



Research Examining the Utilization of Emotional Appeals in Television Commercials Across Various Sectors

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<p>Received: 12th Nov 2021 Revised: 16th Dec 2021 Accepted: 20th Jan 2022</p> <p>CC License CC-BY-NC-SA 4.0</p>	<p style="text-align: center;">Abstract</p> <p>With the proliferation of numerous FMCG brands in the country, businesses in this sector are locked in intense competition to secure market share. Established companies vigorously compete, even offering products accessible to low-income individuals. To maintain market leadership, renowned firms must employ robust advertising and branding strategies effectively. This study aimed to explore the influence of advertising on consumers' FMCG purchasing decisions. Given that consumers integrate FMCG items into their daily routines and seek novelty and uniqueness from them, marketers have dedicated considerable efforts to comprehend consumer psychology—what appeals to them and why. It is crucial to identify the components of effective advertisements as consumer susceptibility to their effectiveness varies. FMCG product advertisements primarily emphasize variety, product enhancement, and cost-saving incentives to enhance their impact on consumer psyche.</p> <p>Keywords: Consumer, advertisement, market share, FMCG product</p>
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1. Introduction

To entice customers into purchasing goods and services, advertisers employ emotional appeal to resonate with their social and psychological needs, evoking both positive and negative emotions. These emotions, when aroused, significantly influence consumer recall, leading to product purchases. Referred to as transformational appeal, emotional appeal alters consumers' perceptions and feelings towards the promoted product.

Take Tide, marketed by The Procter and Gamble Company (P&G), for example. Despite being just a detergent, P&G strategically cultivates emotional attachment among consumers to enhance brand loyalty. P&G achieves this by emphasizing Tide's role in handling laundry—a crucial household chore—thereby freeing up time for other activities. This positioning illustrates how marketers, like P&G, strive to forge an emotional connection with their target audience, prioritizing emotions over rational considerations when promoting products.

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 aims to incorporate ego and hero appeal into their marketing strategy. Ego appeal revolves around the desire for prestige in society, often associated with luxury goods, comfort items, high-limit credit cards, high-end vehicles, and designer clothing. Brands like Raymonds and Nissan cars exemplify this approach.

On the other hand, hero worship appeals involve leveraging sports or celebrity endorsements to make consumers feel heroic when using the products. Examples include commercials featuring Sachin Tendulkar and Mahendra

Singh Dhoni for brands like Pepsi, Lux, and Yardley. These ads tap into the admiration and aspirational qualities associated with these figures to influence consumer behavior.

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

In today's dynamic and fiercely competitive market, the significance of each individual consumer in the marketing decision-making process compels marketers to align the elements of the marketing mix according to the consumer's viewpoint. Understanding consumer behaviors, perceptions, and attitudes towards advertisements is essential in this context.

Marketing gains significance through the utilization of advertisements. While the traditional purpose of advertising was to inform, persuade, and remind consumers, today's approach, as per Procter and Gamble's advertising, emphasizes the notion of promotion as exercise, yielding long-term benefits. Just like regular exercise keeps one physically fit, consistent promotion keeps a brand in good shape.

Despite the brevity of advertising messages, they often wield significant power, persuading and influencing consumer attitudes and behaviors. Television advertisements, in particular, have a profound impact on people's thoughts and purchasing patterns due to their widespread exposure. The researcher sought to ascertain the extent to which TV advertisements influenced consumers' purchasing decisions.

Television broadcasts inundate viewers with advertisements, making it imperative to understand how these ads affect consumer purchasing patterns and behavior. This understanding is not only crucial but also highly enlightening. The advent of globalization has brought about numerous changes, with one of the most notable being shifts in advertising trends.

2. Review of literature

In their study, D. Lakshmanan and Dr. S. Rabiya (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	Detergen	ts, 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:

Focused on Delhi NCR, this study investigated the influence of emotional appeals in TV commercials on consumer purchasing decisions within the FMCG industry. The research aimed to quantify consumer preferences and behavioral responses to emotionally charged TV advertising. Here, we present the study's findings based on the analyses conducted regarding the research questions.

The study discovered that humor, amazement, and love and affection appeals are the most frequently used in FMCG TV commercials for food and beverage, household care, and personal care products, respectively. Respondents tended to watch emotionally charged food and beverage-related TV commercials and preferred those emphasizing happiness, joy, humor, and love and affection.

Furthermore, the findings revealed that emotional appeals in TV advertising significantly impact purchasing decisions. The majority of consumers reported that emotional appeals positively influenced their purchasing decisions. Age and educational background emerged as crucial factors in determining purchasing choices,

while gender-based responses aligned with consumer preferences for marketed goods. However, the study found that viewing frequency of TV advertisements had minimal influence on altering consumer preferences. Additional research uncovered that emotional appeals utilized in FMCG TV commercials effectively enhance brand recognition at the point of purchase. Older customers were noted to be less impacted by emotional appeals on brand registration compared to other age groups. Moreover, emotional appeals were found to have limited effectiveness in influencing brand preferences, as various other factors may influence consumer choices for brands. Age and educational attainment were identified as key factors in determining brand choices. Humor, bravery, and challenge appeals were found to have a greater impact on consumers' decisions to purchase advertised goods.

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6. References

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