

Emotional Appeals and Children Appeals in TV Commercials: A Study of new trends in Advertisement world

Sushama Rajeev Hasabnis

H.O.D.Commerce, Late B.R.D.Mahila Mahavidyalaya Nasikroad, Nashik, Maharashtra, India

Abstract

Use of children in advertisement is nothing new now a days. Those days are gone when these advertisements were criticized by some groups of society. They feel that children should have a wonderful memory of childhood. In their age, they should play with their family and friends, instead of sitting there to wait for shooting. Researcher found that now a day's not only parents but kids also feel proud when they are working in advertisement. They are techno savvy now. They can handle Mobile and take selfy very easily. Very confidently face the camera. Last decade in advertisement we saw that parents are giving advice, guidance information about products or services, that how these products or services are good for their children. But trend is change, now kids and children are giving information about new products, that how the products or services are good for them and their parents. In social advertisement on radio also the voice of little girl or boys are used. Furthermore, they are giving advice to their parents what products should be used by them and why?

3. Problem Definition Advertiser use emotional appeal in television

Introduction

Advertising is a component of promotional mix, which is used to create awareness about product, persuading the customers to choose a particular brand and help in taking purchase decisions. the major aim of advertising is to impact on buying behavior .Advertising has become one of the most important commercial activities in the modern competitive environment.

Television advertising and Radio advertising are bestselling and economical media ever invented. Both Media have the potential advertising impact unmatched by any other media. The advantage of television over the other media is that it is perceived as a combination of audio and video features. Reactions to TV advertisements seem to be stronger than the reaction to other advertisements. TV advertising not only change emotions but give substantial message exerting a far reaching influence on the daily lives of people. Over a longer period of time, the TV set has become a permanent fixture in all upper and middle class households and it is not uncommon even in the poorer society of urban areas and rural households. Radio is the friend of urban, rural women and farmers. Advertising appeal is applied to attract the consumer's attention, to change the consumers concept of the product, and to affect them emotionally about a specific product of service. For creating the brand image and symbolic image for the product in the market. Advertising appeal is the theme of an advertisement. To make the audience receive a necessary message and create their interests in Ads advertisers have to put some driving power into the message this driving power is appeal.

The seven major types of advertising appeals include musical, sexual, humor, fear, emotional, rational, and scarcity, which all have the common goal of influencing the way consumers view themselves and the benefits of the products or services being advertised.

Advertising appeals: persuasive ways advertisers use to get a consumer to buy a product or service

Musical appeals: use of music to create a recognizable, memorable tie-in with a company's product

Sexual appeals: use of nudity and sexual cues to gain attention for a product

Humor appeals: grabbing buyers' attention through ads that make them laugh and feel good

Fear appeals: scaring people into buying a product related to security or reducing threats

Emotional appeals: targeting consumers' feelings to get them to take action

Rational appeals: appealing to people's judgment using facts and product benefits in order to obtain support for a product or service

Scarcity appeals: consumers must act now or risk not being able to get a company's product

Mostly emotional appeal is being used by the advertiser. This type of advertising appeal will help in making a deep impact on the memory of the consumer and they will remember the advertisement more than the advertisement in which rational appeal is being used. Emotions play an important part in the response to the effect of TV advertisements, other forms of media They can be distinguished as positive love, happiness, sadness in advertisements which help the advertisers in attracting, penetrating and influencing the consumer purchase decision. It is found that women consumer is more sensitive to emotional toward advertisement.

Use of children in advertisement is nothing new now a days. Those days are gone when these advertisements were criticized by some groups of society. They feel that children should have a wonderful memory of childhood. In their age, they should play with their family and friends, instead of sitting there to wait for shooting. Researcher found that now a day's not only parents but kids also feel proud when they are working in advertisement. They are techno savvy now. They can handle Mobile and take selfy very easily. Very confidently face the camera. Last decade in advertisement we saw that parents are giving advice, guidance information about products or services, that how these products or services are good for their children. But trend is change, now kids and children are giving information about new products, that how the products or services are good for them and their parents. In social advertisement on radio also the voice of little girl or boys are used. Furthermore, they are giving advice to their parents what products should be used by them and why? E.g. commercial advt.(etc. Good night, Good night fabric, Dettol hand wash, Colgate, Surf excel, Dabar tooth paste, Clinic plus, Odomos, Aashirvad Aata etc.) and social advt.(advt of Dengu malaria, Swachhata Abhiyan, Gas cylinder (Soubhagy Yojana in every home etc.)

3. Problem Definition

Advertiser use emotional appeal in television for creating the brand image and symbolic image for the product in the consumer mind, this type of advertising appeal will help in making a deep impact on the memory of the consumer and they will remember the advertisement more than the advertisement in which other appeal is being used.

This study is deal with how emotional advertisements and appeals by children (generating positive and negative feeling towards product) effect consumers buying behavior and how the consumers give emotional response while pursuing a product to buy and also trying to explore how emotional appeal impact on consumer purchase decision.

4. Objectives

- To study the use of emotional appeals in advertising.
- To study the effects of involvement of children in advertisement.
- To assess the impact of emotional appeals in consumer decision making process.

5 Research Methodology

The current study was conducted in Nashik city. The data is collected from women Consumers and Descriptive research has been used for this study. The present study has been reveal the how emotional appeal and use of children and kids in advertisement which effect the consumer behavior towards the product like, household products and personal care products, products which are used by baby, children and kids and it has been majorly focus on emotional appeal used in television commercial and its impact on consumer purchase decision and also measure the effectiveness of emotional advertising on consumer behavior.

A well-structured questionnaire with eighteen questions related to various aspect of research was provided to respondents and data collect from fifty women consumers in Nashikcity. Some question had four options and some had two options out of which respondents had to mark the most appropriate one. Likewise the data was collected and its analysis. And some measures had based on a five point likert's scale in which 1st is "strongly agree" and 5th is "strong disagree."

For the purpose of analysis each correct answer is give score 'one' and wrong answer /or un-attempted question is given score 'zero'. The individual scores were summed up to yield score. Scores were converted into percentage.

6. Discussion and findings:

In the present study total 50 respondents from Nashik city participated. After the collection of data, the researcher turns to task of analyzing them.

Data analysis:

- ❖ Which media get your attention more television, radio or print media?

By the analysis it is interpreted that out of 50 respondents, 44 have responded to Television media get more attention than other media. Hence it is concluded that 88% result found TV media are more effective to get attention than other media.

- ❖ Which appeals attract you more?

By the analysis it is interpreted that out of 50 respondents, 15 have responded to Humors appeals and 6 have responded to rational appeals and 27 have responded to emotional appeals and remaining 2 have responded to fear appeals. Hence it is concluded that 55% result found emotional appeals are used in respondent's favorite TV advertisement. And 45% for others appeals.

❖ What happened immediately after watching emotional advertisement on TV?

The data interprets that out of 50 respondents, 12 have responded that they remember their interest and 11 have responded that these advertisement create interest in their mind and 7 have responded to positive impression and 10 have responded to desire to purchase.

Hence it is concluded that result found positive impression on consumer mind it's happened immediately after watching emotional TV ads.

❖ What happened immediately after listening emotional advertisement on T.V.?

The data interprets that out of 50 respondents 32 respondents reveal that the advertisement are so melodious or informative, sometimes funny that it recall for long period. 28 said we can connect some times.

❖ Are you agree that you like children in advertisement?

Out of 50 respondents 42 said they agree because of their innocence and only 8 said they are disagree because they feel it is not age to earn income.it means 84% are agree and 16% are disagree that they like children in advertisement.

❖ Do you notice that children are giving advices to grown up persons? Do you like it?

All 50 respondents notice that now a day's trend is changing and children are giving advices to grown up persons. 37 respondents like it and 23 respondents dislike it.

❖ Why trend is changing? State your opinion.

It was free ended question.23 respondents said parents and kid's relation is changing now. 16 respondents reveals that children can put their choices before their parents. 8 respondents feel that it is new strategy to attract the consumer may be probable consumers and 3 respondents do not respond to this question.

❖ What you attracts and remembers you of the advertisement on T.V.?

Out of 50 respondents, 07 have responded to punch line and 06 have responded to photography and 03 have responded to background and 34 have responded to emotions. Hence it is concluded that 68% result found emotions is the important aspect of TV advertising.

❖ Do you think emotional advertisement are more effective to get attention?

Data interpreted that out of 50 respondents, 30 respondents think that emotional advertisement are more effective to get attention to great extent and 20 think to some extent. Hence it is concluded that 60% result found emotional advertisement are more effective to get attention to great extent.

❖ Do you think emotional advertisement are influencing positively for purchase?

Data reveals that out of 50 respondents, 32 respondents think that emotional advertisement are always influencing positively for purchase and 14 respondents think its influencing sometimes only. Hence it is concluded that 64% result found emotional advertisement are always influencing positively to customers for purchase.

❖ Do you think children participation and giving advices to parents are influencing positively for purchase?

Out of 50 respondents 33 think that it is influencing and 21 feel it is not influencing 6 respondents can't give their opinion. Hence it is concluded that 66% respondents found children participation and giving advices in advertisement are always influencing positively to customers for purchase.

Impact of emotional Television advertisement on consumer buying behavior.

Likert's Scale Analysis

Sr.no	Statement	Avg.mean
S-1	I Like Television Advertisements more than radio Advertisement.	2.04
S-2	I like the Advertisement performed by children	2.01
S-3	Television advertisement increases the frequency of purchase	1.98
S-4	I feel that exposure to Emotional Television advertisements has enhanced my involvement in purchasing	2.08
S-5	I feel good when I watch the advertisements of the product I an already using	1.74
S-6	Due to Television advertisement exposure, my family members (including my kids)collectively take the decision of purchase.	2.08
S-7	Sometimes my Kids suggest me to buy some products and explain distinct feature of it.	1.73
S-8	I feel emotional appeals use in television advertisements increase brand loyalty	1.94
S-9	Background of Television advertisement is an inspiring one music	1.86
S-10	Television advertisements change the negative opinion	1.9
S-11	Emotional advertisements are effective one.	1.7

The obtained data were analyzed by applying descriptive statistics i.e. mean. The responses were recorded on a 5-point Likert scale where-

1=strongly agree, 2=Agree, 3=Neutral, 4=Disagree, 5=Strongly Disagree.

So if a responses mean is greater than 3 that would imply either Disagree or strongly Disagree (unfavorable response) with a particular statement. And if responses mean is less than 3 that would imply either Agree or strongly agree.

The above results indicate that there is favorable responses for all the statement because all the statement responses mean is less than 3 it means all the statement have agree or strongly agree response.

Hence it is concluded that 1.91 is the weighted average mean of all response it means most of the advertisement are effective impact on costumer buying behavior.

7. Conclusion and Suggestion

The current study concluded that Television is popular and powerful media to get consumer attention toward the advertisement. Advertising appeals has play a significantly positive influence on consumer buying behavior. This study show the power of Emotional appeal used in TV Commercials affect the consumer buying behavior. The study also reveals that the advices to grown up person by children, is the new trend and it is also influencing the purchase decision. It also enlighten the fact that emotional Appeal plays a positive role in purchase decision. The study all reveals that women are mostly gets affected by the emotional TV advertisement. It has also seen that emotional appeal are most common appeal which are used in TV Commercials so make the connection with the viewer's emotionally and it is very effective tool for gaining attention. Majority of the respondents are positively influence by emotional TV Ads.

Finally researcher can conclude that emotional appeals and appeals by children are most important essence of today's TV commercial and its influencing consumers positively toward the product and also play an effective role in purchase decision.

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