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**Dr. Ravinder Singh**  
Assistant Professor, PDM  
University, Bahdurgarh,  
Haryana, India

## **Advertisements and emotional appeal: Influence people to get to buy**

**Dr. Ravinder Singh**

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### **Abstract**

Advertising is an audio-visual form that makes a communication possible with customers. It is a process to influence consumers gets to buy a particular product. Advertising is a kind of process that fascinates people and having different moments that flirt with their lives, seduces them, provoke them and leave them with the beautiful images and dreams. They have mission to connect with the consumer, the thrill and challenges they have is how to informing and persuading them. Keeping customers need in mind they are presenting advertising which is more persuasive, understandable and entertaining and emotional as well. Yes, this is not about the movies only that provide emotions, feelings or relationships through audio and visuals. Advertisers also accept the fact that if nothing will work, there are certain things that will help to attract attention of the consumer. A new term that has been added in the advertising world is emotional appeal, as an influencing factor to get people to buy. Advertising is emerging as a medium which helps people to set their standard of living by nourishing their consuming power and also showing them the goals of a better home, attire, food for their family. This paper concludes with an attempt to bring out the current emotional advertising appeal to influence people.

**Keywords:** Advertisement, emotional appeal, new trends, buying behaviour

### **Introduction**

Advertisement a well-known term that we are hearing and visualising not from today but from the very beginning. "Advertisement is a paid, non-personal communication through various media by business firm, non-profit organization and individuals who are in some way identified in the advertising message and who hope to inform or persuade members of a particular audience" [the (UN) common sense of advertising, pg no.25]. Previously it has different terms, nature, appeals, and different target audience for whom they are made of. Advertisement has a different nature yet that plays an important role to deal with the public interest. There are several reasons for this, previously people who hardly gave the advertising a thought not get different ideas, choices or options for taking decisions regarding product purchase, servicing and also to make their taste change with the time. Advertisements used by the government that they never done before to convey, direction, advise and appeal to the citizen is also emerging as a new trend. They spread awareness through ad campaigns, highlighting their achievements through ads. Advertisement has a Power to make all things in the favour of one party to another. Where politicians used to go to the house to house for collecting votes now make themselves visualise through different advertisements.

### **Emotional Advertising**

These are the kinds of ad that triggers the emotion of their consumers. Emotions are the inherent feeling that can never be seen but can feel only. This is the kind of advertising appeal which is going to use now days and also make people influence to buy their product. People get connected easily where they found emotions from. Ads are not only the corporate body today, but builds up the relation of their product to the costumer. It would be not wrong if we will say people rely on emotions than information to make their brand decisions.

Emotions are become an important part of a successful advertising campaigns. For instance: we all know snacks and cold drinks are not good for our health but ads for coco-cola, Pepsi, Limka never talk about fat, calories and diabetes. A chocolate that includes higher level of fat associated with luxury, indulgence and sensuality. Zig ziglar, an American Author, salesman and a speaker said once that "people do not buy for logical reasons, they buy for emotional reasons". Many studies shows that emotionally charged advertisements are more

**Corresponding Author:**  
**Dr. Ravinder Singh**  
Assistant Professor, PDM  
University, Bahdurgarh,  
Haryana, India

powerful to influence people than the simple one. That emotion creates a powerful memory in people mind that cannot able to avoid or forget easily. These kinds of ads motivate people and even make their minds drive at the stage where they can even purchase or donate money to cause.

### How emotion used in Advertising

Psychologist Paul Ekman, pioneered research into emotion recognition in 1960's. He showed different emotional stages. His previous research determined that there are six core emotions, which he termed universal emotions are as follows:

### Happiness, Anger, Disgust, Sadness, Fear, and Surprise

By taking each one of example we will discuss how they are used in advertising.

#### Happiness

This is an emotion that makes you feel good, out of the world, take you more near to a dream. This is what we talks about luxury, youth etc. This includes positive kind of concepts like romance, adventure, family bonding etc. These kinds of ads are most visible and easy to grab people attention.

#### Anger

This can be used in many ways but mostly sees as a design to make people angry. It uses like Environmental policies, Animal killing and Political issues.

#### Disgust

These kinds of ads made to make people feel bad about them. Associated with sell medications, diet plans etc. Somewhere these ads are misleading the public.

#### Sadness

These kinds of advertisement bring a sense of feeling or understanding in the mind of people. These are generally related to the awareness programme, social issues.

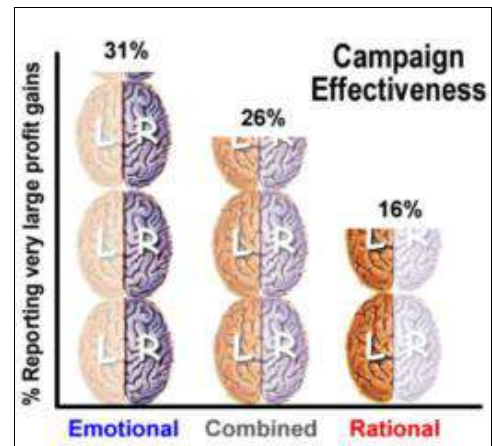
#### Fear

These ads generate fears in people mind regarding their health and life. For instance: tobacco, smoking or drug.

#### Surprise

It can be a combination of different emotions. It can be positive or negative. For example an unexpected chemical at home that could be dangerous to children or danger zone. In positive sense it could be a surprise left for the poorer one.

### Effectiveness of Campaign



Emotional responses are deeply firm into our brain that we react unconsciously without thinking anything. In fact many times we take decisions that are made on emotional basis but are rational in nature however we did not even care about this.

The above data presented by roger dooley in his study of 'Emotional ads work best' in neuromarketing, shows the IPA (the UK based Institute of practisioners in Advertising) data bank contains 1400 caste studies of successful advertising campaign. The above chart showed the result that purely emotional content nearly doubled from rational campagin (31% vs 16%) and earn more profit of sale. The ad containing combined emotions content came up with 26% only.

These finding says that need to make more emotional ad campaign. This study influnced the advertising agencies to make such kinds of ad to increase their profit sales and make people more influenced towards their product.

### Research area

Limiting the research area is absolutely important to stay within the boundaries in terms of usefulness, planning, focus, and the available time and means. There are numerous topics are present and it is not possible to research the entire topics or problem in one single research question. With keep in mind all these situations and terms I choose my research area.

There will be an emotional ad as a research area which is going to be observed.

### Objectives

Problem formulation serves to describe the aim of the research; the objectives provide an accurate description of specific actions that anyone will take in order to reach its aim. Research objectives can be linked with the hypothesis or used as a statement of purpose in a study that does not have a hypothesis. If the nature of the research has not been clear to the reader from the hypothesis then he/she can understand the research from the objectives.

- To find out the role play by emotional advertisement
- How effective an emotional ad to get to people buy a product

### Methodology

Every study come up with a process of being studied. Research methodology is a process to find out the result of a given problem on certain problem or matters that's also introduced as research problem. In methodology, a researcher uses different criteria for solving the research problem. Different types of methods are use for solving the

research problem. In a concise form we can say that research methodology is a process of finding or solving the research problem.

For finding out the result for my given research problem I choose observation method. I observed an advertisement film “Wagh Bakri Tea”. I simply observe this advertisement and noted down its viewers choice, cause of getting that much likes, subscribes and views.

Observation is a method of research that provides a vision to the researcher for collecting the data. It involves the use of eye rather than of ears and the voice. It is a process of careful watching and noting down the phenomena as they occur with regard to the cause and effect.

**Analysis of an Advertisement**

- **Rishton ki garmahat, a film by wagh bakri tea**



**Storyboard: Wagh Bakri film “husband- wife”, 2015**

Agency: Scarecrow Communications Ltd.

The film shows the husband-wife relationship. This film let our mind takes towards, where we caught up in our work that much we do not even time for our relationships. Slowly they lose their fondness that once made them special. This film tells a story which not only binds your heratbeats but will also make you rethink at the way you think.

There are several other example like this and we emotionally attached with these kinds of ad. We have taken one example above to clarify that how a single ad can be change your

decision for buying a product.

**Table 1:** In youtube, this AD shows response discuss below

Likes	Deslikes	Viwes	Subscribe
1393	60	491,941	626

(<https://www.youtube.com/watch?v=hTHo-slVISC>)

This table shows viewers felt more emotional connectivity towards this ad. This proves with the like 1393, viwes are more than expected 491,941, people also love to subscribed this ad that is about 626. This asd contains more positive response than negative (60). This also proves the emotional appeal of an advertisement that people want to watch and share with other poeople also.

**It is not about Tea, it is a need**

Yes this will be true if we will say, this is not about a tea which serves as a national drink but it has become an essential drink for everyone. Apart from this people enjoying their fevrouit brands. With time, Advertising has gone through with many changes in this category. We can explain this with the refrence of Mr. Harish Bijoor, brand-expert & CEO, Harish Bijoor Consults said, “Communication has changed as per need; in the very old days it remained functional- ‘taste, strength and aroma’ were spoken about. Those were the days when the advertising tone, tenor and decibel stuck to the basics with integrity. The idea was to promise the functional, occupy a specific high ground and enjoy leadership, brand recall and consumer franchise on that count.” Later he goes to recount the things and take deep thoughts with the marketers as well and come to point where their approach from Functional to Emotional has been changed. Than a Tea came with the promise of lighter feeling when you will drink it.

It all started with Tata Tea’s ‘Jaago Re’ campaign which has been seen as one of the most successful marketing initiatives by a brand to spread awareness and education on important issues. Over the years, it has supported issues like ‘One Billion Votes’- ignorance of Indian citizens about basic facts like credentials of electoral candidates, ‘Khilana Bandh, Pilana Shuru’- aimed at establishing the fact that corruption can be tackled, if the citizens don’t engage in bribery. Then there was the ‘Soch Badlo’ campaign which aimed at bringing the positive stories to light. The ‘Choti Shuruaat’ where actor Sharukh Khan took a pledge that he would put the names of the actresses in his movies, before his own and finally the on-going one ‘Power of 49’ which encourages women who forms 49% of voter base (Neogy Sarmistha, “Trendspotting: Tea Category Witness sea change in Communication” June 2015) <sup>[11]</sup>.

Kv Sridhar, a.k.a Pops, Chief Creative Officer, Sapient Nitro worked closely with the team of Tata Tea, feels that that there are different kinds of tea and you can only sell it on the basis of colour, flavour and strength. So at the end of the day, it is all about refreshment. “Therefore, it becomes very difficult to sell any brand on product differentiation today, as a result of which, not just in India, but also abroad, brands are trying to become different, by owing a certain space in people’s life. So Tata Tea started it, and now everyone is trying to get on to it, which in a way is good, because today relationship gets formed between the consumer and the brand, not on the delivery of the product, but on the common shade values, they both have,” he added.

**Conclusion**

from the past few years advertising changed drastically due to the taste change of audiences their shifted attention from newspaper to television, internet. people engaging their time with the internet helps businessmen to make ads possible online also. If we will conclude all the above information than we will come to the point of making an emotional ad makes a sale more increment than ever before. It become more important to the ad agencies to be adapt the emotion of their target audience.

The biggest challenge that the marketer have in recent time not about how your costumers feel about your product but they have to make them emotionalny peachy tune of the ads so that they can influenced by the ads.

Without any doubt the use of emotion plays a crucial role in Advertising success neverthlness, you also need to know about how do your audience feel when you present and ad with an emotional appeal.

Antonio Damasio, professor of Neuroscience at the university of southern california, argues in his book 'Descartes Error' that emotion is an essential ingrdient while we are taking any decision. When we are in a process of tackling decision, emotions from the past related experinces stick values to the options we are considering. These emotion creates preferences that leads to our decision.

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