

PATTERN OF ADVERTISING APPEAL POST 2005: A REVIEW

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ABSTRACT

Advertising is pervasive. It is present everywhere, whether print media, online, radio, television, banners, brochures, hoardings etc. It is a common pattern adopting emotions through which any business wants to lure the customers. As an emotional and social being these emotions are infused in ones DNA. Thus, the advertisements based on emotional appeal lay an impact on the consumer behaviour. The ongoing research focuses on use of appeals in advertising and traces research post 2005 as a literature review.

Keywords: Advertising, Print Media, Literature Review, Customers, Emotional Appeal.

Introduction

Advertising triggers human emotions using various appeals, everything comes down to telling a story which a person can relate to. Multiple emotions can be triggered in a similar advertisement like happy, angry, sad etc. A marketer does not have any other option apart from creating advertisements which are emotional in nature which will influence a consumer's buying decision. Emotional infused advertisements stand out from the crowd, and they tend to remain in the sub-conscious mind for a longer time.

Literature Review

Thomas (2005) focused on using the primary colours in Natyashastra. The Axismundi of Indian Cosmos are associated with Primary colours and are indivisible. He suggested the Integrity of all the colours which are generated from the major 4 primary colours. People beyond the Indian sub-continent use colours in the religious and ritual context. He also mentioned about the theatrical application of principles of art.

Dijksatra, Pieterse and Pruyn (2008) studied the individuals' reaction towards colour on patients, impact of colour on individual's arousal, stress and cognitive appraisals in the healthcare environment. Study examined the role of stimulus screening ability and observed how colour impacts the outcomes. An experiment was conducted wherein the participants were shown a picture of a hospital in 2 differently controlled situation via image wherein the 1st room was painted green and 2nd one was painted in white colour. The results showed that the participants of green room were less stressed as compared to that of the other one.

Wiener and Chartrand (2014) studied the impact of the announcer or the spokesperson while announcing the advertisement. It identifies that a speaker's voice can influence a customer's perception towards the advertisement and eventually impact their purchase decision. They also suggested about the human pitch that the men who have faster pace while speaking are generally socially active and truthful compared to men who speak slowly. However, listeners are more tend towards this style of speaking which is a little faster than the usual voice. This study suggests that women buyers are more likely to be attentive towards the product when its being announced by a man who have a creaky voice as compared to a woman who has a creaky voice while advertising. Men, on the other hand are relatively less sensitive to the effect of voice quality. In conclusion, this study helped in understanding how voice quality and speech rate influence purchase.

Rawal and Torres (2017) conducted research and studied emotionally driven advertisements on social networking platforms. They researched how a customer feels about social media specially

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Facebook, commented on the role of social identity between engagement and empathy. This study was made possible using the experimental design on the college students. Positive impact on empathy was studied as far as emotional empathy was concerned,

Rathnayake (2015) conducted his study in Sri Lanka and observed that Rasa have been used there to make their advertisements effective. Although, according to him it was difficult to state if the natives of Sri Lanka had the right understanding of the rasa or not. He also discovered that 2 Rasas namely 'Karuna' and 'Shanth' were missing in the Sri Lankan Advertisement. He concluded that if all the 9 Rasas have been used in advertisement with the right knowledge, then advertising would have yielded better result by developing a better brand image. The study helped creators, marketers in creating emotionally driven advertisements when it comes to Facebook. It also suggests considering social identity on the social networking sites.

Singh(2017) conducted study to identify different type of Emotional Appeal which were being used in the FMCG Industry and identified which appeal was giving the maximum result in the FMCG product. She has used observation method to collect the data and descriptive research design method. The most popular appeal according to the author is Amazement, Love, Humour and Affection when it comes to Food & Beverage (F&B), Personal and Household care. Her research work provides insight for the advertisers and creators for the FMCG products.

Jorge (2018) identified how emotional marketing influences the purchase decision in the Laundry Detergent Industry. Semi Structured Interviews were conducted for the French Millennials using the Qualitative methods. Secondary data was also used to have a deeper understanding of the study. This study states that emotional marketing can have bigger impact on the purchase decision, although pricing cannot be ignored very important and so do emotional marketing as well. Therefore the research helps to understand the use of emotional marketing in the laundry detergent industry and explain how it influences the purchase decision.

Vytautas and Indre (2019) focused on the emotional responses of the online users during the impact of different music genres. This paper works on the SOR or the Stimulus-organism-response theory to predict how music plays an effect on the cognitive and affective reactions of the consumers. This study found that whenever a popular music in the background is played in the e-stores the intention of purchase is higher as compared to the other scenario. This eventually resulted in the positive emotional response associated with an intention to purchase. This study also talks about the satisfaction and pleasure levels of the shoppers during the online shopping. Overall, this study helped to understand the impact of music on the consumers during an online purchase.

Singh (2019) studied the use of Navarasa in Advertisement. She tells that advertising agencies are adopting the concept of emotional appeal for particular product and distributing it among its target audience. Objective of this research paper is to demonstrate how the different 9 types of sentiments play a significant role in advertisement. With this study one can understand the Aesthetic sentiment of the Indian Natyashastra which is Human Nature and its implications in the advertising. According to him the Aesthetic Sentiment can help creators to develop a better brand image of a product for effective and efficient communication. Now the question arises, does all 9 Rasas are being utilized in the Indian Advertisement or not? After the analysis she concluded that the 'Shringar' Rasa is the most powerful or the dominant sentiment and from the 8 other rasa's Bhiivatsya and Shanta are not being used that much as the appeal or look and feel of the advertisement might give a different direction to the creators. She stated that sentiments/Emotions are used to attract more people to purchase the product. No doubt about it that the audience get attached to such advertisements actually buy the emotional appeal of the product. One of the limitations of this paper was that it was limited to print advertisement only.

Gumber Sughanda (2022) stated that when advertisement have Emotional appeal or Rasa's involved in it, it grabs the audience attention, it triggers the audience to attach with the concept and the character which is being portrayed in the advertisement. It puts audience in a place where the product is perfectly suited to them. Gumber stated that using Rasa in Advertisements aids in the development of the brand Image and helps in brand promotion. In advertisements, the idea is the one which connects with the audience emotionally in a certain desired way. Marketers design framework of the advertisement in such a way that they can get the maximum output out of it, the framework not only includes the visual aspects but all those arrangements, distribution, graphs, typography etc. as well. Research also suggested for shortening of attention spans as people have switched to Online Advertising. Limitation of this paper is that it is based on print and visual advertisement.

Periera (2022) in his research discussed the way emotional marketing lays an impact on the customer buying decision. Emotional marketing is being used by marketers or creators which eventually evokes customer emotions and influence their buying decision. It also includes Emotional Advertising like showcasing of puppies playing or small babies etc. Research also states that Emotional Marketing is a new concept and needs to be explored further. Emotions play an important role when it comes to purchase and so do is the rational decisions. The study states that it is important to establish a connection with the consumers emotionally in order to sell products to them. It is noteworthy here that advertising is not a universal approach on the contrary it needs to be alter and applied according to the target audience.

Narula, Sharma and Verma (2022) focused on Bibhatsa Rasa, an emotion for disgust, in India's Public Service Television. Natya Shastra is an action treatise introduced as to this concept of Rasa which is the ultimate reality of emotions. Public awareness campaigns such as anti-smoking and traffic awareness campaigns are part of the application of Bibhatsa Rasa. This study was driven by the detailed content analysis and data was collected from YouTube and evaluated from YouTube comments. Use of disgust is highly result oriented for public awareness campaigns. The thing with Bibhatsa Rasa is that it never comes in isolation and is generally accompanied by other Rasas. The study used an ancient concept of Emotion in the modern advertising. This study provides effectiveness in the Awareness campaigns while using the Bibhatsa Rasa and helps us understanding the emotions in advertising.

Conclusion

Although consumers project themselves as rational beings, their reality is mainly shaped by social interactions, emotions, customs, and culture. Approaching consumers by appealing to their emotions is one of the most fruitful and persuasive advertising pattern. Advertising appeals provide provoke a positive response that helps to convince the consumers to buy a certain product or service.

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