

A STUDY ON MOST POPULAR EMOTIONAL APPEALS USED IN TELEVISION COMMERCIALS OF FMCG SECTOR

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Abstract

Indian Television is playing a pivotal role in creating awareness about the variety of products available in the market. TV Commercials are one of the major sources which persuade and remind the viewers about the products and attract the consumers to buy the specific brand. Keeping this fact in mind, this study has majorly focused on the TV Commercials of FMCG sectors and different emotional appeals used in the different categories of the products. It has been observed that in Food & Beverages, Household care products and in Personal Care product's advertisements are mostly using Humour, Amazement and Love & Affection appeal respectively.

Keywords: Advertising appeals, Emotional appeals, TV Commercials and FMCG Sector

I INTRODUCTION

In India, a study was conducted by GROUP M Company, which is one of the leading media company. They found out that Advertising spends in India are expected to grow around 10% year on year to Rs 61,204 crores, according to media buying agency GroupM. This is effectively a slowdown in growth from the 15.5% which it had predicted last year, and later ended up being a growth of 11.9%. The Indian advertising industry is projected to be the second fastest growing advertising market in Asia after China. It is estimated that by 2018, the share of ad spend in India's Gross Domestic Product (GDP) will be around 0.45 per cent. In fact, they expect in 2017 to see increased ad spending by categories such as mobile wallets, telecom 4G, banking, financial services and insurance (BFSI), mobile handsets, fast moving consumer goods (FMCG) and consumer durables."

In India, marketers are majorly focused on emotional appeals so that advertisers can directly relates to a consumer's needs, interests, aspirations and his emotional state. Emotional appeal have a greater impact than rational appeal because consumer feels more attached to a brand if he can relate to the emotional appeal raised by the brand. In the buying stage, if a customer is making an impulse purchase he would act rather emotionally than rationally and would subconsciously decide on reacting to images or music conveyed by the brand during their advertisements.

This research tried an attempt to examine the effect of emotional appeals used in TV Commercials by FMCG sector on consumer's perception, attitude and buying behaviour towards the product and its brand image. This study explored and gives the insight view that which emotional appeal is mostly used in which category of FMCGs Sector. The results of the study will help the advertiser to know which type of appeal is best to advertise the products of FMCG sector. This study further focused on the types of emotional appeals used in TV Ads which attracts the viewers and compels them to buy the products. There are different types of emotional appeals like Humour, Love & Affection, Happiness & Joy, Negative appeal, Fear appeal, Pride/ achievement etc which are used by the advertiser in the TV Advertisement. But, it is very important to know which type of emotional appeal will make an appropriate impact in the mind of the viewers. This important issue has been taken up and enlightened through this research work.

II LITERATURE REVIEW

D. Lakshmanan and Dr. S. Rabiya Basariya (2017) described in his study that Emotional appeal has been found to be most effective, when brand response involvement and advertising message involvement are low, whereas informative appeal is found to be relatively more effective when customers are highly involved with the brand and advertisement.

Dr S Anurekha (2015) study explores the profile of contemporary advertising in India in the wider context of trends in television advertising directed for young adults, the recent changes in the strategy and issues concerning the perception and attitude of young adults to television advertising in Chennai. More than 70% of the commercials analysed used humour in some form as subtle humour, tropical humour, humour in sexual tone, situational humour. Emotional reactions function as the gatekeeper for further cognitive and behavioural reactions.

Naseema CM (2015) Advertising decision is a very crucial decision because it may effect and reflect the whole marketing strategy. Effectiveness of advertising is greater when it is adequately planned, executed and constantly evaluated in terms of crystallised objectives. Since the FMCG sector is expected to grow several folds in the coming years, advertising in this sector will prove to be fruitful for all company. TV advertisement of FMCG has influence on the purchase decision making of respondents. TV advertisement has brought a paradigm shift in the arena of advertising. TV ads, especially those which are telecasted at the prime time are strategic tools of attracting potential customers.

Bilal Mustafa Khan and Saima Khan (2013) revealed that the effect of humorous advertising on brand recognition by consumers. For this purpose, four brands were selected, namely, Fevicol, Cadbury Chocolate, Karrbon Mobiles and Coca- Cola. For each 21 brand, two television commercials were chosen, ensuring that one is humorous and the other non-humorous.

Sandeep Agarwal and Dr. Sanjay Hooda (2012) made a study on "Children's In TV-Commercial's: Review Of Toiletries And Personal Care Advertisements" under which explored around 150 TVC related to toiletries and personal care and find that in 45% of them children's are used in way or another. In this paper 14 best advertisements where children's are found highly effective were discussed. The result that came across after the study was that 45% advertisement used children's either to create direct persuasion or to create the indirect emotional binding. Almost 90% of advertisement on the toothpaste has directly used kids also this number is high in case of bathing soap and hygiene related product like hand wash etc. In most of the advertisement related to toiletries fear appeal emphasising on the brand name is used. Thus they found the children's are used to create humour, sensitiveness, rationale, fear and softness in the advertisement.

III OBJECTIVES OF THE STUDY

The major objective of the study is to identify most popular and various types of emotional appeals used in TV Commercials of FMCG Sector by the advertisers.

IV RESEARCH METHODOLOGY

Descriptive research design method has been selected for this research. In this research, I have used Secondary Data and Observation Method for collecting the data for my study.

Primary data have been collected with the help of **Observation Method**, where I have

selected **23 most important product categories** from FMCG sector and I have observed and analyzed their past **three years (2014-2016) TV advertisements**. I have observed **130 TV advertisements**. **Secondary data** have been collected from various sources like Books, Newspapers, Magazines, Journals and relevant Websites.

IV DATA ANALYSIS

4.1 Emotional Appeals used in TV Commercials in FMCG Sector:

The objective of my study was to find out the different types of emotional appeal used in TV Commercials in different categories of FMCGs and second objective was to identify the most popular emotional appeals used in different categories of FMCG products. To satisfy these two objectives, I have gone through regressive analysis of TV advertisements of different categories of FMCGs through Observation Method.

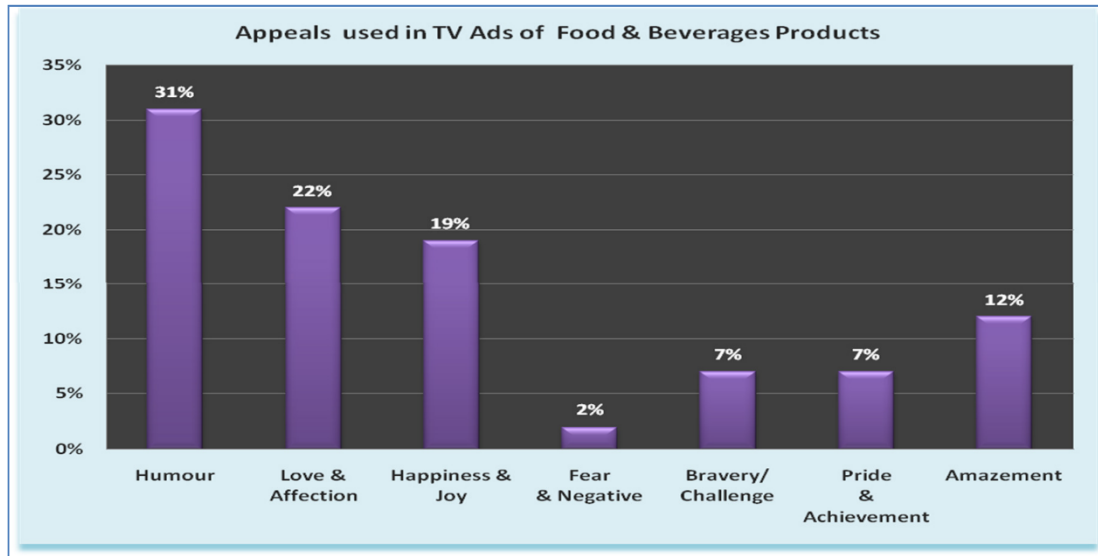
I have selected 23 products (Table 1.3) in FMCG Sector, and then I have merged them into three broad categories of FMCG Sector i.e. Food & Beverages, Household Care Products and Personal Health care / Hygiene. My study is majorly focused on seven emotional appeals that are Humour, Love & Affection, Happiness & Joy, Fear /Negative, Pride/Achievement, Bravery/ Challenge and Amazement appeal.

So, by taking the above consideration, I have observed **130 related TV Ads** broadcasted in the major satellite channels. The channels which I have selected for my study are Zee TV, Star Plus, Colors and Sony Channel. I have observed the TV commercials during the Prime Time in past 3 years (2014-2016). After observing the TV advertisements I have drawn following interpretation:

4.1.1 Emotional Appeals used in Food & Beverages TV Ads

Table 4.1: Emotional appeals used in TV Ads of Food & Beverages category

Product→ Appeals ↓	Baby Foods, Chocolates, Biscuits, Health drinks, soft drinks, Fast food, Sauces, tea/ coffee. Noodles, Potato Chips, Ready to eat food, Cooking Oil, Atta	
Humour	20	31%
Love & Affection	15	22%
Happiness & Joy	13	19%
Fear & Negative	1	2%
Pride & Achievement	5	7%
Bravery/ Challenge	5	7%
Amazement	8	12%
Total	67	100%



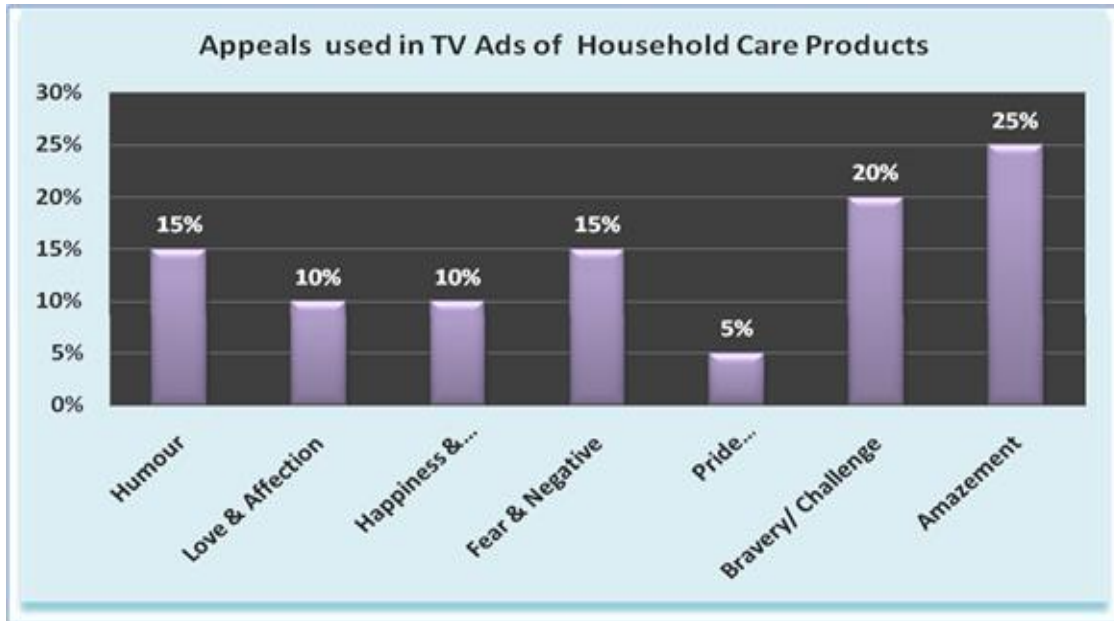
Graph 4.1: Emotional Appeals used TV Ads in Food & Beverages Category.

According to the result of above analysis as shown in table 4.1 and graph 4.1, it is clear that out of 67 advertisements, 31% advertisements of food & beverages focus on **Humour appeal** followed by Love & Affection (22%), Happiness and Joy appeal (19%), Amazement (12%), Pride/ Achievement appeal (7%) and Bravery/Challenge appeal (7%). Least consideration is given to the fear and jealousy appeal (2%). From this observation I can conclude that **Humour appeal** is mostly used in Food & Beverages category of FMCG Sector.

4.2 Emotional Appeals used in Household Care Products TV Ads:

Table 4.2: Emotional appeals used in TV Ads of Household Care Product category

Product → Appeals ↓	Detergents, and Toilet Cleaner, Mosquito Repellents	
Humour	3	15%
Love & Affection	2	10%
Happiness & Joy	2	10%
Fear & Negative	3	15%
Pride & Achievement	1	5%
Bravery/ Challenge	4	20%
Amazement	5	25%
Total	20	100%



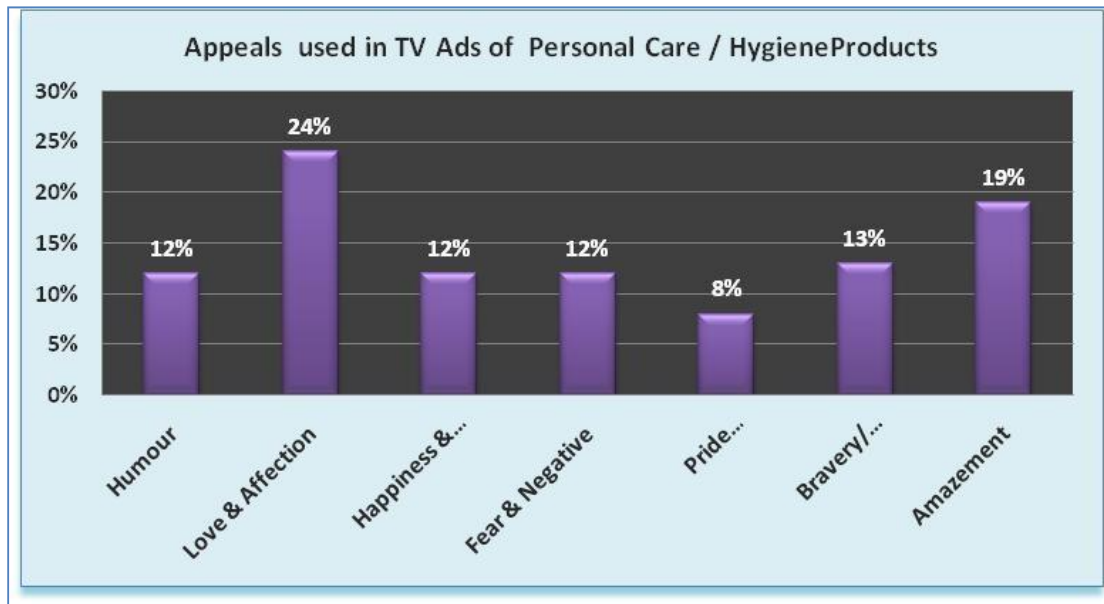
Graph 4.2: Emotional Appeals used TV Ads in Household Care Product Category.

The above table 4.2 and graph 4.2 says that out 20 TV ads of Household care products 25% of them are using Amazement emotional appeal to attract the consumers. It is also observed that Bravery and Challenge appeal (20%) is the second choice of the advertisers. After that Humour (15%) and Fear/Negative Appeals (15%) are also used by the advertiser to make the advertisement more effective one. Love and Affection (10%), Happiness and Joy (10%) and Pride/ Achievement appeal (5%) are given comparatively less importance in Household Care Products. Finally, I can conclude that in household care products, **Amazement appeal is mostly used by the advertisers and second preference is given to Bravery and Challenge appeal.**

4.3 Emotional Appeals used in Personal care/ Hygiene Products TV Ads:

Table 4.3: Emotional appeals used in TV Ads of Personal care/ Hygiene Category

Product→ Appeals ↓	Shampoo, Soaps, Tooth-paste, Hair Oil, Deodorants/perfume, Shaving Cream, Face Cream	
Humour	5	12%
Love & Affection	10	24%
Happiness & Joy	5	12%
Fear & Negative	5	12%
Pride & Achievement	4	8%
Bravery/ Challenge	6	13%
Amazement	8	19%
Total	43	100%



Graph 4.3: Emotional Appeals used TV Ads in Personal Care & Hygiene Product.

The above table 4.3 and graph 4.3 shows that out of 43 TV Ads, **24%** Ads are of **Love and affection** and secondly **Amazement emotional appeal (19%)** is used by the advertisers in Personal Care/ Hygiene Products. After this Bravery and Challenge appeal (13%), Humour (12%), Happiness and Joy (12%), and Fear/Negative appeals (12%), are almost equally preferred by the advertisers. Lastly Pride/Achievement appeal (8%) was seen in TV ads which are featuring the products of Personal Care or Hygiene. So from this I can draw a conclusion that mostly **Love & Affection and Amazement** appeals are used by the advertisers to promote the personal care and hygiene products through TV commercials.

V FINDINGS & DISCUSSIONS:

This study was done through **Observation Method**. I have selected **23 products** from Food & Beverages, Household care and Personal Care/ Hygiene products, for which I observed 130 TV ads aired in past three years (2014-2016) which were broadcasted in 4 satellite channels that are Zee TV, Sony TV, Star TV and Colors Channel. The advertisements were observed during the Prime Time i.e between 7pm to 10pm. Major findings of the study are categorized into three parts. They are:

1) FOOD & BEVERAGES: This category consist of products like chocolates, sauces, baby care items, ready to eat food, chips, tea/ coffee, cold drinks etc. I have observed 67 related emotional TV ads and drawn conclusion that following types of emotional appeals are being used by the advertisers to promote the products:

- 31% of advertisements were of Humour appeal.
- 22% of advertisements were depicting Love and Affection appeal.
- 19% of TV ads were portraying Happiness & Joy appeal.
- 12% of advertisements were showing Amazement and fantasy appeal.
- Pride/ Achievement and Bravery/ Challenge appeal have got same rating of 7% each.
- Only 2% of advertisements were showing Fear/Negative appeal.

2) HOUSEHOLD CARE PRODUCTS: Household care products that I considered for my study are Detergent Powder and Cakes, Toilet Cleaners and Mosquito Repellents. In this category, I have observed 20 related emotional TV advertisements and found out that :

- 25% of advertisements were showing Amazement Appeal.
- 20% of advertisements were depicting Bravery/ Challenge appeal.
- 15% of TV ads were portraying Humour and Fear/Negative appeal, where both the emotional appeals have got equal percentage.
- 10% of advertisements were focusing on Happiness & Joy and Love & Affection appeal.
- Only 5% of advertisements were showing Pride/ Achievement appeal.

3) PERSONAL CARE/ HYGIENE PRODUCTS: In this category, I have selected products like Shampoo, Soaps, Deodorants, Perfumes, Shaving Cream, and Face Cream. In this category I have observed 43 related emotional TV advertisements and found out that :

- 24% of advertisements were showing Love and Affection appeal.
- 19% of TV ads were featuring Amazement Appeal.
- 13% of advertisements were depicting Bravery/ Challenge appeal.
- 12% TV ads were portraying of Humour, Happiness & Joy and Fear/Negative appeal.
- Only 8% of advertisements were showing Pride/ Achievement appeal.

VI CONCLUSION

This research has arrived at the conclusion that in the TV Commercials of FMCGs in Food & Beverages, Household care products and in Personal Care product's advertisements are mostly using Humour, Amazement and Love & Affection appeal respectively. The study also concludes that respondents were mostly watch Food & Beverages related emotional TV advertisements and in those advertisements they mostly preferred those advertisements, which focus on Happiness & Joy appeal, Humour appeal and Love & Affection appeal. Whereas advertisements related to Household Care products, Amazement and Bravery/Challenge appeals are mostly used by the advertisers. But in case of Personal Care products, advertisers make more use of Love & Affection appeal to make the advertisements more attractive for the consumers.

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