



A Study Of Advt To Know Effect Of Emotional Appeal.

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Abstract;

1. What is an emotion: Emotion is a feeling of a person which he can, understand and co-relate. Emotion is a state of psychological arousal an expression or display of distinctive somatic and autonomic responses.
2. Emotional Appeal: This relates to the customers' social and/or psychological needs for purchasing a product or services.
3. How it plays vital role in marketing via advertisement? : Emotional appeal is so effective because many consumers' motives for purchase decisions are emotional. Many advertisement believe an emotional appeal to work better at selling brands that do not differ markedly from competing brands. There are two subsets of emotional appeal i.e. the personal and the social. These are made up of: Personal-Safety, fear, love, humor. Social- Recognition, Status, Respect, Recognition.

Emotion-Emotion is such an important factor in establishing a firm memory of an advertisement and predisposing consumers to buy a brand. The way consumers think and act is triggered and shaped by their initial emotional response to events, and that includes advertising.

4. What factors marketers should consider ?

a) Language: Honorific (showing respect/honour) or pejorative (tending to make or become worse) to generate emotional appeal.

b) Psychological facts: To understand the consumers psychology is very difficult. Marketers have to understand the psychology so that they can make proper advertisement which can touch consumers easily.

c) Situation: Which situation touch or affects the consumers emotion is very important. Marketers should focus on situation to be made.

d) Proper message to the consumer Whatever message marketer wants to display it should be clear and easily understandable. Consumer should get exact message what marketer wants to say. Consumer should be able to correlate the advertisement with their life.

Hypothesis

Emotional appeal attract the consumer towards product if it is done in proper manner and force the consumer to think about the product.

Methodology

- Analysis of advertisement in which emotional appeal is made.
- Survey of advertisements related to study.
- Survey of limited sample size 80.
- Common things which viewers appeal while watching the advertisement.

Findings through advertisement

- LIC – Personal (security)
- Surf excel- Personal (love)
- Maruti service centre- Personal (happiness, long affection, safety).
- Spark- Personal
- BMW- Social (Status)

Conclusion

Most of the advertising nowadays based on emotional appeal rather than rational appeal is none effective and force customer to think about the product as it touches so it can remain in memory for longer time. it helps in brand building of product.

Through our sample out of 100% more than 75% viewers agree that emotional appeal do affect on their purchasing behaviour positively. so marketer should focus on emotional appeal in advertisement so as to survive and growth of business.

Questionnaire

- 1) Do you watch advertisement carefully? Yes/No
- 2) Do your purchase totally happen under influence of advertisement? Yes/No
- 3) What you like most in any advertisement? Song, Theme, Concept, Uses of product, appeal
- 4) How advertising affect on your buying decisions? (in % use) 25%, 50%, 75%, 90%
- 5) Advertisement having emotional appeal will be viewed by frequently. Do you agree?
- 6) Has any product you have purchase due to emotional appeal through advertising influence you?
- 7) Name the product totally you have purchased under influence of emotional appeal?
- 8) Do you discuss these types of advertisement with your family, friends.
- 9) According to you (means viewer) which one is the most touching advertisement nowadays?
- 10) In Indian culture we give respect to relation so will emotional appeal can play vital role for our viewers?
- 11) Do you think the purpose of advertising is served through these types of advertisement?
- 12) According to you which is the most important thing in any advertisement?
- 13) Can you recall all the ads? Yes/No
- 14) If no which kind of ads you don't forget?
- 15) Which percentage of the following in any ad is good to remind? a) Emotional 50%, rational 25%, situational 25%
b) Rational 30%, emotional 40%, situational 30%
c) Rational 40%, emotional 30%, situational 30%
d) Rational 50%, emotional 40%, situational 10%
- 16) Do you think emotional appeal should be there in an ad? docomo or reliance?

Bibliography :

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- 4) Marketing research by Tull and Hawkings