

IMPACT OF EMOTIONAL APPEAL AND CONSUMER BEHAVIOUR AMONG YOUTH IN TV ADVERTISING

DISSERTATION

Submitted by

BINITHA SANKAR G

SM22JMC007

Under the guidance of

Ms GAYATHRI M

In partial fulfilment of requirements for award of the degree

Of Master of Arts

St. Teresa's College (Autonomous), Ernakulam



College With Potential for

Excellence Accredited by NAAC with 'A++'

Grade

Affiliated to

Mahatma Gandhi University

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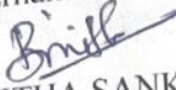
Kottayam-686560 March

2024

DECLARATION

I, BINITHA SANKAR G, do affirm that the dissertation "IMPACT OF EMOTIONAL APPEAL AND CONSUMER BEHAVIOUR AMONG YOUTHS IN TV ADVERTISING " submitted in partial fulfilment of the requirement for the award of the Master of Arts in Journalism and Mass Communication has not previously formed the basis for the award of any degree, diploma, fellowship or any other similar title or recognition.

Ernakulam


BINITHA SANKAR G

Date: 25/04/24

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MA in Journalism and Mass Communication

Department of Communicative English

St. Teresa's College (Autonomous)

CERTIFICATE

I hereby certify that this project entitled " **IMPACT OF EMOTIONAL APPEAL AND CONSUMER BEHAVIOUR AMONG YOUTHS IN TV ADVERTISING** "by **BINITHA SANKAR G** is a record of bonafide work carried out by her under my supervision and guidance.

Ernakulam


Ms Gayathri M

Date. 25/4/24

Department of Communicative English

St. Teresa's College (Autonomous)



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BINITHA SANKAR G

ABSTRACT

Television advertising plays a pivotal role in shaping consumer behaviour, especially among the younger demographic. This research aims to delve into the impact of emotional appeal and consumer behaviour in TV advertising among youngsters. A quantitative study was conducted, utilizing a questionnaire administered through the Google Form platform to collect primary data from 167 individuals. Additionally, secondary data was gathered through an extensive review of existing scholarly articles in the domain of study. The findings reveal that television remains the most preferred medium of advertising among youths, particularly women, who are more likely to have emotional reactions to TV ads. These emotional triggers, including excitement, humour, and sentimental moments, significantly influence viewers' attention and purchasing choices. Despite differing TV viewing habits, television still fosters shared experiences and social connections, underscoring its effectiveness in reaching and convincing consumers. However, it is acknowledged that the impact of emotional appeal and consumer behaviour in TV advertising is subjective and varies among individuals, potentially affecting their purchasing decisions differently. While this research sheds light on the current understanding of emotional appeal and consumer behaviour in TV advertising among youngsters, it also acknowledges its limitations and suggests avenues for further exploration to unearth groundbreaking insights in this evolving field.

Keywords: Emotional appeal, Consumer Behaviour, Tv Advertising, Youth Demographic

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CHAPTER 1

INTRODUCTION

In the ever-evolving realm of advertising, television remains a powerful platform that significantly influences viewers, particularly the younger audience. Advertisers dedicate substantial resources to TV commercials, employing a variety of tactics such as emotional triggers, celebrity endorsements, and creative elements like music and humour. This investment highlights a perceived level of expertise among major advertisers, impacting the effectiveness and public perception of television advertising. This in-depth analysis focuses on the role of emotional appeal and consumer behaviour in TV advertising targeted at the youth demographic. Acknowledging the pervasive nature of television in daily life and its ability to shape societal norms, advertisers strategically design messages that evoke emotional responses from viewers, especially young consumers. The research explores how emotional appeals contribute to the success of TV ads and influence the attitudes, preferences, and purchasing decisions of the youth.

The impact of emotional appeal on the consumer behaviour of young people is a crucial and complex interaction. Advertisers recognize the unique characteristics of the youth demographic and strategically use emotional appeals to create deep connections. These appeals go beyond traditional marketing tactics by utilizing storytelling, visuals, and relatable narratives to deeply resonate with the emotions of young consumers. This connection is not temporary; it extends to establish strong brand affinity and loyalty. In the digital era, emotional appeal takes on new dimensions as advertisements that evoke emotions become

catalysts for online discussions and social media sharing among young people. Advertisers must authentically tailor emotional appeals to the cultural relevance and diversity within the youth demographic. Moreover, the influence of emotional appeals extends beyond immediate purchasing decisions, shaping long-term consumer habits and preferences. This exploration aims to uncover the intricate relationship between emotional appeal and youth consumer behaviour, providing insights that enable advertisers to navigate the complex landscape of youth preferences and establish lasting connections.

1.1 THEORY USED

Petty and Cacioppo developed their theory in order to explain how and why people can be persuaded to change their behaviour. According to Petty and Cacioppo, a key concept is the idea of elaboration. At higher levels of elaboration, people tend to think over an issue carefully, but at lower levels, they may make decisions that are less carefully considered. The Elaboration Likelihood Model helps to explain how emotional appeals, especially in television advertisements directed at youth, work peripherally, using emotions and heuristics to influence attention, perception and behaviour. This theory helps to understand how emotional appeals operate, how they are processed by the young consumers.

1.2 OBJECTIVES

- Investigate the influence of emotional appeal in TV advertising on youngsters' consumer behaviour
- To examine the relationship between emotional reactions to TV ads and purchasing choices among young adults, with a specific emphasis on gender differences

- To analyse the effectiveness of TV commercials in capturing viewers' attention and creating lasting impacts through triggers such as excitement, humour, and sentimental moments.

1.3 STATEMENT OF THE RESEARCH

This study aims to investigate the intricate relationship between emotional appeal, consumer behaviour, and its effects on young people in television advertising. The research will cover a wide range of strategies used in TV commercials, including emotional appeals. It acknowledges the significant investments made by advertising companies in television ads and aims to uncover the psychological effects of these elements on consumers; minds, especially the youth demographic. The study recognizes television as a powerful medium with a profound influence on viewers, necessitating an examination of the effectiveness of emotional appeals in this context. By analysing the emotional reactions triggered by TV commercials, the research seeks to establish a link between emotional appeal and consumer behaviour, focusing specifically on individuals aged 18- 30. This study goals to research the impact of emotional appeal and consumer behaviour among youths in the context of tv advertising. The research delves into demographic factors, considering age and gender as variables that may affect the impact of emotional appeals on young people. By focusing on these aspects, the study aims to provide a comprehensive understanding of the complex dynamics between emotional appeal, consumer behaviour, and the youth demographic in television advertising.

1.4 NEED OF THE STUDY

The importance of the study lies in its capability to offer insight into the complicated interplay between emotional appeal and consumer behaviour among youths in tv advertising .The research focuses on necessity to improve the efficiency and ethical aspects of television commercials ,specifically when targeting and impacting the younger audience.It offers advertisers, marketers and researchers valuable knowledge to navigate the changing realm of consumer behaviour in relation to emotional appeal in tv advertising.

1.5 SCOPE OF THE STUDY

The study encompasses a comprehensive exploration between the emotional appeals used in tv advertising and the resulting consumer behaviour among youths. The purpose of this study is to provide insights into how different types of emotional appeals and consumer behaviour among youths. This study will be beneficial for the marketers to help them understand how different emotional appeal resonates with youngsters to craft targeted campaigns that are more likely to capture attention, create positive brand image etc. Marketers can develop advertising that creates a deeper emotional connection with young consumers, leading to increased brand loyalty and customer retention in long run. The findings can serve as a foundation for further research exploring the impact of emotional appeal and consumer behaviour with diverse demographics.

1.6 LIMITATIONS OF THE STUDY

The research solely looked at tv advertising and did not look at other advertising, which may limit the specific context of Tv Advertising. The data collection used in this study is an online survey which may result in response biases, as respondents may not be fully truthful or may not fully understand the questions. This study is conducted over a short period of time, which can only provide a brief understanding of the impact of emotional appeal and consumer among youths in tv advertising.

CHAPTER 2

REVIEW OF LITERATURE

Advertising agencies spend a significant portion of their revenue on promotion through various media channels such as television, radio and magazines. Of these, television stands out as a prevalent medium because of its profound effect on viewers. The large investment in television advertising reflects the sophistication of primary spenders and influences perceptions of its effectiveness. In addition, people spend a significant portion of their daily lives consuming television. Television advertising uses a variety of techniques, including emotional appeal, celebrity and expert endorsement, and the use of music and comedy. These factors play an important role in viewers' perceptions of advertising products. Advertisements are now based on these ideas, making a lasting impression on consumers. Repetitive ads help memorize brands and can influence young people to make a buying decision regardless of how much they really need the product. Constant advertising on television creates specific images and product placements in the minds of the consumers. The strategic use of celebrities, music, emotional and logical appeal, young female models, humour, and expert support helps brands become popular and easily remembered at the time of purchase the Essentially, television advertising goes beyond simple promotions.

Research on the impact of the emotional appeal and consumer behaviour on youths in tv advertising suggest that television advertisements that incorporate emotional appeals are generally more successful in grabbing the attention of young audiences compared to those primarily focused on conveying information. Emotional ads tend to leave a stronger impression, enhancing the ability of viewers, especially youths, to recall and remember the brand. Research indicates that emotional appeals within television advertisements play a

significant role in shaping how young audiences perceive brands. When positive emotions are linked to a brand in an advertisement, it has the potential to improve the overall image of the brand and increase favorability among viewers, particularly among the youth demographic. Johnson and Chang (2020) explore how cultural norms and societal dynamics impact the interpretation and effectiveness of TV commercials. Cultural sensitivity and contextual awareness are crucial when customizing advertising messages for various audiences, with the goal of establishing meaningful connections that improve the overall impact of TV advertising campaigns.

2.1 Consumer Behaviour

Consumer behaviour refers to the series of processes and actions individuals undertake while seeking, choosing, buying, utilizing, assessing, and discarding products and services with the aim of fulfilling their needs and desires. The influence of TV advertising on the consumer behaviour of young individuals is substantial, as television plays a crucial role in shaping the perceptions and preferences of this demographic. Tv advertising heavily contributes to shaping the cultural values and trends that influence youth behaviour. Advertisements often reflect or set societal norms, affecting how young individuals perceive themselves and their aspirations. The consumer behaviours of young individuals are frequently shaped by the influence of their peers. TV advertisements that feature products or brands popular within their social circles can have a considerable impact on their decisions when making purchases. Advertisers frequently utilize aspirational marketing techniques in TV commercials directed at the youth. Through linking products with appealing lifestyles, accomplishments, or qualities, advertisers seek to shape the aspirations and desires of young consumers. Television advertising plays a pivotal role in establishing brand loyalty among the youth. Commercials that are effective and relatable have the power to forge a lasting connection, fostering a sense

of loyalty among young consumers who may continue to favor specific brands as they mature. Television advertisements actively contribute to the promotion of trends and fads, with young consumers being especially susceptible to these influences. Ads featuring the latest in fashion, technology, or lifestyle choices can strongly influence youths, leading them to adopt and embrace these trends. Television advertising frequently expands its reach to digital platforms, providing a seamless experience for young audiences consuming content across different screens. Integration with social media and online engagement further strengthens the influence of TV ads on the consumer behaviour of the youth. Television advertising frequently expands its reach to digital platforms, offering a seamless experience for young consumers who engage with content across various screens. The integration with social media and online engagement serves to reinforce the influence of TV ads on the consumer behaviour of the youth. Television advertising plays a crucial role in influencing the entire decision-making process for young individuals, guiding them from awareness to consideration and ultimately to purchase. TV commercials that are memorable and emotionally resonant have the power to leave a lasting impression at each stage of the consumer journey. The repetitive nature of television advertising can contribute to the normalization of specific spending habits among young individuals. Advertisements that highlight instant gratification or limited-time offers have the potential to encourage impulsive buying behaviour among the youth. Television advertising plays a significant role in shaping the formation of brand and product preferences among the youth. Continuous exposure to specific brands and messaging can establish a sense of familiarity and trust, ultimately influencing their preferences over the long term. Advertisers strive to align their brands with causes that align with the values of young consumers, impacting their choices by appealing to social and ethical considerations.

2.2 Demographics

Research indicates that emotional appeals in TV advertising significantly shape the attitudes and engagement of young consumers with promoted products. The study focuses on the youths belonging to the age group 18-30 years. The effectiveness of emotional appeal and consumer behaviour has an impact on youths driven by positive emotions like attention, recall and brand perception. The study focuses on genders including males and females and how they are effected by the impact of emotional appeal and consumer behaviour on youths in tv advertising. The study seeks to explore how emotional appeals in TV advertising influence the behaviour of young consumers, considering variables such as age, gender. Through the examination of engagement metrics and the effects of emotional content on consumer awareness and preferences, the research aims to offer insights into the demographic groups most impacted by emotional appeals in TV

2.3 Emotional appeal

Emotional appeals are a persuasive strategy utilized to evoke strong emotions from the audience, prompting an emotional reaction. Despite occasional criticism for prioritizing emotions over logic, these appeals effectively influence consumer behaviour by tapping into their feelings. This technique is commonly used in advertising campaigns. When fashion magazines capitalize on our insecurities regarding body image, they utilize emotional appeals. Similarly, in political advertisements, when messages exploit our fears by suggesting that voting for a particular candidate could lead to financial ruin or wars, they are employing emotional appeals (Kumar, 2010). Emotional appeals are a pragmatic recognition of the complexities embedded in human behaviour. Advertisers and political strategists alike

comprehend the influential power of emotional resonance in moulding perspectives and choices. However, it is crucial to emphasize the ethical aspects involved in this procedure, as there exists a fine line between responsibly utilizing emotions and crossing into the realm of manipulation. In turn, individuals should adopt a thoughtful approach when confronted with emotional appeals, acknowledging the persuasive tactics being employed and consciously making decisions that find a middle ground between emotional reactions and logical considerations. Aanchal Ashra (2017) described that Emotional advertising refers to practice of building brands with the help of advertising appeal which mould the consumers' emotions and which inspire them to buy the advertised products. It is crucial to prioritize the investigation of emotional appeals in TV ads to comprehend if the emotional impact created by these commercials truly results in significant outcomes like enhanced brand loyalty or increased intent to purchase. Moreover, the research could delve into the possible disadvantages or ethical concerns linked to intentionally manipulating emotions for marketing objectives, thereby illuminating the delicate balance between effective advertising and consumer welfare. This perspective emphasizes the necessity for a comprehensive analysis of emotional appeals in TV advertising, considering their potential advantages as well as the ethical implications surrounding their utilization.

2.4 Impact of emotional appeal

The power of emotional appeal lies in its ability to capture the attention of the audience by tapping into their emotions. When content evokes emotional reactions, it forms a stronger and more meaningful connection with the audience. This heightened emotional engagement enhances the memorability of the content, leading to better recall and recognition. The

influence of emotional appeal on consumer decision-making is significant. Human choices are often driven by emotions, and advertisers take advantage of this by creating messages that resonate emotionally. When consumers develop an emotional bond with a product or brand, it influences their decision-making process, particularly when it comes to making a purchase. Emotional appeals also play a role in shaping consumers' perceptions of a brand. When advertising associates positive emotions with a brand, it enhances the overall image of the brand. This positive perception fosters brand loyalty, as consumers tend to develop positive associations and feelings towards the brand. Emotional appeals not only impact memory but also influence behavioural intentions. When consumers establish an emotional connection with a product or service, their inclination goes beyond mere recollection. They are more likely to contemplate and take action, such as making a purchase or recommending the product to others. The deep psychological influence of emotional appeal elicits a range of emotions, including joy, nostalgia, fear, or empathy. This psychological impact significantly shapes how individuals perceive and respond to stimuli, leaving a lasting impression. Smith and Yang (2018) delve into the neurological aspects, highlighting how emotional advertising activates specific brain regions associated with memory and decision-making, contributing to enhanced brand recall and consumer response. The importance of emotional congruence between the advertised product and the emotional tone of the ad, asserting that aligning emotional appeals with the nature of the product enhances the overall impact on consumer attitudes and intentions(Johnson et al. (2019)

2.5 Emotional appeal in advertising

Berkman and Gilson (1987) characterized promotional appeal as a creative endeavour aimed at stimulating consumers' purchasing intentions and influencing their attitudes toward a specific product or service. Emotional appeals in advertising involve evoking positive or negative emotions to establish a favourable emotional connection with a product. According to Albers-Miller and Stafford (1999), emotional appeals contribute to making a brand likable and memorable in the consumer's mind. Psychological studies suggest that decisions are largely influenced by the subconscious mind, which primarily processes emotions and instinctual feelings rather than rational information (Boykin, 2014). Emotional elements in advertisements play a crucial role in engaging consumers and enhancing the recall of the ad in their minds. This effect is particularly pronounced with negative appeals, as noted by Brown (2009).

In the realm of television advertising targeting the youth demographic, the fusion of emotional appeal and consumer behaviour has a significant impact. Young consumers, often influenced by their emotions and ambitions, are greatly affected by ads that resonate with their feelings. When effectively integrated into TV commercials, emotional appeal has the power to create a lasting impression and establish a favourable relationship with brands. Since young people are in a stage of self-discovery and identity development, they are particularly open to advertisements that connect with their emotions, aspirations, and societal values.

The impact of emotional appeal on the consumer behaviour of young people extends beyond immediate purchasing choices. It plays a vital role in building brand loyalty, as the positive emotions linked to a product can stay with young consumers, influencing their decisions in

the long run. Conversely, negative emotional appeals can also be compelling, prompting youths to engage with the advertised content, even if it challenges their emotions.

In a period defined by an overflow of information and limited attention spans, television ads that evoke emotions are more likely to break through the clutter and grab the attention of the youth demographic. Brands that grasp and utilize the emotional landscape of their target audience can develop compelling narratives that not only enhance sales but also establish a strong connection with the youth consumer base. Nonetheless, advertisers must strike a careful balance, ensuring that the emotional appeal aligns with the values and sensitivities of the youth audience, fostering authenticity in advertising that resonates on a genuine level.

Emotional appeals are observed to work in ads because researches have shown that emotional advertising can influence customers' reactions to advertisement, can take their attention, and can affect the consumer's brand attitudes (Mattila, 1999). When scrutinizing the impact of consumer behaviour and emotional appeal among the youth in TV advertising, it becomes evident that emotional appeals play a central and influential role in shaping the attitudes and responses of young consumers. The youth demographic is notably characterized by emotional sensitivity and a desire for authentic connections, rendering them particularly receptive to advertisements designed to evoke emotions. In the realm of TV advertising, emotional appeal serves as a potent tool for advertisers, not solely focused on capturing attention but also on establishing a meaningful connection with the youth audience.

The visual and storytelling dynamics inherent in TV advertising create a robust platform for emotional appeals that go beyond just communicating product features. These appeals tap into the aspirations, values, and emotions of the youth, effectively aligning the brand with their lifestyle and sense of identity. This alignment, driven by emotional appeal, has the potential to significantly influence how the youth perceive the brand. As a result, this influence extends to impacting their purchasing decisions and fostering brand loyalty.

CHAPTER 3

RESEARCH METHODOLOGY

The study impact of emotional appeal and consumer behaviour among youths in tv advertising is carried out with a objective to analyse the factors influencing the youngsters on emotional appeal and consumer behaviour in tv advertising

3.1 Research Design

A research design is a plan , structure and strategy used to obtain the objectives of the study. The research was mostly based on the primary data and information. Hence survey search design has been used .In this study assesses the impact of emotional appeal and consumer behavior has been evaluated. Data used in this study are primary and secondary in nature.150 questionnaires were filled by different age groups. The secondary data are collected from academic journals and books. A primary data collection technique is questionnaire. This Questionnaire is prepared to support all the objectives of the research. While, secondary data used in this research were gathered from different sources. In order to accomplish the study graphs, pie charts have been applied for the analysis.

3.2 VARIABLES USED IN THIS STUDY

SI NO	Independent Variable	Levels
1	Age	15-20,20-25,25-30
2	Gender	Female and Male

Dependent Variables

SI NO	Dependent Variable
1	Emotional appeal
2	Consumer Behaviour

3.3 SAMPLE SELECTION TOOL

The study recruited a pattern size of a 167 samples of 18-30 through Google Forms via different social media platforms. This age group has been selected to find out whether which age and gender are more influenced by the impact of emotional appeal and consumer behaviour in tv advertising.

Participants have been knowledgeable about the nature and purpose of the study, and their consent became acquired before participation. .Anonymity and confidentiality of response were ensured to encourage honest and candid responses from contributors.

3.4 DATA COLLECTION TOOL

The survey was done online to easily reach out to the targeted samples in the given limited time frame. Participants were in a position to complete the survey at their convenience, which helped to ensure a higher response fee. The survey was structured in a manner that allowed for smooth finishing touch, with clean and concise questions that had been easy to recognize.

3.5 INSTRUMENTS USED FOR THIS STUDY

For information collection, a structured, close-ended questionnaire comprising 13 questions became applied. The survey became performed online, with respondents receiving a Google Form allotted using the researcher throughout numerous locations. The questionnaire turned into divided into parts : the primary part focused on accumulating demographic data along with age and gender. The second part of the questionnaire dealt with the questions on the extent to which emotional appeals impact purchasing decision, specific emotion that grab your attention in ads. This is to understand the vulnerability of advertising and how you make purchasing decisions. The final part dealt with the question focused on the consumer behaviour patterns beyond the direct influence of emotional appeal in tv advertising.

3.6 DISTRIBUTION OF SAMPLES

The researcher used 150 samples for this study . The samples were distributed based on demographic variables such as ‘Age’ and ‘Gender’

AGE	FREQUENCY
15-20	45
20-25	69
25-30	53
TOTAL	167

Frequency Distribution of Respondents and their Gender

GENDER	FREQUENCY
FEMALE	97
MALE	70
TOTAL	167

3.7 RELIABILITY AND VALIDITY OF SCALES

The scales used in this examination to measure the impact of consumer behaviour and emotional appeal in tv advertising and how it influences youth’s decision making have been designed for reliability and validity. Reliability was ensured through an established questionnaire with closed-ended questions, aiming to limit response variations. , a huge pattern size of 150 individuals was utilized to enhance reliability. Validity was addressed

through aligning questionnaire gadgets with the research goals and theoretical framework for content validity, and with the aid of questions that specifically targeted the constructs of hobby for construct validity.

3.8 RESEARCH QUESTIONS

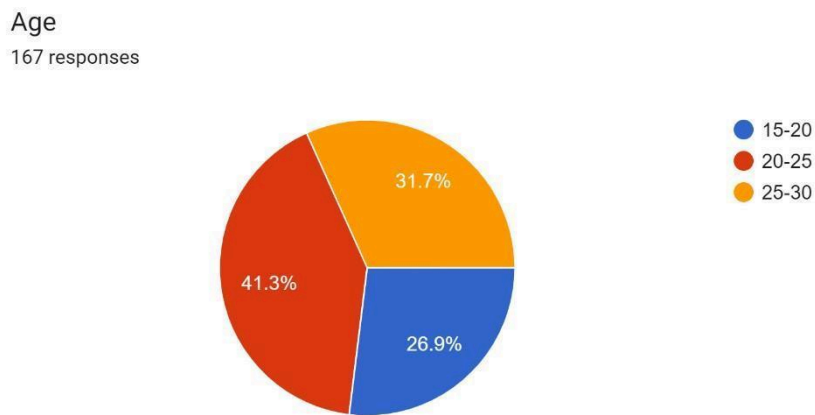
- 1) How do TV ads using emotional appeals affect the buying habits of young people?
- 2) Is there a significant relationship between emotional reactions to TV ads and purchasing choices among young adults, and how does gender influence this relationship?
- 3) What are the limitations and subjective nature of how individuals are influenced by emotional appeal and consumer behaviour in TV advertising, and how does this affect their purchasing decisions?

3.9 DATA ANALYSIS

The information accrued from the Questionnaire was analysed with the use of Quantitative method to gain understanding on the impact of consumer behaviour and emotional appeal in tv advertising. Quantitative evaluation uses statistical techniques to summarize the responses and identify styles in the record. To analyse the impact of emotional appeal in tv ads, brand reputation affects purchasing decisions and their perceptions , frequency distributions and chances were calculated. This allowed for the commonalities among respondents.

CHAPTER 4

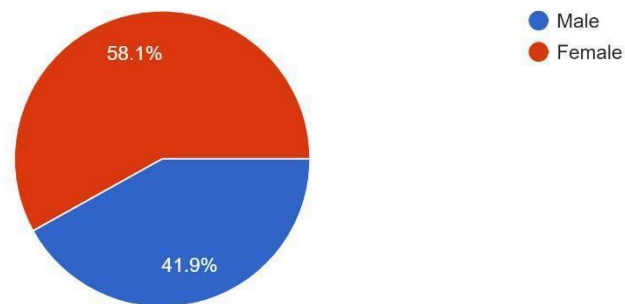
DATA ANALYSIS AND INTERPRETATION



The age group 20-25 helped me to understand that they are influenced by the impact of emotional appeal and consumer behaviour in tv advertising. This also helped me to realize how they are influenced .This age group tend to have stronger emotional responses. This makes them more receptive to advertising that taps into those emotions. This age category can also be influenced by their peers.

Gender

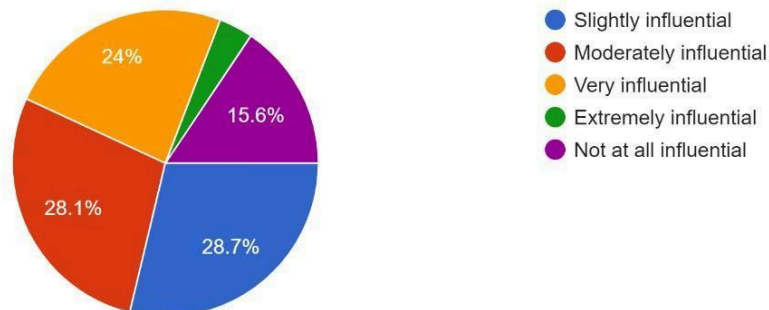
167 responses



This survey was sent down to 200 individuals, out of which I got 167 responses. Of the 167 responses 58.1% of them were female and 41.9% were male. This shows that females are more influenced by the impact of emotional appeal and consumer behaviour in tv advertising. This idea reflects a belief that women are more swayed by emotions. The focus is primarily on females other than male or non-binary individuals.

To what extent do you think emotional appeals in television advertisements impact your buying choices?

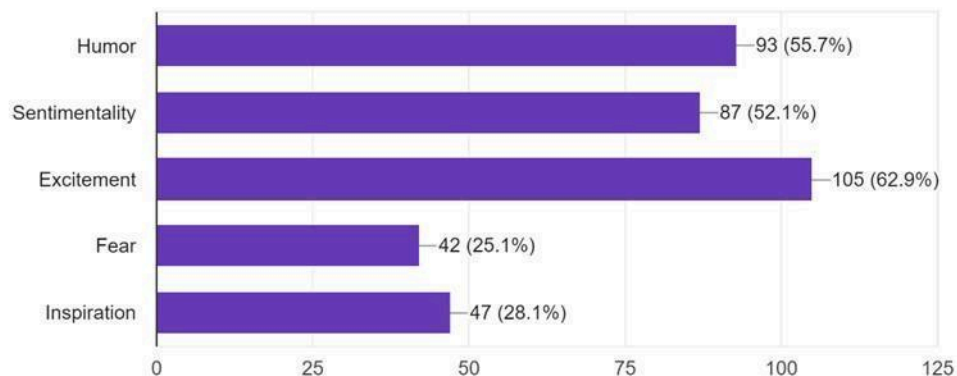
167 responses



According to this survey, 34.1% respondents regularly watch tv per week. There are 32.3% of the respondents who occasionally watch tv, 22.2% of respondents rarely watch tv and only 11.4% frequently watch tv. TV serves as a convenient form of entertainment which has the ability to attract viewers. The routine of watching tv can provide a sense of comfort and predictability. Television serves as a common ground for individuals to engage in shared experiences, strengthening social bonds by facilitating conversations and discussions with loved ones. Watching a variety of characters and scenarios on screen can provide youth with the opportunity to discover and experiment with different personal identities and career goals.

Which emotional appeals in TV ads do you find most effective in capturing your attention?

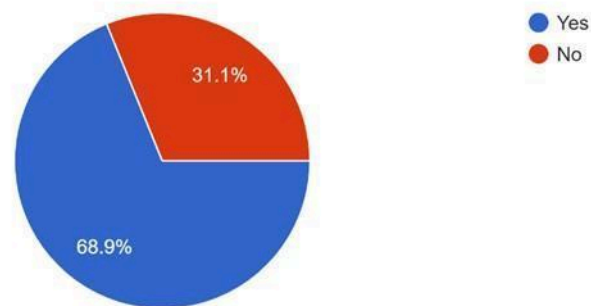
167 responses



This is a multiple response question where the majority of people 62.9% voted for the emotion excitement .55.7% of respondents for humour , 52.1% for sentimentality,28.1% of respondents consider emotional appeal inspiration to be the most effective in capturing their attention and only 25.1% for fear. Viewers are particularly drawn to ads that evoke feelings of excitement whether through thrilling visuals or stimulating content. Excitement has the ability to capture attention which can create a positive feeling.

Have you ever purchased a product or service because a TV ad evoked a specific emotion in you?

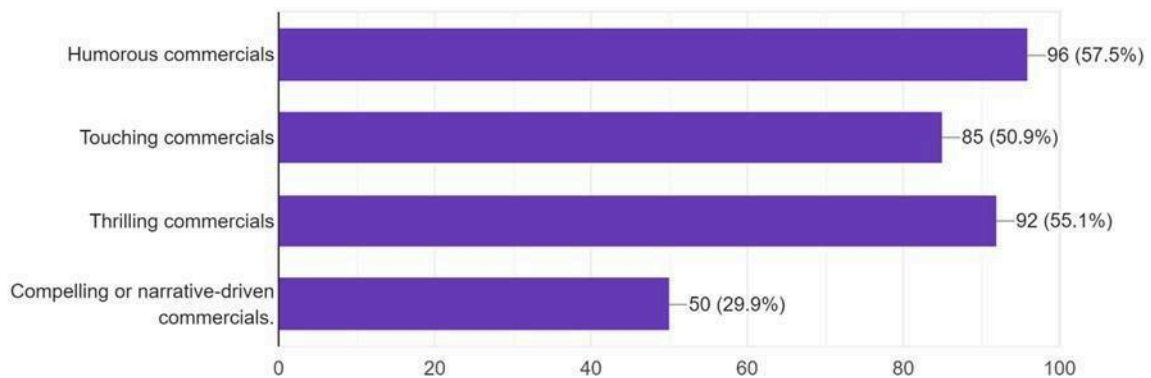
167 responses



From this survey, 68.9% of respondents purchased a product or service because a TV ad evoked a specific emotion in them while 31.1% of respondents opted no. Most people admit that ads that evoke emotions influence their decisions, denoting their effectiveness. A significant number of people are not convinced by emotional appeals alone, suggesting that other factors influence their buying decisions.

Which genre of TV commercials do you find most appealing?

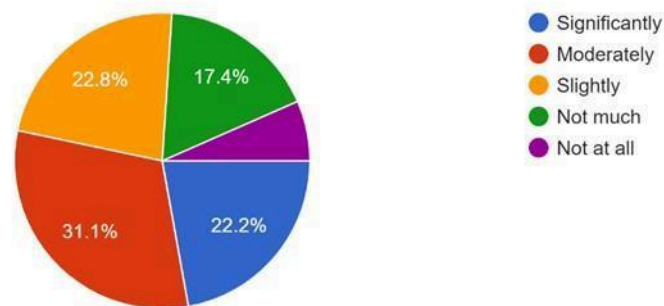
167 responses



This is a multiple choice question where 57.7% respondents find humorous commercials most appealing . 55.1% of respondents found thrilling commercials as most appealing,50.9% found touching commercials as the most appealing,29.9% found appealing as compelling or narrative- driven commercials. This is because the genre is consumed by the respondents in different ways.

To what extent does the reputation of a brand impact your purchasing decision?

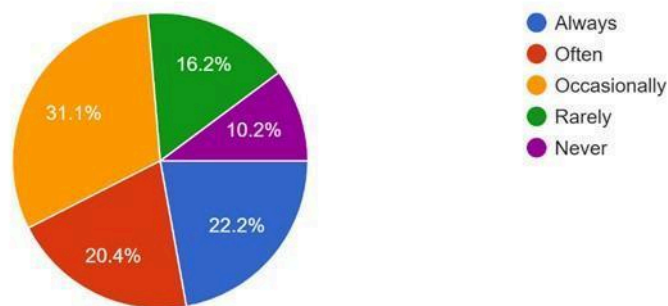
167 responses



According to the survey, 31.1% of respondents are moderately influenced by the reputation of a brand in their purchasing decision, 22.8% are slightly influenced, 22.2% are significantly influenced while 17.4% are not much influenced. Majority of respondents considered the reputation of a brand as an important factor in their purchasing decision. Some respondents may consider it in certain situations or for certain type of products. Some are likely to prefer a reputable brand over others. A significant portion of respondents believe that brand reputation was not important in their purchasing decisions. They value other factors like cost, characteristics or recommendations from others.

Do you find that emotional appeal in advertising influences your purchasing decisions?

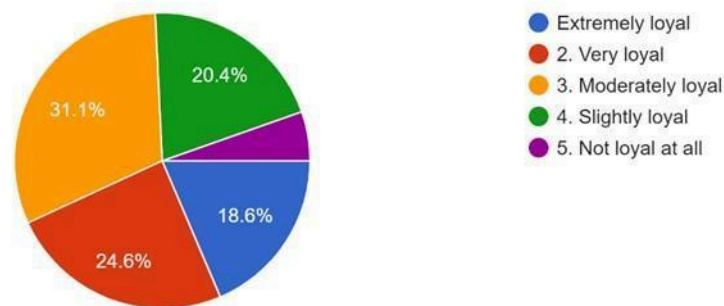
167 responses



Based on the survey, 31.1% of respondents found out that emotional appeals in advertising occasionally influence their purchasing decision. 22.2% of respondents found that they are always influenced, 20.4% are often influenced, 16.2% are rarely influenced and 10.2% are never influenced. Emotional marketing strategies might have an influence on consumer behavior's impact of emotional appeal varies from person to person, influenced by attitudes, individual preferences etc. Some respondents may be more skeptical or less susceptible to emotional marketing tactics preferring to make purchasing decisions based on the price, product.

To what extent do you prioritize brand loyalty when making purchasing decisions?

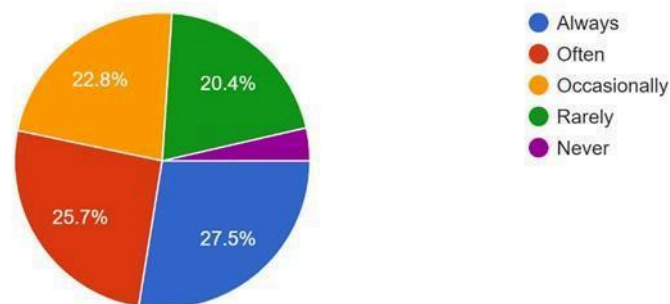
167 responses



According to this survey, 31.1% of respondents exhibit moderate brand loyalty when making purchasing decisions. 24.6% of respondents are very loyal, 20.4% are slightly loyal, and 18.6% are extremely loyal. This survey indicates a nuanced landscape regarding the extent of brand loyalty among respondents when making purchasing decisions. A substantial portion of consumers consider brand reputation and familiarity to some degree, but may be open to new brands or products. Some are strongly attached to specific brands, this level of loyalty suggests that they have a deep connection formed through positive experiences etc. The respondents who are classified as slightly loyal may have preference for certain brands, their loyalty may change based on the factors such as pricing, promotion etc.

How often do you research products or read reviews before making a purchase?

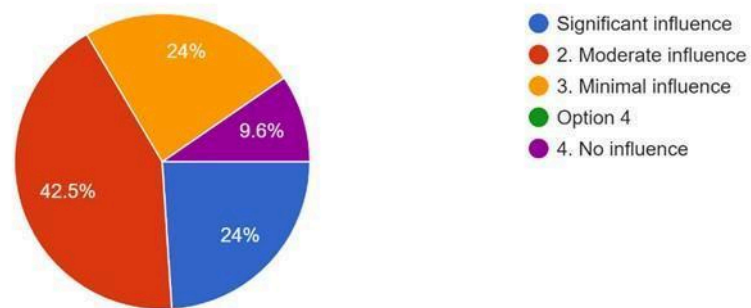
167 responses



This data analysis focuses on understanding consumer behaviour. a total of 167 participants were included in the analysis ,46 individuals(27.5%) reported always ,43 participants often research products,38 individuals reported occasionally research products or read reviews before making a purchase and Only a small minority 34 reported rarely doing so. Majority of individuals believe that positive reviews can help them to build trust whereas negative reviews can act as a warning. This helps a lot before making a purchase.

To what degree does social media impact your buying choices following exposure to product or brand advertisements

167 responses



According to this survey, 42.5% of respondents have a moderate influence on social media, 40% of respondents have minimal and significant influence on social media in buying choices and only 9.6% have no influence.

CHAPTER 5

CONCLUSION

The goal of the research was to determine how the youngsters are influenced by the emotional appeal and consumer behaviour in tv advertising. To conduct the Quantitative study, a questionnaire was formulated and the data was collected to analyse the primary data was collected through the Google Form platform and the secondary data was collected through an extensive review of existing scholarly articles in this domain of the study. Advertising and television together have become a very important part of our society in the modern world. Television advertising is the most practical way to reach any kind of audience whether literate or illiterate, whether kids, teenagers, young adults, middle-aged people, or senior citizens. The study was carried out to 167 individuals. Based on the findings of this research it can be concluded that television is the most preferred medium of advertising as a source of information among youths especially women. They are more likely to have emotional reactions to TV ads. Advertisers should create campaigns that resonate with these emotions to sway purchasing choices. Even though people have different TV viewing habits, TV still plays a big role in creating shared experiences and connecting socially. This shows that TV ads are still effective in reaching and convincing consumers. Excitement, humour, and sentimental moments are the most powerful triggers in TV commercials, capturing viewers' attention and creating a lasting impact.

With this research , the impact of emotional appeal and consumer behaviour in tv advertising were studied among the youngsters. The collected data was examined and the purpose of the thesis was to gain insight into how emotional appeal and consumer behaviour including

consumer purchasing decisions etc. The research re-established the fact that emotional appeal and consumer behaviour hold a certain amount of impact among youngsters in tv advertising.

The research has certain limitations as the way a user is influenced is subjective in nature and might have a different impact on different people. The intensity of influence differs from person to person and this could affect their purchasing decisions. It is not necessary that every individual is affected in the same way by the impact of emotional appeal and consumer behaviour in tv advertising.

The study holds possibilities for further research as emotional appeal and consumer behaviour in tv advertising are evolving beyond limitations. This study analysed the impact of emotional appeal and consumer behaviour of youngsters although the extensive analysis of other areas could also bring ground- breaking insights.

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QUESTIONNAIRE

1.Age

a)15-20

b)20-25

c)25-30

2.Gender

a) Male

b) Female

3.How frequently do you watch TV per week?

a) Regularly (6-10 times)

b) Occasionally (3-5 times)

c) Rarely (1-2 times)

d) Frequently(11+times)

4.To what extent do you think emotional appeals in television advertisements impact your buying choices?

a) Slightly influential

b) Moderately influential

c) Very influential

d) Extremely influential

5) Which emotional appeals in TV ads do you find most effective in capturing your attention?

a) Humour

b) Sentimentality

c) Excitement

d) Fear

e) Inspiration

6. Have you ever purchased a product or service because a TV ad evoked a specific emotion in you?

a) Yes

b) No

7. Which genre of TV commercials do you find most appealing?

a) Humorous commercials

b) Touching commercials

c) Thrilling commercials

d) Compelling or narrative-driven commercials.

8. To what extent does the reputation of a brand impact your purchasing decision?

a) Significantly

b) Moderately

c) Slightly

d) Not much

e) Not at all

9. Do you find that emotional appeal in advertising influences your purchasing decisions?

a) Always

b) Often

c) Occasionally

d) Rarely

e) Never

10. To what extent do you prioritise brand loyalty when making purchasing decisions?

a) Extremely loyal

b) Very loyal

c) Moderately loyal

d) Slightly loyal

e) Not loyal at all

11. How often do you research products or read reviews before making a purchase?

a) Always

b) Often

c) Occasionally

d) Rarely

e) Never

12. To what degree does social media impact your buying choices following exposure to product or brand advertisements

a) Significant influence

b) Moderate influence

c) Minimal influence

d) No influence



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