

The Model of Emotional Appeals Application for the Advertising of Personal Goods

The aim of the article is to create a practically applicable model of the use of emotional appeals for the advertising of personal goods. The theoretical part of the article reviews the use of emotional appeals in advertising and their classification, presents the categories of personal goods. During the expert interview, it was determined which emotional appeals were most appropriate for the advertising of personal goods. Based on the results of the content analysis and questionnaire survey, the main emotional appeals that encourage consumers to purchase the advertised product have been identified; the strength of the emotions caused by the advertisement must be determined and the main elements of the advertisement that form the emotional appeal must be named. Based on the results of the research, a model of the use of emotional appeals for the advertising of personal goods was developed, distinguishing the recommended emotional appeals, emotional strength and advertising elements.

Keywords: advertising appeal, emotional advertising appeal, personal goods.

Straipsnyje siekiama sukurti emocinių reklamos kreipinių naudojimo asmeninio naudojimo prekių reklamai modelį. Straipsnio teorinėje dalyje apžvelgiamas emocinių kreipinių naudojimas reklamoje bei jų klasifikacija, pristatomos asmeninio naudojimo prekių kategorijos. Ekspertinio interviu metu nustatyta, kokie emociniai kreipiniai tinkamiausi asmeninio naudojimo prekių reklamai. Remiantis turinio analizės ir anketinės apklausos rezultatais išskirti pagrindiniai emociniai kreipiniai, skatinantys vartotojus įsigyti reklamuojamą produktą; nustatyta, koks turi būti reklamos sukeltamų emocijų stiprumas bei įvardinti pagrindiniai reklamos elementai, kuriais formuojami emociniai kreipiniai. Tyrimo rezultatų pagrindu sudarytas emocinių kreipinių naudojimo asmeninio naudojimo prekių reklamai modelis, išskiriant rekomenduojamus taikyti emocinius kreipinius, emocijos stiprumą ir reklamos elementus.

Raktiniai žodžiai: reklamos kreipiniai, emocinis reklamos kreipinys, asmeninio naudojimo prekė.

Introduction

As consumer costs soar, competition between producers is also increasing. Particular competition can be seen in the category of personal goods, as these

goods make up the majority of the products purchased (Statistics Lithuania, 2016). The role of advertising as a means of communicating and encouraging consumers to buy is particularly important here. According to Solomon et al. (2011),

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the ability to establish an emotional connection with the consumer can be considered a feature of successful advertising, since such advertisements, by appealing not to the human brain, but the heart is significantly more effective. It has been observed that advertisements that appeal to emotions are more likely to draw the attention of users and remain in memory. According to J. Hallward (2005), when a consumer has a positive impression of the product being advertised, he is exposed to emotional motivating factors, thus making it easier to change his behavior. L. Percy (2011) believes that advertising with an emotional appeal is much more effective than advertising with rational appeals. There can be found several studies comparing the impact of emotional and rational appeals or the logic of applying individual emotional appeals. S. C. Thota and A. Biswas (2009) examined the overall impact of advertising on consumers, using both rational and emotional appeals. S. Verma (2009) analyzed the impact of promotional appeals on the consumer's purchase motive. G. Mitra and A. Ray (2014) analyzed the impact of emotional and rational advertising on different categories of goods. H. J. J. Chang et al. (2016) studied the relationship between advertising salutation, product attractiveness and willingness to buy. S. E. Kalu and Ch. D. Enyia (2017) conducted a study assessing the impact of rational and emotional appeals on consumer motivation and purchasing of alcohol advertisements. M. Tedeschi et al. (2017) conducted a study assessing the logic of using sexual advertising appeals. In the study of S. Manideep et al. (2020), they assessed the impact of the most commonly used emotional appeals

on consumers' desire to purchase the advertised product. Most studies focus on product-specific case studies or comparisons of multiple appeals. However, there is a lack of studies, which would examine the emotional appeals of advertisements for personal goods and their impact on consumers, analyze the adaptation of emotional appeals to different categories of personal goods. This area is poorly researched, although advertising for personal goods is mainly generated. According to the following insights **problem of this article** is: how to use emotional appeals in the advertising of personal goods?

The object of the research: emotional appeals used in advertisements for personal goods.

The aim of the paper: to create a practically applicable model of the use of emotional appeals for the advertising of personal goods.

The research methods: literature analysis, expert interviews, content analysis and questionnaire survey as the quantitative method for empirical research, data analysis.

Emotional appeals application for the advertising of personal goods. Theoretical insights

Principles of use of emotional appeals in advertising. The emotions used in advertisements are transmitted through appropriate emotional appeals. According to H. W. Berkman and C. C. Gilson (1987), emotional advertising appeals are creative advertising solutions that aim to encourage consumers to be motivated to buy and shape their attitudes towards

the product or service being advertised. According to A. Ambekar (2009), emotional advertising appeals are used to form certain opinions about individuals who consume products and influence consumer purchasing decision-making. L. L. Kanuk et al. (2007) observe that emotional advertising appeals are used to influence consumers emotionally and thus more effectively to draw the attention of consumers, to form opinions about a product or service. Emotional appeals can be classified into positive and negative according to their purpose (Taute et al., 2011). Research shows that emotional appeals in advertisements provoke a greater response from users than rational ones (Kim, Franklin, 2015). Emotional appeals are used to deliberately manipulate human emotions. Personal goods advertisements use emotional appeals that appeal to the human subconscious and its values, beliefs, aspirations. Emotional appeals are mostly focused on the social or psychological aspects of consumers, symbolic meanings that can lead to the motive of purchase. They are understood as the unconscious motivation of consumers to purchase a product or service by exciting emotions. Emotional appeals include positive (love, humor, pride, joy, etc.) and negative (fear, guilt, anger, shame, etc.) emotions aimed at affecting people and changing their behavior according to the purpose of the advertising campaign (Nwankwo et al., 2013). Emotional appeals are used to provoke an emotional response, a faster reaction of users, as a result of which they would respond by acting (Čereška, 2004). The significance of emotional appeals in advertisements is indisputable. Oftentimes, emotional content has

even greater significance for the user than a rational message. Emotional appeals with their specifics and principles of impact on the consumer can not only help to pay attention but also encourage action, increase the imperceptibility of advertising, create a connection with the brand and form an attitude.

The scientific literature provides many variants of the classification of emotional appeals. In the structure of emotional appeals created by F. Laros and J. B. Steenkamp (2003), which is used in most studies, appeals are divided into positive and negative, and each category includes the primary and secondary emotions that form these appeals (Figure 1).

As J. S. Kim and C. Franklin (2015) note, positive emotional appeals in advertising usually present the consumer's aspiration, so appeals are used that allow the consumer to feel great when using a product or service: confidence, courage, hope, nostalgia, expectations, faith. S. Jain and P. Keshari (2014) offer to consider joy, love, pride, humor, sexuality as the main positive emotional appeals of advertising. According to S. Manideep et al. (2020), humor, sexuality and excitement are most often used in advertising. According to S. W. Mai and G. Schoeller (2009), tenderness, pleasure, security can be added to the above salutations. I. Sameer (2018) notes that one of the strongest positive appeals is sexual ones. In the opinion of T. K. Panda et al. (2013), positive emotional appeals should include affection, nostalgia, and patriotism. According to L. Brennan and W. Binney (2010), negative appeals are used to shock a user, cause him an emotional shock and thus encourage behavioral change, arguing

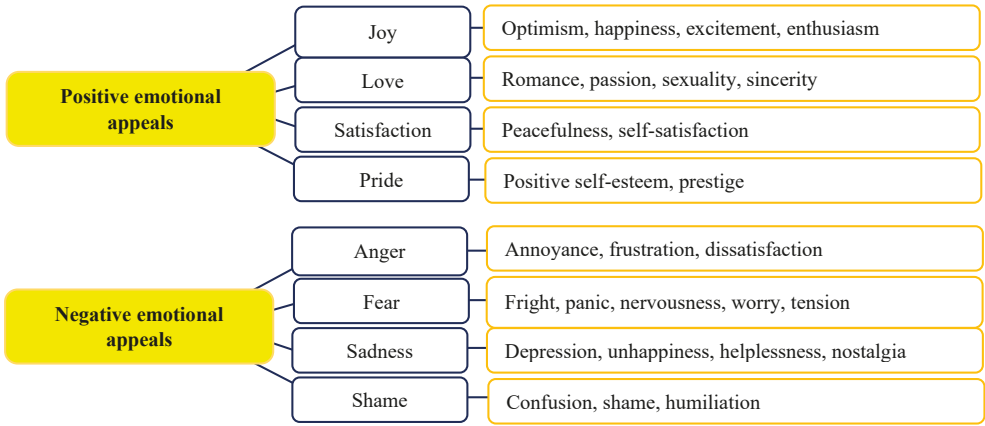


Fig. 1. The structure of emotional appeals

Source: compiled by the authors based on F. Laros and J. B. Steenkamp (2003).

that only doing so as directed in advertising will prevent negative consequences. D. Lukic (2009) argues that negative emotional appeals are more impactful and usually instantly draw the attention of consumers and distinguish between appeals of fear, shame, shock, disgust and guilt as the main negative appeals.

S. Manideep et al. (2020) observe that the appeal of fear is very affected. J. S. Kim and C. Franklin (2015) add anger, sadness, hopelessness and frustration to the main negative emotions. M. X. Zheng (2020) identifies fear, guilt, anger and sadness as the main negative appeals. The main positive and negative emotional

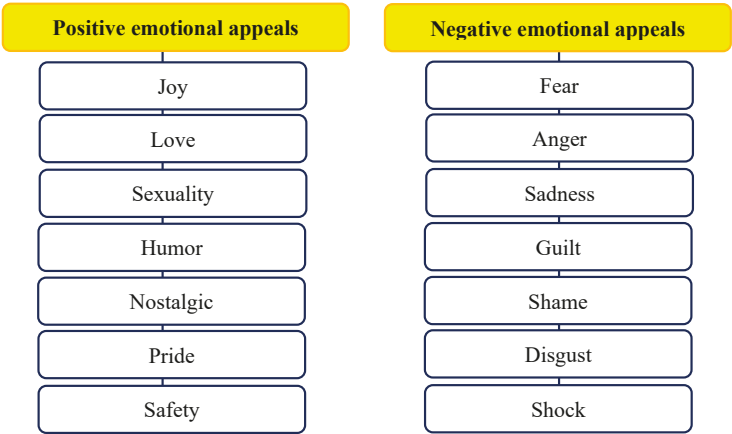


Fig. 2. The main positive and negative emotional appeals used in advertisements

Source: compiled by the authors based on J. S. Kim and C. Franklin (2015), S. Jain and P. Keshari (2014), S. W. Mai and G. Schoeller (2009), T. K. Panda et al. (2013), L. Brennan and W. Binney (2008), D. Lukic (2009), M. X. Zheng (2020), I. Sameer (2018), S. Manideep et al. (2020).

appeals used in advertisements are presented in Figure 2.

For the conveyance of emotional appeals, advertisements use relevant storylines, advertising content, text, and other elements of the content. Based on the opinions of the researchers, it has been observed that the elements, which help to create an emotional appeal, can be classified into six main groups: characters, environment, text, colors, music/tone of voice, plot. These elements, according to the observations of the researchers, are assigned to the appeals according to relevance and importance and are presented in Table 1.

Characteristics of personal goods.

In the scientific literature, goods are classified as personal goods and industrial

goods. Personal goods are the most relevant for research of the effectiveness of advertising (Pranulis et al., 2000). Modern marketing distinguishes four categories of personal goods according to consumer behavior: convenience goods, shopping goods, specialty goods and unsought goods (Winzar, 1992; Fripp, 2016; Pranulis et al. 2000; Stankaitis, 2018; Mack, 2019; Dye, 2019).

Products that consumers buy frequently, without thinking much or without planning, are classified as convenience goods (Stankaitis, 2018; Mack, 2019). As a rule, consumers tend to repurchase convenience goods many times if they like them from the first time of use. Convenience goods are delivered to customers through retail outlets

Table 1. Elements that create emotional appeal in advertising

Emotional appeals		Advertising elements					
		Characters	Environment	Text	Colors	Music	Storyline
Positive appeals	Joy	✓	✓		✓	✓	
	Love	✓	✓		✓	✓	
	Sexuality	✓	✓		✓	✓	
	Humor	✓		✓	✓	✓	
	Nostalgic	✓	✓	✓	✓		
	Pride	✓		✓		✓	✓
	Safety	✓		✓	✓		
Negative appeals	Fear	✓	✓		✓	✓	
	Anger	✓		✓	✓	✓	✓
	Sadness	✓				✓	✓
	Guilt	✓	✓			✓	✓
	Shame	✓		✓			✓
	Disgust	✓	✓		✓		✓
	Shock		✓	✓			✓

Note: the table is compiled by the authors based on A. Ambekar (2009), L. Jo-Yun and L. Rodriguez (2015), R. H. Coulter and M. B. Pinto (1995), N. M. Puccinelli et al. (2015), J. M. Alexander (2016), P. Skorupa (2014), M. X. Zheng (2020), I. Sameer (2018), S. Manideep et al. (2020).

(Pranulis et al., 2000; Fripp, 2016). This category includes fast-moving consumer goods (FMCG), such as soap, toothpaste, detergents, various foods such as rice, wheat flour, salt, sugar, milk, etc. The main criterion for buying these goods is the convenience of purchase, i.e., how easy and fast it is possible to find the desired item, whether it is in the nearest store, in what position of the shelf the item is located, etc. (Stankaitis, 2018; Mack, 2019; Dye, 2019). According to S. Legatzke (2017), convenience goods are usually allocated a large advertising budget, because the share of voice in the market for this products category is very important.

Shopping goods are relatively costly (compared to convenience goods) and less frequently purchased goods. When purchasing such products or services, the consumer spends a lot of time and effort collecting information about the product carefully assessing price, quality, characteristics, style and suitability (Stankaitis, 2018; Mack, 2019; Dye, 2019). Such products are rarely sold in all retail stores, usually in specified distribution points. Examples of shopping goods are clothing, footwear, home and computer equipment, mobile telephony, sports equipment, cars, houses, furniture, hotel and airline services, tourism services. When buying shopping goods, consumers tend to make an effort, plan, compare several similar goods, visit points of sale (Mack, 2019; Pranulis et al., 2000; Dye, 2019). According to S. Legatzke (2017), advertising has a significant impact on shopping goods and unlike convenience goods advertising, where all attention is paid to the perception of the benefits of the product, shopping goods

advertisements are focused on positioning the product, emphasizing the values, competitive advantage.

Specialty goods have the property to create a very strong brand identity and customers are often loyal to specialty goods brands (Mack, 2019; Stankaitis, 2018; Fripp, 2016). In this case, the buyer is oriented to pay not for the item, but for the brand and the social value and prestige it creates. As V. Pranulis et al. (2000) observe, consumers who want to purchase specialty goods spend more time searching before purchasing the desired product, rather than comparing several products according to their value or brand. Items in specialty goods include designer clothes, luxury cars, professional machinery, luxury jewelry, products of well-known brands that are bought under the iconic name (iPhone, GoPro, Ferrari, Tiffany & Co, etc.) (Mack, 2019). According to S. Legatzke (2017), advertising of specialty goods can be called “soft” – it does not contain commercial appeals, usually appeals to emotions, and in this way excites the desire to purchase the product. Advertising focuses on showing the company’s latest product and where consumers can buy it. As one of the main directions of advertising, S. Legatzke (2017) identifies communication about social status and the opportunity to become a part of the desired community.

Unsought goods are goods that consumers do not think about and have no incentive to buy without encouragement. Most often, consumers buy unsought goods when they feel an unavoidable need or fear (Fripp, 2016; Mack, 2019; Pranulis et al., 2000; Dye, 2019). Based on authors (Stankaitis, 2018; Mack,

2019; Fripp, 2016; Dye, 2019), unsought goods can be divided into three separate groups according to consumer attitudes: 1) the consumer may not know that such a product exists; 2) the product may seem unnecessary or emotionally unpleasant to buy; 3) the consumer may forget about the product before it is urgently needed. The first group includes products about which consumers know nothing (news on the market). An example of this can be the microwave, which was first introduced to the US market in the 1960s and was viewed with skepticism because consumers did not understand what the product was for (Fripp, 2016). Such products, which are newly introduced to the market, require strong promotional support, awareness-raising and induction of demand from consumers. The second group includes products that consumers know about but delay their purchase because they are not sure if they really need the product or feel negative feelings when thinking about buying a product (Stankaitis, 2018; Mack, 2019; Dye, 2019). Examples of such goods can be life or property insurance, fire extinguishers, medicines, vaccines, funeral goods and services. The greatest task for manufacturers and sellers of goods in this group is to convince the consumer that the product is needed or without it can suffer quality of life. The third group includes unsought goods, which consumers simply forget because they perform inconspicuous functions in the household or are very rarely needed, such as batteries, smoke detectors or car repair services. According to S. Legatzke (2017), in this case, it is important to remind the consumer from time to time that the product exists

and may need to be renewed. S. Legatzke (2017) recalls that the essential fact in terms of unsought goods sales is a reminder to consumers that such a product exists and a persuasion that they have to purchase the product in order to avoid future difficulties. The author notes that emotional advertising is often chosen to promote such products. G. Fripp (2016) also points out that unsought goods require a lot of advertising, as consumers rarely think about buying such products unless forced by circumstances.

Methodology of the research

To assess which emotions prevail in advertisements of personal goods and what emotional appeals should be used to make advertising more effective, a triangulation of research methods was used, i.e., both qualitative and quantitative research methods were used. Expert interviews, analysis of the content of personal goods advertisements and questionnaire survey were selected for the conduct of the study. The study was organized in four stages. At the first stage, experts were selected and a questionnaire was drawn up. In the second stage, according to the results of the expert interviews, advertisements for personal goods with emotional appeals were selected, an analysis of their content was carried out. In the third stage, a questionnaire was organized. In the fourth stage, an analysis of the results of the study is carried out.

Organization of expert interview.

The expert interview was chosen to assess which emotional appeals are used in most advertisements of personal goods and what experts believe should look like

an impactful advertisement for personal goods. This study aims to reject those emotional appeals that are inappropriate, to define emotional appeals which are suitable for use in advertisements for personal goods and to determine their emotional strength. Interviews were conducted with five specialists, who work in the field of sales of personal goods or have accumulated experience in the advertisement's creation for these goods. The choice of experts from different professions allows one to look at the problem from diverse perspectives and obtain more accurate, objective results of the study.

Organization of content analysis of advertisements for personal goods.

To identify the emotional appeals most commonly used in the promotions of personal goods, a content analysis method was chosen. According to R. Marcinkevičienė (2008), content analysis is one of the main methods of communication research. This research method helps to determine by what elements value is created in the promotional message. In the course of the analysis, advertisements were classified into four blocks: 1. advertisements of convenience goods, 2. advertisements of shopping goods, 3. advertisements of specialty goods, 4. advertisements of unsought goods. Each block consists of 3 advertisements selected based on the main emotional appeals identified during the expert interview, best suiting each category. Taking into account the material presented in the theoretical part, to assess the emotions caused by advertising, it is important not only text or colors, but also characters, advertising plot, music, therefore it was decided to

choose advertisements in video format for analysis using the www.youtube.com platform.

The organization of the questionnaire survey. To investigate the impact of emotional advertising appeals (emotional response, encouragement to purchase the product) on consumers, it was decided to conduct a questionnaire survey. According to data of the Department of Statistics (2016), the highest consumption expenditure is fixed in the 20-59 age group, so it focuses on individuals in this group, as they are potentially more likely to buy products or services. The survey included 108 respondents. The sample was based on a sample size calculator: subjects in the 20-59 age group (1.49 million inhabitants) were tested, with a 95% confidence level and a sampling error of 10%. After performing the calculations, 96 respondents were interviewed. The study used 12 advertisements that were analyzed during the content analysis, divided into four blocks: 3 advertisements from convenience, shopping, specialty and unsought goods/ services groups. Respondents were provided with advertisements that they had to review. The questionnaires consist of 38 questions. After each advertisement was reviewed, respondents were asked to note on a Likert scale of 1 to 5 what strength of emotions they felt, as well as to name what elements of advertising caused these emotions. Finally, it is requested to indicate on a scale of 1 to 5 whether such advertising would encourage respondents to purchase the advertised product/service. This type of question was presented after all the ads shown.

Results of the research

Results of expert interviews. The results of the expert survey study reveal that most often advertisements use salutations that appeal to positive emotions or use a synthesis of positive and negative emotional appeals. It is also noticed that most often social advertisements appeal to negative emotions. One opinion could not be singled out about which emotional appeals have a greater impact. However, all experts have identified the security emotion as the main one, so this appeal can be considered universal, creating confidence in the product and potentially having a positive impact on consumers. One of the main objectives of this study was to distinguish 3 essential emotional appeals for each category of personal goods, which will be followed by other studies. The distribution of emotional appeals singled out by experts is shown in Figure 3. Assessing the strength of emotional appeals, experts believe that positive emotional appeals such as joy, love, safety, pride in advertising should be used strongly to influence consumers, pay attention, encourage the purchase of the product. Meanwhile,

sexuality and humor appeals are recommended for use in moderate strength. Negative appeals of fear, sadness, guilt, shock are also recommended for use in moderate strength.

Results of analysis of the content of advertisements of personal goods. The content analysis was performed using personal goods advertisements, which appeal to the main emotions singled out by experts according to each product category and are divided into four blocks: convenience goods, shopping goods, specialty goods and unsought goods advertisements. Advertisements are freely available on the www.youtube.com website. Advertisements with emotional appeals used in the content analysis are presented in Table 2.

While analyzing the content of advertising of personal goods, the main and secondary emotions, which create emotional appeals, are distinguished. The research identified and described the elements of advertising that evoke emotions: characters, environment, music, colors, text and storyline. The content analysis revealed that the following elements of convenience goods advertising help to create a joy appeal: characters,

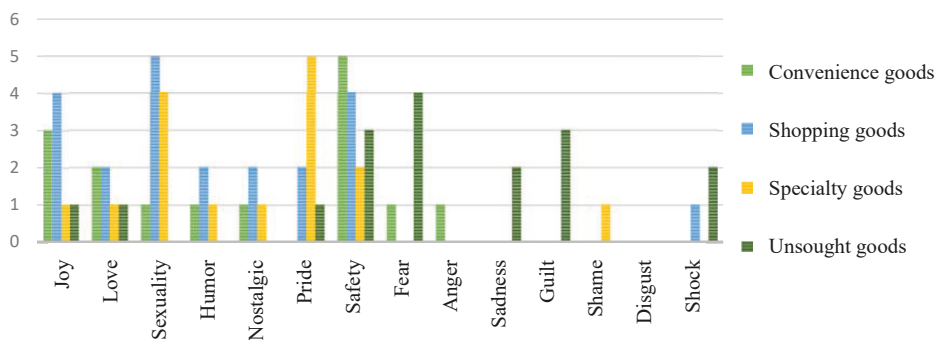


Fig. 3. Appropriateness of emotional appeals by product categories

Table 2. Ads used in the personal goods' content analysis

Category of personal goods	Name of advertisement	Main emotion
Advertisements of convenience goods	Coca-Cola: Taste the Feeling (2016) Rexona: Invisible Dry Deodorant for Women (2018) Pampers: Love the Change – Everything (2019)	Joy appeal Safety appeal Love appeal
Advertisements of shopping goods	Michelin: CrossClimate Arm yourself for every weather condition TV Ad 40' (2015) Yves Saint Laurent: Babydoll Mascara featuring Cara Delevingne (2013) IKEA: Hooray! To the Wonderful Everyday - TV Advert 60' (2020)	Safety appeal Sexuality appeal Joy appeal
Advertisements of specialty goods	Maserati: The New 2017 Maserati Quattroporte (2016) Damas Jewelry: Penelope Cruz - Damas Jewelry Commercial (2017) Volvo: Moments (2017)	Pride appeal Sexuality appeal Safety appeal
Advertisements of unsought goods	SEB: Vaikų ateitis (2015) Swedbank: Turto draudimas - Nemokėkite už daiktus du kartus (2016) Axa Life Insurance: Stay in The Picture - TVC (2019)	Safety appeal Fear appeal Guilt appeal

environment, colors and music; security appeals: characters, text and colors; love appeals: characters, environment, colors and music. The following elements of shopping goods advertising help to create a security appeal: characters, text and colors; sexuality appeals: characters, environment, colors and music; joy appeals: characters, environment, colors and music. The following elements of specialty goods advertising help to create pride appeals: storyline, text, characters, music; sexuality appeals: colors, environment, characters, music; security appeals: text characters, colors. The following elements of unsought goods advertising help to create a security appeal: characters, text, colors; fear appeals: characters, colors, environment, music; guilt appeals: storyline, characters, environment, music.

Results of the questionnaire survey. The results of the questionnaire are

presented in separate tables for each category of personal goods. They present the main characteristics of the emotional appeals that have developed and the incentive created by the advertisements.

Assessing the convenience goods advertisements (see Table 3), the biggest incentive to purchase the product was generated by advertisements for the Coca-Cola and Pampers brands. Coca-Cola brand advertising gave respondents a fairly strong incentive to purchase the product, which was 3.8 points. Of the emotions used in the promotional clip, respondents felt the emotion of joy with a strength of 4 points. The elements that caused this emotion, according to respondents, were music, characters, environment, and storyline. Rexona brand advertising also generated a fairly strong incentive to purchase the product (3.6 points) but was not as stimulating as the other two ads on this block.

Table 3. Results of the survey of convenience goods advertisements with emotional appeals

Advertisement	Emotional appeals	Strength of emotional appeals (average)	Elements that create emotional appeal in advertising	Advertising incentive (average)
<i>Coca-Cola: Taste the Feeling</i>	Joy	4	Music, characters, environment, storyline	3,8
	Love	2,9	Characters, storyline	
	Safety	2,4	Environment, plot, colors, music	
<i>Invisible Dry Deodorant for Women Rexona</i>	Joy	2	Environment, characters, storyline	3,6
	Love	1,7	Environment, colors	
	Safety	3,7	Storyline, text, environment	
<i>Pampers – Love the Change – Everything</i>	Joy	3,5	Characters, storyline, environment	3,8
	Love	4,2	Characters, storyline, text	
	Safety	3,9	Storyline, characters, environment, text	

Here the security emotion was felt the strongest (3.7 points). It was caused by an advertising storyline, text, and a common environment. The Pampers brand promotional video, in the opinion of the respondents, causes a strong incentive to purchase the product (3.8 points), and the love emotion used in it is identified as the strongest of the emotions of the advertisements of convenience goods category (4.2 points). Respondents also strongly felt the emotion of security (3.9 points). It can be assumed that emotions of love and security are in harmony with each other. The emotion of love in advertising was caused by the characters, the plot, and the security emotion was also influenced by the environment and the text of the advertisement. When assessing advertisements for convenience goods, it can be distinguished that the greatest impact on consumers (an incentive to purchase the advertised product and an emotional response) was caused by advertisements that appeal to strong emotions of joy, love, and security. The

main elements in creating these emotions were characters, storyline, environment, music and text.

In the shopping goods advertisements block, IKEA promotional video appeared most encouraging to respondents. The incentive to purchase the product is quite strong (3.5 points). Respondents felt the emotion of joy (3.9 points) generated by the characters, storyline and music in the advertisement, as well as the security emotion (3.2 points) influenced by the general environment, storyline and actors. Yves Saint Laurent's promotional video was identified as the least encouraging to purchase the product from the ads in this product category (3.2 points) and is rated as moderately strong. In this advertisement, respondents singled out the emotion of sexuality (3.7 points) caused by the characters, the storyline and the advertising environment. Michelin advertising generated an average incentive to purchase the product (3.3 points). The strongest emotion felt was security emotion (3.3 points)

Table 4. Results of the survey of shopping goods' advertisements with emotional appeals

Advertisement	Emotional appeals	Strength of emotional appeals (average)	Elements that create emotional appeal in advertising	Advertising incentive (average)
<i>Yves Saint Laurent Babydoll Mascara</i>	Joy	2,6	Music, characters, environment, storyline	3,2
	Sexuality	3,7	Characters, storyline, environment	
	Safety	2	Environment, storyline	
<i>IKEA – Hooray! To the Wonderful Everyday</i>	Joy	3,9	Characters, storyline, music	3,5
	Sexuality	1,4	Music	
	Safety	3,2	Environment, storyline, characters	
<i>MICHELIN. Arm yourself for every weather condition</i>	Joy	2,3	Characters, storyline, environment, colors	3,3
	Sexuality	1,3	Environment, storyline	
	Safety	3,3	Storyline, characters	

caused by the advertising plot and characters. Summing up the advertisements for shopping goods, it can be noted that all three advertisements were rated as less encouraging to purchase the product than the convenience goods' advertisements, therefore the effect of advertisements is assessed as average. The strongest impact (emotional reaction and encouragement) on respondents was caused by advertisements with strong emotions of joy and moderate emotions of sexuality and security. The main elements that cause these emotions are characters, storyline, advertising environment and music.

In the specialty goods advertising block, the biggest incentive to purchase the product was caused by advertisements of Maserati and Volvo brands. Maserati's advertising incentive to purchase the product is seen as quite strong – 3.7 points. The emotions that felt most were pride (3.9) and security (3.6) caused by the advertising plot, the general environment, characters and music. Volvo's advertising also influenced the

purchase of the product quite strongly (3.7 points). Here the strongest was security emotion (3.9 points) caused by the storyline, characters and the general environment in the clip. The least encouraging to buy the product was the Damas Jewelry ad, rated as moderately encouraging (3.2 points). The emotions of sexuality (3.6 points) and pride (3.4 points) were identified as strongest. They were caused by characters, an advertising environment, a storyline and music. When assessing advertisements of specialty goods, it can be distinguished that the strongest impact (emotional reaction and encouragement) was caused by advertisements appealing to strong emotions of pride, security and the moderate emotion of sexuality. Characters, storylines, environments and music are distinguished as key elements.

Unsought goods advertisements block (see Table 6) gave respondents the lowest incentive to purchase advertised products. The most encouraging to purchase the product in this advertising block was Swedbank advertising

Table 5. Results of the survey of specialty goods' advertisements with emotional appeals

Advertisement	Emotional appeals	Strength of emotional appeals (average)	Elements that create emotional appeal in advertising	Advertising incentive (average)
<i>The New 2017 Maserati Quattroporte</i>	Sexuality	3,5	Characters, music, environment, storyline	3,7
	Pride	3,9	Storyline, environment, characters, music	
	Safety	3,6	Storyline, environment, music	
<i>Penelope Cruz – Damas Jewelry Commercial</i>	Sexuality	3,6	Characters, storyline, music, environment	3,2
	Pride	3,4	Characters, environment, music, storyline	
	Safety	2,3	Storyline, environment	
<i>Volvo XC60 – Moments</i>	Sexuality	1,7	Characters	3,7
	Pride	3	Storyline, characters, music, environment	
	Safety	3,9	Storyline, characters, environment	

(3.4 points), where respondents felt the emotions of fear (3.2 points) and security (3.1 points). These emotions were caused by the plot, characters, text and general environment of the advertisement. The Axa Life Insurance promotional video by respondents was rated as encouraging the purchase of the product on average (3.3 points) and appealing most to the emotions of safety (3.6 points) and guilt (3.2 points).

These emotions were evoked by the characters, the plot and the text of the advertisement.

SEB advertising with an incentive of 3.2 points was the least encouraging to purchase the product. In this promotional video, respondents felt that they did not feel strong emotions, the only one that can be singled out as stronger is the security emotion (3 points). It was caused by the plot, the environment, the

Table 6. Results of the survey of unsought goods' advertisements with emotional appeals

Advertisement	Emotional appeals	Strength of emotional appeals (average)	Elements that create emotional appeal in advertising	Advertising incentive (average)
<i>Swedbank property insurance. Don't pay for things twice</i>	Safety	3,1	Storyline, text, environment	3,4
	Fear	3,2	Storyline, characters	
	Guilt	3	Characters, storyline	
<i>Stay In the Picture. Axa Life Insurance</i>	Safety	3,6	Characters, storyline, text	3,3
	Fear	2,2	Storyline, environment, characters	
	Guilt	3,2	Storyline, characters, text	
<i>SEB TV clip: the future of children</i>	Safety	3	Storyline, environment, characters, text	3,2
	Fear	2,7	Storyline, characters, text	
	Guilt	2,5	Characters, storyline	

characters and the text. Summarizing the advertisements of unsought goods, it was found that these advertisements only moderately encourage respondents, therefore their impact is assessed as average. It can be said that the effect (encouragement and emotional reaction) to the respondents was caused by a strong security emotion and moderate fear and guilt emotions, which in advertising were created using plot, text, characters and the environment.

The model of emotional appeals application for the advertising of personal goods

Based on the results of the research, the model of emotional appeals application for the advertising of personal goods is presented (Figure 8), the application of which could help to make the advertising of personal goods more impactful (provoking emotional response or raising the desire to purchase the advertised product) to consumers. While developing this model, focus was on what emotional appeals should be used to create advertising for each of four main categories of personal goods. The model was based on the results of expert interviews, content analysis of personal goods advertisements and consumer survey. The model is based on the logical sequence of actions necessary for the creation of advertising: 1. To choose the method of exposure to advertising; 2. To choose an emotional advertising appeal; 3. To determine the strength of emotions; 4. Apply required advertising elements. According to this model, it can be seen that, first of all, when creating

advertising, it is necessary to determine what method of emotional impact will be used in advertising – positive (appealing to positive emotions) or negative (appealing to negative emotions).

Research has shown that positive emotional appeals are most appropriate for the promotion of personal goods. Not only do they affect consumers more, provoke a strong emotional reaction, but at the same time, they are more motivating to buy the advertised product. A positive route of exposure is most appropriate for advertisements of convenience goods, shopping goods and specialty goods. Here are distinguished the main emotional appeals that are best suited for advertising the following categories of personal goods: joy, love, security, sexuality, pride. Meanwhile, for the advertisement of unsought goods are suitable fear and guilt emotional appeals. However, it is important to mention that in the advertising of goods of this category it is recommended to use the synthesis of emotions, i.e., to combine positive and negative emotional appeals. At the beginning of advertising, to pay attention and evoke stronger emotions, it is recommended to use a negative emotional appeal, and at the end, as a way to solve negative emotions, use the presentation of the product accompanied by positive emotions. This creates a sense of security and confidence.

After determining what emotional appeals should be used in advertising, it is important to pay attention to the strength of emotions in advertising. Research has shown that it is recommended to use strong or moderate emotions. Strong emotional appeals should be

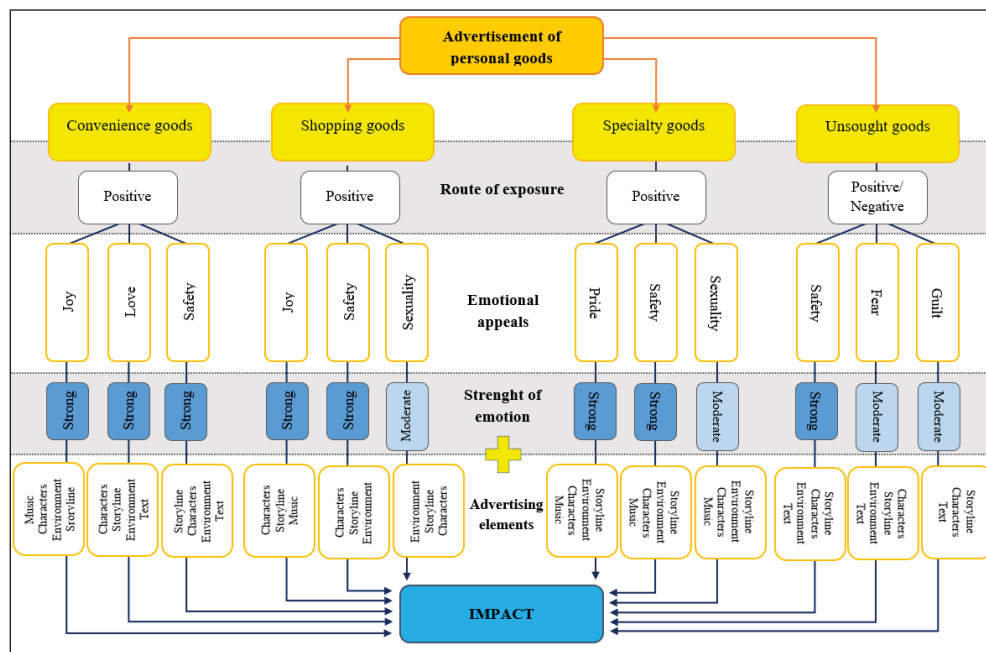


Fig. 4. The model of emotional appeals application for the advertising of personal goods

key in advertising and secondary emotions can be complementary to the overall emotional background of advertising. It is important to take into account that is recommended to choose the strength of emotions according to a specific emotional appeal. For example, the emotional appeal of joy should provoke a strong reaction of joy, which can be accompanied by weak or moderate secondary emotions, while the appeal of sexuality, although the main one in advertising, should not be strong. To extract the emotional appeal of the desired strength, it is important to properly select the elements of advertising. Excessive use of advertising elements can divert users' attention from the essence of advertising. It is recommended to determine what is the aim of the advertisement and with

which elements desirable result could be reached. Characters, storyline, advertising environment, music and text are identified as key elements in advertising personal goods. All these elements in the model are presented according to the importance, forming an appropriate emotional appeal. It is important to note that the main elements of advertising must form the basis of advertising. If the main element of advertising is identified by the characters, here must be given the main attention – working with the body language and mimics of the characters, paying great attention to the appearance and behavior in the plot, the ability to transmit emotions. Other elements of advertising can help, complement the main element, give additional “colors” and strength.

Conclusions

Emotional advertising appeals not only draw the stronger attention of consumers, increase emotional response and the impermeability of advertising, but also create a connection with the user, leading to a stronger desire to purchase the advertised product than a rational advertising message. As a result, emotional appeals are often seen as a key element of advertising. Emotional advertising appeals are classified into positive and negative. As the main positive appeals used in advertisements, it is excluded joy, love, humor, sexuality, pride, nostalgia, security. Fear, anger, sadness, guilt, shame, disgust and shock are considered as the main negative appeals. The main groups of advertising elements by which emotional appeals can be formed are environment (location of the action, time of year, time of day), characters (characters and their behavior in the plot, mimicry, body language), text (written and verbal information), colors, music (voice tone, soundtrack) and plot (action plan, situations). Personal goods are divided into categories of convenience, shopping, specialty, and unsought goods according to consumer behavior. Each category has different characteristics, consumer expectations and motives for purchase. The correctly chosen emotional appeal, the strength of the emotion and the right elements of advertising can lead to a stronger impact for customers.

Based on the data of expert interviews, it was found that the majority of personal goods advertisements appeal to positive emotions. Although there are advertisements that use the synthesis of

positive and negative emotional appeals and so encourage a positive response from users. For the promotion of personal goods, the most appropriate are strong emotional appeals of joy, love, security, pride and moderate emotional appeals of sexuality, guilt and fear, that could affect consumers (encourage the purchase of a product or provoke an emotional reaction). According to the data of qualitative analysis of the content and questionnaire survey, it was established that to create an advertisement of personal goods that affects consumers, it is necessary to choose the right emotional appeal, its strength and advertising elements.

Advertisements of convenience goods should appeal to strong emotions of joy, love and security that can be created using characters, storylines, environments, text and music. In the advertisings of shopping goods, you need to use a strong appeal of joy and moderate appeal of sexuality and security, which could be created by actors, environment, storyline and music. Advertising of specialty goods can have an impact on consumers through strong appeals of pride and security and moderate appeal of sexuality that can be created using characters, storylines, environments and music. Unsought goods advertising requires the use of medium-strength security and fear appeals that can be created using storylines, characters, environment and text.

Based on the results of the research, the model of emotional appeals application for the advertising of personal goods was established. According to the prepared model, the creation of advertising should be carried out according

to a consistent sequence: choosing the method of exposure (positive/negative), choosing emotional appeals that will affect consumers, determining the strength of emotions and choosing the elements of advertising that will create

the chosen emotional appeals. Although most emotional appeals are repetitive in advertisements, advertising elements are a tool with which you can create advertising that best meets users' expectations.

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EMOCINIŲ REKLAMOS KREIPINIŲ NAUDOJIMO MODELIS ASMENINIO NAUDOJIMO PREKIŲ REKLAMAI

Santrauka

Visame pasaulyje sparčiai augant vartojimo išlaidoms bei žmonėms laisvai perkant patikusias prekes ar paslaugas kartu didėja ir konkurencija tarp gamintojų. Ypač didelė konkurencija asmeninio naudojimo prekių kategorijoje, kadangi šios prekės sudaro didžiąją dalį nuperkamų produktų. Reklamos, kaip priemonės komunikuoti bei paskatinti vartotojus pirkti, reikšmė ypatingai svarbi. Akademikų bei verslo atstovų vertinimu, sėkmingos reklamos bruožu galima laikyti gebėjimą užmegzti emocinį ryšį su vartotoju, nes tokios reklamos, apeliuodamos ne į žmogaus smegenis, o į širdį, yra žymiai paveiklesnės. Pastebėta, kad reklamos, kurios apeliuoja į emocijas, dažniau atkreipia vartotojų dėmesį ir išlieka atmintyje. Neretai vartotojui susidarius teigiamą įspūdį apie reklamuojamą produktą, jis yra veikiamas emocinių motyvuojančių veiksmų, tad lengviau keisti jo elgseną. Emociniai reklamos kreipiniai sustiprina vartotojų reakciją į nematerialias produkto savybes ir taip geba daryti didesnę poveikį vartotojui apsisprendžiant. L. Percy (2011) nuomone, reklama su emociniu kreipiniu yra daug efektyvesnė nei paprasta reklama.

Mokslininkų teigimu, kuriant skirtingų prekių ar paslaugų reklamas ir siekiant didžiausio šios priemonės efektyvumo, emociniai kreipiniai turėtų būti suderinti su prekių kategorijomis. Emocinių kreipinių efektyvumas dažnai priklauso nuo vartotojų įsitraukimo ir pačios emocinės žinutės stiprumo. Rinkodaros specialistams turėtų būti aktualu atkreipti dėmesį, kokius emocinius kreipinius rinktis reklamuojant jų produktą bei kokiais reklamos elementais galima šias emocijas sukelti.

Straipsnyje analizuojami emocinių reklamos kreipinių naudojimo sprendimai reklamuojant asmeninio naudojimo prekes. Atlikus emocinių kreipinių naudojimo asmeninio naudojimo prekių reklamos teorinę analizę, parengiama ir pagrįdžiama tyrimo metodologija bei pateikiami atlikto tyrimo rezultatai. Siekiant įvertinti, kokios emocijos vyrauja asmeninio naudojimo prekių reklamose ir kokie emociniai kreipiniai turėtų būti naudojami, kad reklamos taptų paveiklesnės, buvo pasitelkta tyrimo metodų trianguliacija, t. y. taikyti kokybinio ir kiekybinio tyrimo metodai.

Tyrimas atskleidė, kad dažniausiai kuriamos reklamos, apeliuojančios į teigiamas emocijas arba naudojama teigiamų ir neigiamų emocinių kreipinių sintezė, kuomet reklamos metu gaunamas teigiamas rezultatas, skatinantis teigiamą vartotojų atsaką į reklamą. Reklamuojant asmeninio naudojimo prekes, vertinant pagal kategorijas ir jų charakteristikas, kaip tinkamiausi išskiriami stiprūs džiaugsmo, meilės, saugumo, pasididžiavimo ir vidutinio stiprumo seksualumo, kaltės, baimės emociniai kreipiniai, kurie galėtų daryti poveikį vartotojams (paskatinti įsigyti produktą ar sukelti emocinę reakciją). Norint sukurti paveiklį asmeninio naudojimo prekės reklamą, reikia pasirinkti tinkamą emocinį kreipinį, jo stiprumą bei reklamos elementus. Kasdienės paklausos prekių reklamoje turėtų būti apeliuojama į stiprias džiaugsmo, meilės ir saugumo emocijas, kurias galima sukurti per veikėjus, siužetą, aplinką, tekstą bei muziką. Pasirenkamos paklausos prekių reklamoje reikia naudoti stiprius džiaugsmo ir vidutinio stiprumo seksualumo bei saugumo kreipinius, kuriuos reklamoje kurtų veikėjai, aplinka, siužetas bei muzika. Ypatingos paklausos prekių reklama gali daryti poveikį vartotojams pasitelkus stiprius pasididžiavimo bei saugumo ir vidutinio stiprumo seksualumo kreipinius, per veikėjus, siužetą, aplinką ir muziką. Pasyvios paklausos prekių reklamai reikia naudoti vidutinio stiprumo saugumo ir baimės kreipinius, kuriuos padėtų sukurti siužetas, veikėjai, aplinka bei tekstas.

Apibendrinus tyrimo rezultatus bei suformulavus emocinių reklamos kreipinių naudojimo modelį asmeninio naudojimo prekių reklamai, laikomasi nuostatos, kad reklamos kūrimas turėtų vykti vadovaujantis logine veiksmų seka: pasirenkamas reklamos poveikio būdas (teigiamas / neigiamas), pasirenkami emociniai kreipiniai, kurie darys poveikį vartotojams, nustatomas reklamoje naudojamų emocijų stiprumas ir pasirenkami reklamos elementai, per kuriuos bus kuriami pasirinkti emociniai kreipiniai. Kadangi reklamose dauguma emocinių kreipinių kartojasi, jos elementai yra ta priemonė, kurią naudojant galima sukurti geriausiai prekės kategoriją ir vartotojų lūkesčius atitinkančią reklamą.

