to consumers that Tide handles washing, which is a crucial home chore that gives them more time to devote to other activities. P&G's positioning of their laundry detergents is only one instance of how marketers work to build an emotional bond with their target audience rather than one based on rational considerations.

1.1 Definition of emotional appeal

A persuading strategy that aims to elicit an emotional reaction is known as an emotional appeal. One of Aristotle's three forms of persuasion is emotion, often known as pathos or pain in Greek.

In the words of the Business Dictionary, "An emotional appeal is Promotional activity aimed at highlighting emotional factors (such as looks, status value, and popularity) of a product, instead of the logical or practical factors."

"Emotional appeal type of advertising," according to All Business Networks, is a form of marketing where the material is intended to pique the reader's emotions rather than their sense of what is sensible or unrealistic. In order to appeal to the psychological, social, or emotional requirements of the consumer, copywriters utilise emotional appeal in advertising. The language is intended to evoke emotions like as fear, love, hate, greed, humour, or sexual desire, or to incite various types of psychological tension that is best relieved by using the product or service.

From the aforementioned definition, it is clear that emotional appeal is employed when marketers pitch their products utilising emotional elements such as family values, joy, surprise, rage, and trust rather than concentrating on the characteristics and specs of the product.

Marketers primarily concentrate on elements that have a direct bearing on a consumer's requirements, interests, goals, and emotional condition when establishing emotional appeal. Emotional appeal has a bigger impact than rational appeal because it makes consumers feel more connected to a brand if they can identify with it on an emotional level. When a buyer is in the buying stage, if he is making an impulse purchase, he will act more

emotionally than logically and will unconsciously choose how to respond to the pictures or music the business uses in their commercials.

The incorporation of emotions into a message or an advertisement increases its memorability, according to research and case studies on emotional appeal. Marketing professionals consider elements like lighting, colour scheme, design, tone, and music while attempting to evoke strong emotions in viewers of an advertising. They make an effort to appeal to human emotions including pity, terror, joy, and empathy. A selection of themes and visual elements are used in emotional appeal to give the consumer meaning. In contrast to rational appeal, which focuses on logical relationships such as the features and specifications of products, emotional appeal looks for symbolic relationships between products and activities that consumers communicate through design, music, and tonality. Creating a favourable association between your brand and good feelings helps to build consumer loyalty to the company. A non-profit organisation typically uses emotional appeal to connect deeply with its audience in order to elicit support from the general public.

1.2 Some of the important emotional appeals that are used in TV commercials

1. The love and sentiments appeal: In this appeal, the advertiser linked the product with a close-knit family environment. Such an appeal is observed in baby products, pet products, food, cameras, greeting cards, and other items. Dairy Milk, ICICI Prudential, Vadilal Ice Cream, and Cornetto Ice Cream are a few examples.

2. Joy, laughter, and happiness: This is one of the most well-liked appeals that is used in many TV commercials. In order to make it simple for viewers to recall the product at the time of purchase, the advertiser in this commercial attempts to convey happiness and excitement through their actions. In order to increase sharing and engagement, brands want to be identified with positive attributes like cheerful, smiling, and laughing customers of the audience's perception of that brand. For instance, Vodafone, Alpenliebe, Kurkuree, and Cinthol Soap.

3. Attitude: The advertiser attempts to portray the ego and hero appeal in this appeal.

The desire for prestige in society is at the centre of ego appeal. It is primarily utilised for luxury goods, comfort goods, high-limit credit cards, high-end vehicles, and designer clothing. Example: Raymonds, Nissan cars, etc.

Hero worship appeals are those that employ sports' or celebrities' attitudes towards the product to make the consumer feel heroic when using the products. For instance, the Sachin Tendulkar and Mahindra Singh Dhoni Pepsi, Lux, and Yardly commercials.

4. Anger, envy, obsession, and jealousy: Ad producers are now more and more focusing on the negative spectrum of human emotions after an era of tragedies and raging hearts, where positive emotions like happiness, love, compassion, and joy had been the dominating moods. Since rage is a negative emotion that will result in negative connections, the majority of people believe that it is best to avoid it. However, in other instances, rage can motivate people to take action. When we witness someone else suffering or an injustice, we become enraged. Disgust and annoyance might make us reevaluate our viewpoints and pose critical concerns. For the same reason, advertisers employ the anger appeal in their pitch to alter how customers see and feel about their goods. The main purpose of using jealousy appeal is to make viewers understand how important it is for them to not own that product. In order to avoid having a negative effect on the viewer's thinking, this appeal is most often employed humorously. For instance: Wheel powder, Scooty Pep, Fair n Handsome cream for men, and Reliance Mobile.

5. Sex appeal: Sex appeals draw attention but hardly ever encourage product use. Effective sex appeal advertisements deliver a clear message to the intended audience. Advertising for beer frequently appeals to men's sex to sell the drink. The scene usually comprises a group of young, ordinary-looking males in a pub. The males buy the beer and attract the interest of a pretty young lady. Fragrance items appeal to women's sex by suggesting that using them will help them meet the man of their dreams. Typically, this is accomplished by depicting the woman spraying the cologne before catching the eye of a handsome man who passes her on the street. Overt pictures take away from the overall message the advertiser is trying to get through. For instance, the Axe deodorant commercial

In this sex appeal, so that men become drawn towards this product and immediately buy the product, the man who is using this deodorant gets attracted to them. Another illustration is Lady Diana perfume.

6. Sad Appeal: Sad appeals are typically used in advertisements where the goal is to attract attention to social ills and issues. Commercial for the Save the Girls campaign. This kind of appeals are utilised during floods, where the advertiser uses our sad emotional responses to convince us to donate money so that people may buy food and receive preventive treatment so they can survive. Another illustration is the government's promotion of the use of less petrol and other non-renewable resources.

7. Bandwagon appeal: By addressing the consumer's urge to belong, a bandwagon appeal causes customers to feel as though they are missing out. Food and beverage advertisements feature cool young folks consuming a product while disregarding the buyer of the less popular option. Instance: Lifebouy Hand wash. Sales and user

statistics are provided by auto dealers and cell phone (oppo mobile phone) providers to demonstrate why their product is more popular. Such a message urges customers to purchase the product because they all do. If done properly, the customer will buy the goods. The consumer's need to fit in may conflict with their capacity to make logical decisions, making bandwagon appeals vulnerable to failure.

8. Fear appeal: Fear can be both enabling and inhibiting. In this context, encouragement to approach or avoid something is referred to as facilitation, whilst discouragement from doing so is referred to as inhibition. We can use the fear appeal in advertising in the following situations.

1.3 Statement of problem

The modern market is both transitional and fiercely competitive. The importance of a single consumer in the marketing decision-making process forces the marketer to view and arrange the elements of the marketing mix from the consumer's perspective. Therefore, it's crucial to consider consumer behaviours, perceptions, and attitudes towards advertisements.

Marketing becomes meaningful when advertisements are used. The purpose of advertising in the past was to inform, convince, and remind consumers today. Promotion is exercise, according to Proctors and Ganble's advertising. You get long-term advantages from it. Regular exercise is a wonderful idea if you want your brand to be in shape.

Even while advertising messages are often brief, they are frequently strong, convincing, and influential in influencing customer attitudes and conduct. People's thoughts and purchasing patterns are largely influenced by their TV viewing and exposure to advertisements. The researcher looked for signs that TV advertisements had an impact on consumers' purchasing decisions.

Television broadcasts feature a lot of ads. Understanding how it affects their purchasing patterns and conduct is crucial and extremely educational. With the onset of globalisation, many changes are brought about. The most notable modification is in the advertising tendency.

2. Review of literature

In their study, D. Lakshmanan and Dr. S. Rabiyaatul Basariya (2017) found that informative appeal is relatively more effective when customers are highly involved with the brand and advertisement, whereas emotional appeal has been found to be most effective when brand response involvement and advertising message involvement are low.

Emotional advertising, according to Aanchal Ashra (2017), is the practise of creating brands that speak directly to a consumer's emotional condition, wants, and goals. It is a phrase used within marketing communication. Emotional advertising purposefully arouse emotional triggers and manipulate consumer emotions to affect their decision-making. An emotional advertisement aims to elicit emotions such as anger, grief, or delight in order to further the brand's objectives. She also talked about how the correct emotional appeal may reach individuals on a deep level, making it simpler for customers to remember the advertiser's sales message in the future.

In her 2015 study, Dr. S. Anurekha examines the profile of modern advertising in India in the broader context of young adult television advertising trends, recent changes in the strategy, and issues relating to young adults' perceptions and attitudes towards television advertising in Chennai. According to the study's findings, emotions outweigh cognition and should be viewed as the most important aspect in the advertising process. The advertisements included emotional elements and were emotional, regardless of the product category or the anticipated engagement, according to the textual analysis of the commercials. More than 70% of the ads reviewed featured humour in some capacity, including situational humour, sexual humour, tropical humour, and subtle humour. Further cognitive and behavioural responses are blocked by emotional responses.

3. Research methodology

The main goal of this study is to assess the impact consumer purchasing behaviour in Delhi NCR is affected by emotional appeals utilised in FMCG TV commercials. Through this study, an effort has been made to learn more about the many emotional appeals utilised in food and beverage, home goods, and personal care products, as well as their influence on consumers' purchase decisions. The goal of the current study is to comprehend how customers' perceptions of, and preferences for, the marketed goods are affected by the appeals used in TV advertisements.

In order to acquire insight into the various customer responses to the appeal employed in TV advertisements and their major influence on consumer purchase decisions, a descriptive study method was adopted. The study also aims to investigate the diverse appeals that are employed in various product categories, such as soaps, detergents, soft drinks, chocolates, etc. This study aims to understand how fast-moving consumer goods companies utilise positive and negative emotional appeals to influence viewers in Delhi NCR (Delhi, Ghaziabad, and Gurugram) and how these appeals help turn viewers into customers.

4. Results and Discussion

4.1 Emotional appeals used in TV commercials in FMCG sector

My research's primary goal was to identify the various emotional appeals utilised in TV commercials for various FMCG product categories. A secondary goal was to determine which emotional appeals were more frequently

employed. I used the Observation Method to conduct a regressive analysis of TV commercials for several FMCG categories in order to achieve these two goals.

I have chosen 23 products from the FMCG sector, and I have combined them into three main categories: food and beverages, household care products, and personal hygiene. Seven emotional appeals-humor, love and affection, happiness and joy, fear and negativity, pride and accomplishment, bravery and challenge, and amazement-are the main topics of my investigation.

Table 1: Emotional appeals used in TV ads of food & beverages category

Product Appeals	Baby Foods, Chocolates, Biscuits, Health drinks, soft drinks, Fast food, Sauces, tea/ coffee. Noodles, Potato Chips, Ready to eat food, Cooking Oil, Atta	
Humour	40	31%
Love & Affection	30	22%
Happiness & Joy	26	19%
Fear & Negative	2	2%
Pride & Achievement	10	7%
Bravery/ Challenge	10	7%
Amazement	16	12%
Total	134	100%

The above analysis's findings, which are depicted in table 4.1, indicate that out of 67 advertisements for food and beverages, 31% focus on humour appeal. This is followed by love and affection (22%), happiness and joy (19%), amazement (12%), pride/achievement (7%) and bravery/challenge (7%). The fear and jealousy appeal receives the least attention (2%). This finding leads me to the conclusion that the FMCG Sector's Food & Beverage segment uses humour appeal most frequently.

Table 2: Emotional appeals used in TV ads of household care product category

Product Appeals	Detergents, and Toilet Cleaner, Mosquito Repellents	
Humour	6	15%
Love & Affection	4	10%
Happiness & Joy	4	10%
Fear & Negative	6	15%
Pride & Achievement	2	5%
Bravery/ Challenge	8	20%
Amazement	10	25%
Total	40	100%

According to the table 4.2, out of 20 TV commercials for household care items, 25% appeal to viewers' amazement. Bravery and challenge appeal (20%) is the advertisers' second preference, it is also noted. The advertiser then uses humour (15%) and fear/negative appeals (15%) to increase the effectiveness of the commercial. Household care products place considerably less emphasis on pride/achievement appeal (5%), happiness and joy (10%), and love and affection (10%). Finally, I can say that in terms of household care items, advertisements primarily exploit the Amazement appeal, with Bravery and Challenge appeal coming in second.

Table 3: Emotional appeals used in tv ads of personal care/ hygiene category

Product Appeals	Shampoo, Soaps, Tooth-paste, Hair Oil, Deodorants/perfume, Shaving Cream, Face Cream	
Humour	10	12%
Love & Affection	20	24%
Happiness & Joy	10	12%
Fear & Negative	10	12%
Pride & Achievement	8	8%
Bravery/ Challenge	12	13%
Amazement	16	19%
Total	86	100%

According to the aforementioned table 4.3, out of 43 TV commercials, 24% of them are about love and affection, and 19% of them use the emotional appeal of amazement. These commercials are for personal care and hygiene products. Following this, humour (12%), happiness and joy (12%), fear/negative appeals (12%), and bravery and challenge appeals (13% each) are almost equally liked by the advertisers. Finally, pride/achievement appeal (8%) was evident in TV commercials for personal care or hygiene products. Therefore, I can conclude from this that advertisers mostly exploit the Love & Affection and Amazement appeals to promote personal care and hygiene products through TV advertising.

5. Conclusion: With a focus on Delhi NCR, this study examined the impact of emotional appeal in TV commercials on customer purchasing decisions in the FMCG industry. To achieve the goals of the research, an

attempt has been made to quantify consumer preferences and behaviour responses to emotionally charged TV advertising. This section presents the study's findings based on the analyses done in relation to the suggested research questions.

This study has found that humour, amazement, and love and affection appeal are used most frequently in FMCG TV commercials for food and beverage, household care, and personal care items, respectively. The survey also found that respondents tended to watch emotionally charged food and beverage-related TV commercials, and that they favoured those commercials that emphasised happiness and joy, humour, and love and affection.

Second, the findings show that emotional appeals in TV advertising have a big impact on people's purchasing decisions. The majority of consumers said that emotional appeals favourably influenced them and forced them to purchase the offered goods. The study also showed that a consumer's age and educational background are very important factors in determining their purchasing choices. However, answers based on gender are consistent with and supportive of consumer preferences for the marketed goods. According to the study, emotional appeals are what cause variances in customer buying preferences; viewing frequency of TV advertisements plays little to no influence in altering consumer preferences.

Further research reveals that emotional appeals utilised in FMCG sector TV commercials are successful in enhancing brand recognition at the moment of purchase. Only older customers, compared to other age groups, are said to be less impacted by emotional appeals on brand registration. The study also reveals that when it comes to brand preferences, emotional appeals are not very effective. The consumer's choices for brands may be shifting as a result of various other issues. Age and educational attainment are key factors in determining brand choices for products. The study reveals that humour, bravery, and challenge appeals have a greater impact on customers' decisions to purchase the advertised goods.

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