

# Brand Connecting With People in the Aspect of Emotional Advertising Towards Societal Benefits and Awareness

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*Abstract—Advertisement is an important tool to introduce brand to people in current market scenario. Emotional advertising is one such option of which can differentiate one brand to the others and will create a bond between the producers and consumers and can easily register the brand in people mind. Emotions can transcend cultural, linguistic, demographic, and social boundaries. Previously, advertisers were only focusing on the utility feature of the product but now the whole scenario has been changed. This study investigates the effect of emotional advertisements on Brand Recognition, Recall and Societal benefits towards Fast moving consumer goods (Food and Beverages, Household Care Products and Personal Care/Hygiene products). We endeavor to display the predecessors to the emotional reaction variable by building up a lot of speculations foreseeing emotional response and exactly test the theories utilizing information from 115 participants with 69 matrix questionnaires on four dimensions. This study confirms that the emotional appeal creates significant effect on brand registration by the consumers at the point of purchase.*

*Keywords:- Emotional Advertisements, Product remembrance, Brand Recall, Brand Recognition and Societal awareness.*

## I. INTRODUCTION

Emotional or "feeling" advertising requests have got extensive consideration over the previous decade in shoppers behavior investigation. Regularly an emotional reaction to advertising is believed to be one that evokes tears or smiles. Every advertisement creates an emotional reaction, in light of the fact that all that we experience in life produces an instinctual emotional reaction to everything and so along these lines, emotion could really compare to most sponsors figure it out. Contemporary research recommends that there are six widespread feelings we feel: Happiness, Anger, Disgust, Sadness, Fear, Surprise. Emotional advertisements notices deliberately control buyers feelings and stimulate the emotional triggers that impact how we decide. An emotional advertisement may be intended to affect anger, sadness or joy all are focused towards the brands ultimate objective. emotionally charges notices make an incredible effect on individuals' mind. Strong emotions may drive us to make a costly . An incredible emotional reaction is compelling in making individuals notice and make an impression of that brand. Just making mindfulness about an organization's product or administration will neglect to make desire in a customer's mind and neglect to

energize buy. Using emotional advertising, sponsors endeavor is to bring out a feeling of imparted feeling or conviction to their intended interest group. advertisers need individuals to identify with the circumstance depicted in the advertisement, feeling positive, moved or shocked after the advertisement exposure. Reactions to advertisements are chiefly evident because of encounters throughout everyday life, as we have a emotional advertisements to all that we approach. Adverts can make enormous assortment of emotions; a large portion of the messages depicted by brands will positively affect purchasers, which means the expected reaction is accomplished. Emotional advertising is likewise an incredibly integral asset for making mindfulness and keeping the wrong or no reaction. For advertisers to inspire a feeling, it is critical to consider what the brand depend on, yet in addition how it can fit into and speak to mankind – how it can contact the senses. By speaking to humanity as it were, consumers are moved nearer to the advert through their own encounters, subsequently producing a forceful emotional reaction and more deeper brand association. The use of emotions in advertising is pivotal to publicizing achievement. Thus, it could really compare to ever for organizations to be acclimated with the emotions of their intended interest groups , however it is required a dependable methods for estimating how individuals are reacting to your endeavors at emotional branding.

## II. OBJECTIVES OF THE STUDY

- To study the impact of emotional advertising towards societal benefits and its awareness.
- To understand the brand recognition and recall influence of emotional advertising.
- To understand the credibility of the firm by analysing the purchase decisions through emotional advertising.

## III. NEED AND IMPORTANCE OF THE STUDY

The achievement of a brand relies upon the sort of reactions it gets from the gatherings of people. The clearance of the product is straightforwardly relative to how purchaser feels about the product. People feels adequate when they purchase a decent quality item which is worth of the value, emotional assume a noteworthy job in purchase behavior of the buyer. Organizations spending immense measures of cash in understanding the buyers conduct,

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organization needs to make advertisements which suite their image also for their crowd. It is basic for organizations to acknowledge how to emerge among the ocean of brands and modify shopper conduct to suit their requirements, so as to adequately use their advertising budgets. This examination plans to comprehend emotional advertisements which makes the brand connecting with people . Subsequently, an endeavor has been made to comprehend the emotional aspect that makes the shopper loyal to the brand.

#### IV. SCOPE OF THE STUDY

This study provides an overview and analysis of the emotional advertisements influencing the purchasing decisions of the consumers ,it documents the types of emotions which influence the producers to win over the competitor products and to withstand in the overcrowded market. This study examines and to generate potential emotional bond between the producers and consumers by emotional advertisements and prescribe approaches to share phenomenal routine with regards to emotional advertisement in the usage of commercials. The regions are distinguished in which further advancement could be upheld and give exhortation on how this may be accomplished and any huge issues identified with the methodologies being created which would help the producer to achieve high credibility. Societal issues can be understood and helping the people to have a awareness about it using the emotional advertisements approach which would indirectly increase the brand image.

#### V. REVIEW OF LITERATURE

**Williams and Drolet (2005)** examined persuasive impacts related with age on reactions to emotional advertisements with two analyses. Trial I demonstrated expanded enjoying and review of passionate promotions among more established customers and that time skyline point of view directs these age - related contrasts. Trial II uncovered impacts of age and time skyline point of view on reactions to various sorts of passionate promotions. **Tellis (2004)** characterizes emotion as a condition of excitement and sees that publicists need to address four vital issues – of how, where emotions work and how to stir feelings and which specific feelings to stimulate. **Auken, (2004)**, says that to make emotional association with the customer, a brand should pick up trust of the buyer and such emotional association originates from promoting and positive imparted encounters to the brand after some time. **Smit, Van Meurs and Neijens (2006)** a second stream saw the intensity of emotion in advertising emerging from the sentiments that emerge towards the notice itself. **FazalurRehman, Nawaz, Khan, &Hyder (2014)** conducted another study where they examined the effect of advertisement on the rural regions and finally they came with the conclusion that emotional advertisement is playing a significant role changing the consumer buying behavior.

#### VI. RESEARCH METHODOLOGY

Emotional advertising gives a reasonable picture on the viability and unwavering quality of emotional advertising and its relationship to purchase decision, Brand Recognition

and Brand Recall. The respondents were then approached to fill 69 questionnaires. The reason is that distinctive sorts of upgrades lead to significantly unique correspondence impacts. The investigation was led in Chennai, Erode and Salem locale of Tamil Nadu. The examination to a great extent relies upon essential information gathered through very much organized questionnaires to draw out the opinions from the 115 respondents. 69 questionnaires apart from the demographic questions were randomly distributed through online for consumers and field survey were conducted over the period of one and half months. This research paper was undertaken to assess the brand recognition, Brand Recall, purchase behaviour analysis and societal benefits of emotional advertising. This study was conducted from the chosen respondents in three districts of Tamil Nadu. We selected the consumers as sampling framework by adopting non- Probability convenient sampling technique. The gathered information were dissected mainly through descriptive statistics.

#### VII. ANALYSIS

##### Sexual distribution

Sex	No's	%
Male	69	60
Female	46	40
Total	115	100

##### Age distribution of respondents

Age	No's	%
Less than 18	12	10.4
Between 18-25	35	30.4
Between 26-35	49	42.6
Between 36-50	7	6.1
Greater than 50	12	10.4
Total	115	100

##### Professional distribution of respondents

Job	No's	%
Govt. Employees	11	9.6
Private employees	58	50.4
Home maker	13	11.3
Self employed	15	13
Students	18	15.7
Total	115	100

##### Income distribution of respondents

Income level	No's	%
Below 3 lakhs	37	32.2
Between 3-5 lakhs	30	26.1
Between 5-8 lakhs	25	21.7
Above 10 lakhs	23	20
Total	115	100



**Education distribution of students**

Education	No's	%
No formal education	13	11.3
High school graduate	9	7.8
Diploma graduate	12	10.4
Bachelor Degree	34	29.6
Master Degree	37	32.2
Doctorate Degree	10	8.7
Total	115	100

**Pessimistic while recalling a brand**

	No's	%
Strongly disagree	10	8.7
Disagree	18	15.7
Neutral	32	27.8
Agree	44	38.3
Strongly agree	11	9.6
Total	115	100

**Emotional advertising helps the company to create new customers**

	No's	%
Strongly disagree	17	14.8
Disagree	19	16.5
Neutral	22	19.1
Agree	39	33.9
Strongly agree	18	15.7
Total	115	100

**Emotional advertising increases Brand Image of the firm**

	No's	%
Strongly disagree	7	6.1
disagree	15	13
Neutral	34	29.6
agree	49	42.6
Strongly agree	10	8.7
Total	115	100

**Emotional advertising increases Word of mouth purchase**

	No's	%
Strongly disagree	8	7

disagree	17	14.8
Neutral	31	27
agree	44	38.3
Strongly agree	15	13
Total	115	100

**Product remembrance among public**

	No's	%
Strongly disagree	7	6.1
Disagree	12	10.4
Neutral	29	25.2
Agree	54	47
Strongly agree	13	11.3
Total	115	100

**Recalling brand during purchase**

	No's	%
Strongly disagree	5	4.3
disagree	10	8.7
Neutral	34	29.6
agree	49	42.6
Strongly agree	17	14.8
Total	115	100

**Video advertisements impact more than poster Ads**

	No's	%
Strongly disagree	7	6.1
disagree	15	13
Neutral	27	23.5
agree	40	34.8
Strongly agree	26	22.6
Total	115	100

**VIII. ANALYSIS AND INTERPRETATION**

*PAIRED 'T' TEST*

**Null hypothesis H0:** There is no significant association between Emotional advertising influence more word of mouth purchasing and Consumers go with emotional advertised products for all categories.

**Alternative Hypothesis H1:** There is significant association between Emotional advertising influence more word of mouth purchasing and Consumers go with emotional advertised products for all categories.

**Paired Sample statistics**

	mean	N	Std.dev	Std.error mean
Emotional advertising influence more word of mouth purchasing pair 1	3.3565	115	1.10274	.10274
Consumers go with emotional advertised products for all categories	3.287	115	1.14528	.1068



**Paired sample correlation**

	N	Correlation	Sig.
pair1 Emotional advertising influence more word of mouth purchasing Consumers go with emotional advertised products for all categories	115	.593	.000

**Paired samples test**

Emotional advertising influence more word of mouth purchasing- Consumers go with emotional advertised products for all categories	Paired Differences				t	df	Sig.(2 tailed)	
	Mean	Std. dev	Std. error mean	95% confidence interval of the difference				
				lower				upper
	.06957	1.01499	.09465	-0.11793	0.25706	0.735	114	.464

**INTERPRETATION**

The mean score of Emotional advertising influence more word of mouth purchasing suggestive figure is 3.3565 and mean score of Consumers go with emotional advertised products for all categories is 3.287 and the difference

between their mean is 0.0695. The significant value is .000 and it is lesser than 0.05 so reject null hypothesis. There is a significant relationship between Emotional advertising influence more word of mouth purchasing and Consumers go with emotional advertised products for all categories.

**WILCOXON SIGNED RANK TEST**

**Ranks**

	N	Mean rank	Sum of ranks
Consumers are more Pessimistic while recalling a brand - Negative Ranks	22 <sup>a</sup>	24.2	532.5
Emotional video advertisements impact more than poster advertisements Positive Ranks	37 <sup>b</sup>	33.45	1237.5
impact more than poster advertisements Ties	85 <sup>c</sup>		
Total	115		

Where,

- Consumers are more pessimistic while recalling a brand < Emotional video advertisements impact more than poster advertisements.
- Consumers are more pessimistic while recalling a brand > Emotional video advertisements impact more than poster advertisements.
- Consumers are more pessimistic while recalling a brand = Emotional video advertisements impact more than poster advertisements.

**Test Statistics<sup>a</sup>**

	Consumers are more pessimistic while recalling a brand -Emotional video advertisements impact more than poster advertisements
Z	-2.818 <sup>b</sup>
Asymp. Sig. (2-tailed)	.005
Exact Sig. (2-tailed)	.000
Exact Sig. (1-tailed)	.000
Point Probability	.000

- Wilcoxon Signed Ranks Test
- Based on negative ranks.



**INTERPRETATION**

From the below table, the significant values of pair Consumers are more pessimistic while recalling a brand -

Emotional video advertisements impact more than poster advertisements are less than 0.05 and hence the above pair is significant.

**ONE SAMPLE K-S TEST**

**Descriptive Statistics**

	N	Mean	Std. Deviation	Minimum	Maximum
Emotional advertising Increases brand image	115	3.1418	1.43088	1.00	5.00
Creates emotional bond between producer & consumer	115	3.3478	1.01777	1.00	5.00

**One-Sample Kolmogorov-Smirnov Test**

		Guerilla advertising increases brand image	Creates emotional bond b/w producer & consumer
N		115	115
Normal Parameters <sup>a,b</sup>	Mean	3.5652	3.3478
	Std. Deviation	1.15569	1.01777
Most Extreme Differences	Absolute	.264	0.252
	Positive	.153	0.174
	Negative	-.264	-0.252
Kolmogorov-Smirnov Z		2.831	2.705
Asymp. Sig. (2-tailed)		.000	.000

- a. Test distribution is Normal.
- b. Calculated from data.

**IX. INTERPRETATION:**

The value of the variable Asymp.sig for Increase the brand image is 0.000 and Creates emotional bond between producer and consumer variable of Asymp.sig is 0.000. In accordance with the basic decision making on the normality test, the value of Asymp.sig all the variable is < 0.05, it can be concluded that Increase the brand image and Creates emotional bond between producer and consumer is normal distribution.

**ANOVA**

**Null Hypothesis Ho:** There is no significant association between age and influence of emotional advertisements in creation of new customers

**Alternative Hypothesis H1:** There is significant association between age and influence of emotional advertisements in creation of new customers

	Sum of Squares	Df	Mean Square	F	Sig
Between Groups	2.436	1	2.436	1.439	0.233
Within Groups	191.355	113	1.693		
<b>Total</b>	193.791	114			

**Table Anova test analysis**

**INTERPRETATION**

The significant value is 0.233. it is greater than 0.05 so accept null hypothesis. Hence there is a no significance association between age and influence of emotional advertisements.

**FINDINGS**

There is a significant relationship in promotion of good values to the society and emotional advertising is agreed most of the respondents. It was agreed that emotional advertising increases the familiarity of the products and helps in launching the new products. Negativity statements on reliability, irrelevant of product, favorability and degree of confidence has been identified, it has been evident that emotional advertising is mostly reliable and it has high degree of confidence over consumers also it has induced buying power of emotionally advertised products due to special qualities. High frequency of emotional advertisements irritates consumers. On brand Recognition dimensions it is been evident that majority of the respondents agree that visuals and slogans of the emotional advertisements provide the familiarity, pleasant feelings, attractiveness for the products. Emotional advertised products are reachable to rural areas of the markets and celebrity endorsed ones have high familiarity. Most of the consumer consider their chosen products as the favorable one in terms of brand reputation. Based on the influence of emotional ads consumers agreed to give suggestions to others and go blindly by suggestions from friends/family's. The Strong attributes of consumer purchase behavior towards emotional advertising products shows that Quality, safety, status, strongly influencing people, bond between producers and consumers, offers, discounts, Quality, Reliability, Credibility, Trend setting, and style are those which falls in the scale as slightly agree from consumers



side. Emotional Advertising help in recalling the specific brand during purchase .It will increase the product remembrance among public and consumers get more impacted because of emotional advertising rather than advertisements at sports events / public places.

## X. SUGGESTIONS

For effective communication of the Emotional Marketing Tactics, Organizations should do long periods of tireless exercises toward that path which will build believability among purchasers and improve the sales. A “brand struggles against many well-known aggressive brands” in all product lines. To be fruitful, organizations need to make an unmistakable situating for their image, based upon a mix of unique and Emotional Propositions where quality should be the talk of the product. Companies in Indian sub-continent is required to create special brand individuality based on creative Imagery; those brands which hold an image of one in many find it hard to survive. Due to vagueness of the market, organizations in India are required to be more vigilant and should not leave any escape clauses in their tasks – whatever it is in innovative adjustment nonstop interests in R and D vendors relations, consumer loyalty, making network in market fragments, cost alteration or hostile advertising sales for an organization will be static except if organizations implant power in their vital promoting At the time of Strategy formulation, organizations are required to have a prior estimation of the result and are required to specify the destinations evidently. As shopper’s promotion and merchants' promotion have turned into the request of the day in electronic promoting, organizations may need time to design the arrangement of tasks efficiently so it is fundamental to envision the Emotional Marketing procedures of competitors, recognize conceivable situations and discharge very much planned state. After "Emotional strategy" is propelled in the market, Awareness about the system to be actualized ought to be made among center and customer advancement messages ought to be structured in like manner and imparted through various media as an integrated Emotional advertising blend, lastly, it should be taken care that the consumers should not be left dissatisfied at purchase point because the brand unable to meet expectation. With the emotional Campaign the companies can increase the sales but in order to maintain the sales the companies need to have an improved product quality, post sales service drives, good publicity & public relations programs. The companies should not use Emotional Selling techniques as a mechanism to fool the consumers. The Government should make such policies which should have a check on extra emotional or extra motivating Campaigns which might lead to a fraudulent promise and finally ditch the consumer tearing away their hope from the product. Behavior of consumer mostly is predisposed by their “need, personality, comparison with other brand”, “exclusive show room gift and coupons” est., but mostly the emotional triggers which the sales man uses in direct sales affects them positively or negatively. However, the Buyer should be aware not to over buy or not to buy a commodity if he is not in need of the product. The Packing and quality for products should be done keeping in mind environmental factors. The Advertisers can make use

of Emotional appeals to enhance their sales and make a product remembering among consumers.

## CONCLUSION

The various studies were carried out in the achievement of the above listed objectives in this research, which show clearly that a brand finds it much easier to register in the consumer’s mind by using of emotional advertising. It helps the company in retaining the existing and creation of new customers and results in producing better products to the public consumer at lower price. Emotional advertising also creates product familiarization/Differentiations among public and create awareness of social issues. Through advertising consumers are highly satisfied and it leads to create brand awareness of FMCG, so companies are using media as a mode of promotion for the product. Emotional Advertisements assumes a significant critical role for advertisers to extend their business, center the customers to lead a market position and to help in their forceful stuffed market. The vast majority of the respondents picked in this examination are impacted by emotional advertisements. Once the products get registered into people mind which will directly increase the credibility of the firm by increase in purchase. Brand Recognition is related to the nature of the brand in the memory, as reflected by clients' ability to recognize distinctive brand parts under different conditions. Most of the respondent agreed that emotional advertisements will increase the brand image and create a bond between the producers and consumers. Marketers are recommended to give more concentration in creation of advertisement to increase the sales and brand awareness of FMCG products.

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