

Emerging trend of Emotional Appeal in Indian Television Advertising

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ABSTRACT: *The more media channels are created, the more advertisements are generated. Brands cannot survive without promoting themselves. Thus, it becomes necessary to create advertisement to sell a product. Everyday a consumer is bombarded with hundreds of advertisements, but it is not necessary that the consumer will remember all the ads that he has seen. Therefore, as a brand it becomes important to advertise in the most creative manner which is remembered by the consumer. Recently a trend has been noticed in advertising that companies are using emotional appeal to attract the attention of the potential customers and by leaving a good impression they want to generate new customers. This study aims to discuss the new advertising attitude of using emotional appeal by the top brands and analysing the message given by them. We shall see how different brands have shifted their pattern of using rational appeal to emotional appeal hence trying to promote their brand image. Focussing on the above mentioned case study we shall do a descriptive and detailed research on the trend of Indian Advertising Industry.*

Keywords: Emotional Appeal, Rational Appeal, Indian advertising industry, advertising attitude

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I. INTRODUCTION

Advertising has become one of the most important commercial activities in the modern competitive environment. Companies spend a large part of their budget to produce and run advertisements for promotions to communicate information about their company and products. Companies hope that consumers will purchase their products due to the advertisements, which deliver messages about a certain brand and its products. Everyday consumers are bombarded with different advertising campaigns but they do not respond as they need something other than tangibles. There is need to explore something more than tangibles that can attract their attention. This can be done by using appropriate advertising appeal in the advertising campaign. If advertising appeal is interesting, then it grabs the attention of the customers. The Indian advertising industry has evolved over the years. The most common appeal which has been used by brands since long is rational appeal. In rational appeal the brand focuses on providing information about the product. This may highlight the features, quality, benefits of the product or services. The trend is gradually shifting from using rational appeal to emotional appeal. From the recent times many companies have started advertising using the emotional appeal to create a powerful impact in the mind of the consumers. These changes the buying behaviour towards the product.

II. REVIEW OF LITERATURE

Advertising appeals aim to influence the way consumers view themselves and how buying certain products can prove to be beneficial to them. The message conveyed through advertising appeals influences the purchasing decisions of consumers. Different types of appeals in adverts can be seen in the media today.

- 1. Kotler (1997)** pointed out in his study that advertising appeal is the theme of an advertisement. To make the audience receive a necessary message, advertisers have to put some driving power into the message. This driving power is appeal. Every advertising appeal represents an attraction, which arouses consumers' desires.
- 2. Kotler (2003)** divided advertising appeals into rational and emotional appeal. To meet the varying demands of their target consumers, advertisers commonly use rational appeal and emotional appeal in their advertising in an attempt to influence consumer behaviour.
- 3. Schiffman and Kanuk (2007)** defined advertising appeal as suppliers' application of a psychologically motivating power to arouse consumers' desire and action for buying while sending broadcasting signals to change receivers' concepts of the product. Hence, advertising appeal is applied to attract the consumers' attention, to change the consumers' concept of the product, and to affect them emotionally about a specific product or service

III. MASS COMMUNICATION THEORY

Two-step flow of communication, Paul Lazarsfeld, Elihu Katz (1944)- The model hypothesizes that ideas flow from mass media to opinion leaders, and from them to a wider population. The info often flow from Mass media to opinion leaders who pass it along less active section of population and thus the majority were able to receive the second hand information.

Cultivation Theory, George Gerbener's (1967)- Cultivation theory examines the long-term effects of television. "The primary proposition of cultivation theory states that the more time people spend 'living' in the television world, the more likely they are to believe social reality portrayed on television." Under this umbrella, perceptions of the world are heavily influenced by the images and ideological messages transmitted through popular television media.

Social Learning Theory, Albert Bandura stated that learning is a cognitive process that takes place in a social context and can occur purely through observation or direct instruction, even in the absence of motor reproduction or direct reinforcement.

Objectives

- To examine the change impact of emotional appeal in advertising
- To determine whether emotional appeal tend to change the buying behaviour
- To find out whether emotional appeal generate new customers
- To examine the change in psychology of urban youths through emotional appeal

What is Advertising?

Advertising is a form of marketing communication used to promote or sell something, usually a business' product or service. Advertising is a non-personal form of promotion that is delivered through selected media outlets that, under most circumstances, require the marketer to pay for message placement. Advertising has long been viewed as a method of mass promotion in that a single message can reach a large number of people. But, this mass promotion approach presents problems since many exposed to an advertising message may not be within the marketer's target market, and thus, may be an inefficient use of promotional funds. However, this is changing as new advertising technologies and the emergence of new media outlets offer more options for targeted advertising.

Advertising as a mode of communication

In communication model the sender identifies the receiver(s) and develops a message, the basic of the sender is that the customer or the target audience should buy the product or the service. It is important to understand whether a particular message created has been effective in reaching out to the audience.

AIDA Model

1. Attract Attention
2. Secure Interest
3. Build Desire for the product
4. Obtain Action

Attention could be the form of the layout of a print advertisement or the way an advertisement is made in the form of moving pictures, the colours used, the models used and the copy written, the movements used and the contrasting element used. By using emotional appeal the chances of attracting the attention of the consumer increases. We are bombarded by so many advertisements that there are a few we see and while a few we don't. The advertisement, which arouses interest in us and provokes us to think or feel about a product, is what an advertiser looks at. It basically means to catch the eye of the public. Desire would mean the buying motive. When you feel that you want to possess the particular product or be associated with it. Action would normally mean the acquisition of the product. Within the AIDA framework, Attention would refer to the cognitive stage, both Interest and Desire would relate to the affective stage and Action would be a behavioural activity.

Rational Appeal Vs Emotional Appeal

Advertising appeal is classified into rational and emotional appeals (Chu, 1996; Belch and Belch, 1998). Gloden and Johnson (1983) proposed that rational appeal covers more product information and practical content thus, attracting consumers and creating better purchase intentions than emotional appeal. They believed that rational appeal works better in arousing consumers' interests than emotional appeal. Coulson (1989) concluded that compared with emotional appeal, rational appeal stimulates and enhances consumers' purchase intentions more effectively. Emotional appeals are woven with the sensation of fun, love, enjoyment, fear etc (Ramaswamy and Namakumari, 2002). Kotler (2000) opined that there could be positive emotions as well as negative emotions but in the advertising campaign negative emotions can be converted to positive emotions. Emotional appeal is the feeling associated with the product. There are certain dreams and hope which are present in the individual which works consciously or subconsciously and gives pleasant feeling in the individual's psyche. Emotions also help in arousing and directing the behavior of an individual (Morris, 1999).

Change in buying behaviour

Advertising appeal refers to the direct or indirect delivery of certain benefits or incentives or the explanation why consumers should consider buying a product in an advertisement. Consumers are attracted and show interest due to the communication of advertising messages. Advertising messages aim at influencing consumer behavior, product attitudes, and even purchase intentions (Chu, 1996; Belch and Belch, 1998; Kotler, 2003).

Change in psychology of the urban youths

The advertisement which are produced nowadays reflect the problems that the society is facing. Through these advertisements, the leading brands of India are trying to bring out solution to the problem. The target audience is usually the Urban youth and the advertisement are so powerful that after watching the commercials the youths think about the issue for a second. But the question is that if these commercial really are changing the psychology of the urban youth.

Advertising on television vs advertisements on social media

The statistic shows the number of social network users in India will be around 283 million by 2018. "Accessing social media is one of the key reasons for people to access the Internet. In fact, for many people accessing the Internet for the first time, social media was the reason they embraced Internet," said the IAMAI-IMRB report on social media. Urban areas witnessed a growth of 35 per cent with 118 million users as of April 2015. Facebook emerged the leading social media website with 96 per cent of urban users accessing it, followed by other many other social networking websites. The advertisement is shown on the television for a limited period as a part of their PR or Advertising Campaign. All these ads are then uploaded on the internet and the content sharing websites share all these ads and thus it reaches their target audiences. Many companies are launching their advertisement on Internet and not on television. The Idea is to connect with their target audience and internet solves their purpose.

Length of the advertisement

The usual length of advertisement is for 30 sec or for a min. By inserting the element of emotional appeal in the advertisements, the length has gone up to 3 mins. This affect the ad budget of the companies but to convey the message or to build brand awareness companies they have to incur this expense too.

Brand awareness and acceptance

The existing consumers tend to accept or like the brand even more. They feel connected to the problem and relate themselves with it. The companies might even generate new customers. According to the definition given by Fishbein and Ajzen (1975), intention refers to a subjective probability for an individual to engage in certain behaviour. The same concept extends to purchase intentions and consumers' willingness to come up with purchase behaviour. Hsu (1990) proposed that purchase intention refers to certain transactional behaviours that occur after the consumers' make a general product evaluation and an emotional reaction reflecting their attitude towards an object. When consumers hold positive feelings for an advertisement and a product, their purchase intention will be strengthened. Dodds et al. (1991) even reported purchase intention as the possibility of consumers' willingness to purchase a specific product.

IV. CASE STUDY

Vicks's #Touchofcare

Inspired by a true story Vicks came up with a new campaign recently. This ad showcases a story of a girl, Gayatri who is going back to her hostel as her mother wants her to become a doctor. Gayatri lost her parents at a very early stage of life. She then found her new mother Gauri, who stood by her in every situation and treated her with utmost care. Gayatri thinks about the little beautiful moments the duo shared. The video then shows her mother who is a transgender. As Gauri leaves Gayatri to the Hostel she started crying. The video ends with the girl standing and thinking that when everyone is entitled to basic rights then why can't her mom. She said that now she wants to be become a lawyer for her mom and not doctor. The main thought behind this campaign is to teach the audience that the family is not connected by blood but end up being family through care towards each other and going beyond the biological connections. This advertisement is full of emotions and leaves the audience in tears. This ad campaign was a huge success and was shared on all media platforms. The South Asia Laadli Media & Advertising Award for Gender Sensitivity 2015-16 honoured Vicks under the 'Best Campaign' category for its brilliant portrayal of third gender in latest campaign.

Prega News #YourSecondHome

Pregnancy, a beautiful phase of life but full of challenges, all-the-more for a working woman. The ad started when the boss orders the peon to take away everything from Shweta's desk. When Shweta arrives, she is stunned and thinks that because she is pregnant her boss has fired her. She gets anxious and decides to go to the HR to talk about it. While she is going, she sees her nameplate hanging outside a spacious cabin. When she steps inside she observes the cabin has been designed especially according to her need. She becomes happy and then her boss enters and tells her that "becoming a mother isn't easy and we are making less difficult for you. After all office is your second home." This advertisement strikes a chord instantly. It sensitises towards the working class pregnant women. This advertisement was aired around Mother's Day. The ad is full of emotion and pays a wonderful tribute to all the pregnant working women.

British Airways: #Fuelled by Love

British Airways launched a campaign 'Fuelled by Love' which showcases a UK cabin crew member's trip to India. The advertisement starts when Helena, the cabin crew member is nervous yet excited about her first flight to India. In the flight she finds an old aged woman struggling with the seat belt. As a part of her duty, Helena helps her. Later she finds that the woman is crying as she misses her son. Helena takes care of her throughout the journey. When the flight lands to Hyderabad, the old woman insists Helena to visit her the next day. When Helena visits her she develops a special bond with the old woman. The emotions are portrayed brilliantly in this advertisement. The ad is over 6 minutes and beautifully captures and delivers the intricate details of the fragile emotions.

Mirinda: #ReleaseThePressure

Just before the board exams Mirinda launched its campaign called Release the Pressure highlighting a socially relevant issue that is depression and suicidal tendencies amongst students. The ad features real-life teenagers reading out letters they had written to their parents about the pressure they go through during their exam. They express themselves that how burdened they feel when they see their parents having high hopes and expectations from them. The ad film was released on the brand's official YouTube channel and had more than 5.7 million views. The Vice President of PepsiCo said that they had been using the rational appeal in the advertisement from quite a long time but because after this campaign they will try to bring meaningful change in consumers' lives.

V. CONCLUSION

Today, television & internet has changed the communication paradigm, making it no longer difficult to reach a large number of people. Advertisement on television or on the internet is playing a significant role in changing the buying behaviour of the consumer. The consumer is connected to the media which means the reach of advertising is wide enough. Advertising has emerged as a powerful tool for brands to convince the consumer and develop a brand image. The brands taken as case studies had been using rational appeal in their advertisement in the past but they have shifted to the usage of emotional appeal. As a result, they use emotions to sell their product. The ads do not mention about the product or does not sell the product directly. But by using emotions the brand wants to stay in the mind of target audience. The ads are lengthier which helps in bringing out true emotions from the ad and these emotions connect with the audience.

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