



Role Of Emotional Appeal In Advertising Of Social Product: A Quantitative Study

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Abstract

Apart from the digital and technological world it is also an era of modern marketing where marketers bombard various types of techniques to sell their products and to gain a special place in customers' hearts. One of the marketing strategies that is very impactful from older days is emotional appeal or emotional advertisement. Emotional advertisement has been a very influential technique of marketing where marketers try to build a favorable attitude towards a brand in the mind of customer. There are various factors responsible for the effective use of emotional appeal in advertisement. When there are two similar products in the market and when they are completed for the same customer, the effective way of advertisement that help one marketer to approach efficiently towards a customer is emotional appeal. Emotional appeal has been successful in developing brand loyalty by creating an emotional connection between the brand and the customer.

Keyword: Emotional Appeal, Advertising, Emotional Brands and Customers, Influential Marketing.

Introduction

The customer in today's informational world has become more cautious not about the quantity, quality, or price of the product but also about their emotional satisfaction. To satisfy the needs of emotional resonance in the customer the companies are using emotional marketing strategies. These strategies are helping the businesses to establish a long-term relation with the customer and to create brand loyalty among the customers. It has been helpful for an enterprise in various ways. The emotional marketing techniques not just establish a good image of an organization but also help them to achieve their objective in a very easy and effortless way. Here, it is important to understand the concept of emotional branding because emotions are the mental state that arises from the judgment of a situation when one interacts with something. Brands are using various human emotions to drive connection and awareness among the users of the product or service. These emotions are happiness, surprise, sadness, anger, jealousy, or fear. Marketers now use this emotional concept of feel-to-think where people subconsciously think about the brand where marketers try to attack or target their emotions and with the influence of such emotions

customers make decisions based on their views. The intense psychological connection between the brand and the customer induces a higher level of performance in organisations and provide them a competitive edge over the competitor. The emotional advertisements that are very impactful in the mind of customers make them react. It is true in the sense because emotional branding intent people to buy the product rather than just focusing on the information provided about the product. The emotional content has become so powerful that brands are harnessing the importance of the emotional aspect of advertisement. The emotional content today has become an inspiration for the advertiser to make an impact in the heart of the viewer (Kumar, 2015 and Widya, 2019).

People go through hundreds of emotions every day and they react to a particular situation differently depending upon their mood. Emotion is not just a psychological term, but it also holds a whole science within. The marketers have understood the science of emotion in marketing and now with this understanding they know what to share and with whom to share their brand. The marketers have understood the psychology that implies that happiness makes us want to share more and with the help of this psychology marketers use social media to share their happy content where they try to target the happy emotion of the user. The other psychological aspect is sadness that helps to connect and emphasize people. With the use of this psychology marketers use images or make content that build trust in a product and help them to increase their sales. The market is vast, segregated, and saturated. In this market, selecting a target customer becomes very difficult because for most of the people, desires are more important than their needs. With the understanding of consumer behaviour the new principle called consumer pleasure was discovered. Which highlighted that for people quality and price are not more important than trust or love which are also called the intangible factors. Many brands are focusing on the psychological aspect where the customer makes purchase decision based on the emotional need of the product. As the market has been bombarded with similar products, it is very difficult for the customer to pick the one that can satisfy its need and since all the products includes same feature the customer tries to figure out the emotional aspect and diversify the product emotionally in this segregated market (Bao, 2020 and Rahman, & Pial, 2019).

Literature Review

In such an active world, it is nearly impossible for the company to exist and compete for the customer. The best marketing strategy can make an organisation stand out and help them to gain a competitive edge. To secure their position in the competitive market it is very important to understand the target audience and make them believe that their product is best than the other. As the consumer is more emotionally focused and this impacts his rational thinking, the marketing agencies are stimulating customer feeling to boost their purchase by implementing emotional advertising appeals before them. Emotions drive the consumer away from their rational thinking that influences them to make a choice of a

product towards which they feel emotionally connected. While going through various emotions, the consumer goes through a decision-making process which has two aspects. One is immediate emotion and the second is anticipated emotion. The immediate emotion happens when the consumer buys a product. The anticipated emotion occurs after the purchasing process and consumer realizes the gains or losses about the purchase. This anticipated emotion helps the business to expand more opportunities and provides them many ways to engage with the customer. The marketing agencies use emotion in their campaigns or advertisements to connect with customers and to attract their interest. Before implementing the emotional campaign, the marketers draft three stages called approaching the customer, interacting with the customer, and influencing the customer and in all these three approaches emotions are common. These three stages provide the platform to the marketer to make a potential move that helps in the branding of a product (Ponniyamurthy, Arulmoli, 2019 and Panda, Mishra, 2013).

The conventional advertising, the main objective of the advertisement was to inform the customer how to provide information about the product, its uses and prices to the customer. In the traditional aspect of advertisement, importance was given the information that can be shared through the advertisement. Due to the change in psychological needs, the main objective of advertisement has shifted towards emotional branding and emotional appeal of the product. Though, there has been a two-way approach on the effectiveness of both rational and emotional marketing techniques. But it is evident that emotional appeal throws light on the customers reaction towards advertisement and grab their attention and impact the brand attitude. It means that emotional appeal have a favorable attitude towards the brand or product. Here one thing that should be noted is that consumers do not participate in the pre purchase information and have little or no interest in obtaining or processing the pre purchase information. The consumer only research when he tries to buy a new technology product or wants to make a big investment. For marketers it has become very difficult to create a rational thinking process when a consumer is buying any commodity. Sincere commodity market is highly mature and competitive therefore the rationality based on the product is not very effective and it becomes very difficult for the consumer to differentiate one product from another. Here emotional appeals play a very important role to differentiate one commodity product from another and to make a special place in the heart of the customer (Bhatia, 2019 and Choudhury, 2019).

As social media marketing has been on the peak of advertisement but still television advertisement holds their special place where the target consumer can easily be influenced by the advertisement appeal. Every marketer looks for the best place where they can advertise their product. Television and the female population of India have a real and an emotional connection with each other. It has become a very important place to host products of daily needs that can influence the mind of female population. Through television

advertisement, marketers create awareness about the product or brand and persuade the customer to choose the particular product from their brand and influence their purchase decision. In a study it was also found that when emotional advertisements are compared to humorous advertisement, they are more effective in various aspects like brand image, purchase intention and repurchase intension. The emotional advertisement presented on television plays an important role in changing consumer behaviour. They are the easiest way to target the female consumer because the advertisement promises to fulfill their needs and satisfaction. Since the females are more emotionally concerned, they do not try to figure out the rational aspect of the advertisement and choose the emotional appeal in the same. It was also found that the Indian population is mostly influenced by celebrities and their popularity. The Indian consumer, today focus more on the eco-friendly products. It was also observed that consumers try to switch between various brands not because of dissatisfaction but for the sake of variety available in the product (Deshwal, 2015 and Singh, Panday, 2017).

Emotional branding is a strategic aspect of any marketing plan and hence it is important to develop such experience that drives through the motion. To develop this drive the brand needs to follow a few stages that are associated with emotional branding. An advertisement, which needs to be emotionally appealing, must target their audience and try to understand how the audience might respond to the emotional aspect associated with that advertisement. The emotional Appeal of an advertisement must encourage the viewer to be a buyer of the product, means the advertisement must encourage Purchase Decision in the consumer. The brand needs to hold the emotion that has been built through the advertisement. For creating a long-lasting relationship, it is important for the brand to assure the consumer that they are making the right decision while purchasing the brand. It is very important for the brand to create customer loyalty so that the customer can regularly purchase the product. It was also found that while making a purchase some amount of emotion is always involved in it that acts as a fuel that drives the purchase decision process of a customer. It should be noted that while making a purchase there is always a logic behind it and emotional act encourages the customer towards the purchase decision. Rationality generates the interest in the product while emotion leads the customer to purchase the product. After making the purchase emotionally, the customer realizes the choice rationally. The marketers only follow the concept of emotional marketing and include more emotion in their marketing strategy which seems profitable than any other rational marketing strategy. The emotional marketing appeal is the winner not only in the minds of customers but also for the marketers (Khanna, 2019 and Singh, 2017).

Methodology

This study is descriptive in nature in which data is obtained from 182 respondents specialized in various marketing strategies. In the above study people from marketing

background have been covered. A checklist question was used to analyze and interpret the data. In a checklist question respondents choose “Yes” or “No” for all the questions.

Table 1 Role of Emotional Appeal in Advertising of Social Product

Sl. No.	Role of Emotional Appeal in Advertising of Social Product	Yes	%Yes	No	%No	Total
1	Emotional appeal captures the attention of the consumer	149	81.87	33	18.13	182
2	Emotional appeal encourages purchase of the product	156	85.71	26	14.29	182
3	Emotional appeal develops a connection between the consumer and brand	144	79.12	38	20.88	182
4	Emotional appeal develops consumer loyalty	163	89.56	19	10.44	182
5	Emotional appeal makes a brand part of consumers' life	167	91.76	15	8.24	182
6	Emotional appeal benefits from word of mouth	139	76.37	43	23.63	182
7	Emotional appeal increases the profit of the company	159	87.36	23	12.64	182
8	Emotional appeal drives the consumer buying behavior	170	93.41	12	6.59	182

Table 1 shows that 93.41% respondent agree that Emotional appeal drives the consumer buying behavior while 91.76% respondents agree that Emotional appeal makes a brand part of consumers' life. 89.56% respondents agree that Emotional appeal develops consumer loyalty while 87.36% respondents agree that Emotional appeal increases the profit of the company. 85.71% respondents agree that Emotional appeal encourages purchase of the product while 81.87% respondents agree that Emotional appeal captures the attention of the consumer. 79.12% respondents agree that Emotional appeal develops a connection between the consumer and brand while 76.37% respondents agree that Emotional appeal benefits from word of mouth.

Conclusion

Emotional appeal, sometimes known as emotional advertisement, has been a very effective marketing tactic for a long time. A particularly effective marketing strategy has been emotional advertising, which aims to instill a positive perception of a brand in the minds of consumers. Emotional appeal is a powerful marketing strategy that enables a marketer to

effectively approach a customer when there are two identical items on the market competing for the same consumer. Through the development of an emotional bond between the brand and the customer, the emotional appeal has proved beneficial in fostering brand loyalty. In traditional advertising, the primary goal of the message was to tell the consumer about the product, its benefits, and costs. The information that might be provided through the advertisement was valued in the classic sense of advertising. The primary goal of advertising has changed from rational branding to emotional branding and emotional appeal of the product because of the change in psychological demands. However, there has been debate over the efficacy of both logical and irrational marketing strategies. However, it is certain that emotional appeal draws attention, influences brand attitudes, and sheds light on how consumers respond to advertisements. It indicates that consumers will see a brand or product favourably if it has an emotional appeal. Companies use emotional marketing tactics to meet the demands of the customer's emotional resonance. With the use of these tactics, firms can establish lasting relationships with their clients and inspire consumer brand loyalty. It has benefited business in several ways. The use of emotional marketing methods not only helps an organisation project a positive image, but they also make it simpler and easier for them to accomplish their goals. Understanding the idea of emotional branding is crucial since emotions are the mental state that results from evaluating a scenario while interacting with something.

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