

THE IMPACT OF EMOTIONAL APPEAL USED IN ADVERTISEMENTS: A STUDY OF ADVERTISEMENTS OF CADBURY'S DAIRY MILK CHOCOLATES

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ABSTRACT

Marketing approaches use advertising as a popular form aimed at drawing attention of consumers towards a product, a service or an idea. It can be in an audio or a visual form with an openly sponsored, non-personal message for promotion or selling purposes. Advertisements may employ emotional appeal as a method of persuasion to the consumers. Emotional appeal creates an emotional response and has attracted advertisers in recent years. Yet, little is known about how exactly it works from a consumers' perspective. Taking the visual ads of Cadbury Dairy Milk chocolates as a case study, this paper explores the emotional tone of ads and their effect on consumer's attitude towards the ad, the brand, and the forwarding intentions.

KEY WORDS: Advertising, Cadbury Dairy Milk, Emotional appeal

INTRODUCTION

Thinking about business in terms of customers' needs and satisfaction is what we call as Marketing. It includes promotion of goods and services along with market research and advertising. Marketing approaches use advertising as a popular form aimed at drawing attention of consumers towards a product, a service or an idea. In order to build strong, long term relationships with consumers, brands feature advertisements through various media vehicles. In this competitive, dynamic consumer marketplace, only recognized, trusted brands stand out.

Advertising is viewed as the most influential medium of communication. It aims at convincing or encouraging consumers or potential consumers to purchase or consume more of a particular product brand or its services. It is one of the most operative techniques used to distinguish products of similar line. An Advertisement needs to be creative in order to leave a long lasting impression on the mind of its viewers. There are certain elements to consider while conveying a message to the audience through television, elaborating the message-through language, video or audio is essential so as to avoid ambiguity; keeping some sort of emotional appeal in the message as emotions build memories and helps the viewer to form a connection; uniqueness is crucial, that is if consumers see an advertisement analogous to the other, their mind will be occupied thinking about the other brand the whole time.

These factors are significant for an advertisement to grasp attention of the consumers and implant an impression in their mind.

A marketing campaign is said to be successful when it moves and inspires the target audience of a brand. Power lies in reaching out and touching the heart of the consumers. Until and unless the consumers' insight isn't inspired, the effort is vain. Today, most brands are inclined towards using emotions instead of reason, to position their products or ideas with the consumer. There is an understanding that leveraging the emotions of the consumer increases business engagement, escalates lead conversions and drives sales. This experience is dependent on the ability of the brand to trigger the right emotions, from the right audience, at the right time. It is not the rational elements, but the emotional benefits one offers to the consumers which makes a company stand out and build relationships. Therefore, use of meticulous emotional appeal in adverts is the key for a business to outstand and convert into a brand. Looking into the journey of a company which chose a similar path of using emotional appeal as its primary strategy to reach different target groups, Cadbury has made place for itself as India's leading confectionary manufacturing brand. (Retrieved from www.campaignindia.in)

Chocolates have usually been viewed as something meant only for children. To change this perception, Cadbury came a long way since the 1990s. Cadbury India Limited

(CIL), a part of the Cadbury Schweppes Group, is India's leading confectionary manufacturer. Cadbury's Dairy Milk, 5 Star, Eclairs, Perk and Gems are the largest selling brands in their segments. CIL is estimated to have a 65 percent share of the Indian chocolate market. In 2011 Cadbury Dairy Milk became the market leader in the chocolate confectionery market in India with a market share of around 70%.

Since the 1990s when Indian consumers considered Dairy Milk as a product meant for children, Cadbury came up with a series of campaigns targeting the adult group. With various advertising campaigns; starting with the 'Real taste of life' campaign where the company encouraged people to bring out the child in them to two other parallel campaigns 'Shubh Aarambh' (Auspicious beginning) and 'Meethe mein kuch meetha ho jaye' (Let's have something sweet for dessert) Dairy Milk was able to gain acceptance for chocolates among the adult audiences. This was because all the advertising campaigns focused on the Indian customs and traditions and yet they gave it a modern and contemporary look to connect with all the people. Dairy Milk's 'Meethe mein kuch meetha ho jaye' went a notch higher than the earlier campaigns and sought to promote the brand as dessert. Cadbury India uses emotional appeal in advertising. There is always a sense of joy and love in the adverts of Cadbury dairy milk chocolates. It symbolizes fun and enjoyment. The advertisements focus on relationships- relationships between mother and child, husband and wife, grandfather and grandson, friends, lovers. This is how it caters to all the age groups. Cadbury's strategy to attract consumers is somewhat unique in a sense, instead of focusing on the product it seeks to tap into emotions normally associated with chocolates. The strategy has clearly proved successful, as they have been able to build and maintain a leadership position in the market with many loyal customers. The contents of the paper are organized as follows: Section II comprises of a short literature survey, Section III describes the research objectives and methodology used, the data tabulation and analysis is presented in Section IV. Finally, the findings are discussed, followed by conclusions and limitations.

REVIEW OF LITERATURE

The impact of emotional advertising appeals on consumer implicit and explicit memory: an accessibility/diagnosticity perspective - Patti Williams (may 2000) emphasizes on how emotional advertisements effect the consumers implicit and explicit memory. The research relies on accessibility/ diagnosticity framework to explore the effect of emotions. Conclusion says overall

advertising appeal have a bigger impact on implicit versus explicit memory.

Emotional Appeals in Social Marketing - a comparative analysis of positive and negative appeals in two types of social marketing campaigns - Dina Lukic (June 2009) provides an analysis of "the application of marketing techniques to any social issue". It aims to define the concept of social marketing and provide an understanding of the purpose of social marketing campaigns. It also covers the theory behind the use of emotional appeals in social marketing. To carry out the research the campaign was divided into two i) Health and Safety Campaign ii) Campaign that influence audience to protect environment.

The Power of Emotional Appeals in Advertising The Influence of Concrete Versus Abstract Affect On Time-Dependent Decisions- Cenk Bulbul, Geeta Menon (June 2010) was done to explore the role of affective appeals in advertising on time-dependent decisions that is short and long term decisions. Two different experiments were held under this i) how concrete versus abstract effect influence decisions for present versus future and ii) how affect versus reason influence decision for present versus future.

The Influences of Humorous Advertising on Brand Popularity and Advertising Effects in the Tourism Industry- Wan Yu Chang and I Ying Chang (2014 June) lends support to the idea that humorous materials and appeals has been the main tendency in advertising yet the actual effects of it hasn't had any consistent conclusions. Also, it provides an analysis on how formulation of marketing strategies has become critical issue for all travel agencies. Few of its major findings facilitated that humorous advertisement may partially influence brand awareness as well as advertising effects and that brand awareness has significant positive effects on the brand attitude of advertising effects.

The Effects of Emotional Marketing on Consumer Product Perception, Brand Awareness and Purchase Decision: A Study in Ho Chi Minh City, Vietnam- Mai Ngoc Khuong and Vu Ngoc Bich Tram (May 2015) provides an analysis of the impacts of emotional marketing on purchase decision. The survey was conducted with the sample population which used products of OMO washing powder, Neptune oil, Kotex Tampon and Red Bear Noodle. The major findings showed that all the factors of emotional marketing were positively associated with consumer's purchase decision.

Negative Impact of Advertising on Women with specific focus on FMCG products –Patan District; Mr. Mitul Deliya, Mr. Bhavesh Parmar, Mr. Bhagvan Karnavat discusses the negative impact of advertising on women. It has been found that positive and negative appeal of advertisement both leads to the same result that is stimulate the consumer to use the brand. Although the result is same but with negative appeal the customer tends to take an alternative route than a direct one which otherwise it takes in positive appeal. The study specifically focuses on the FMCG products.

RESEARCH METHODOLOGY

To conduct a research in order to study **the effect of emotional appeal on brand connect values of advertisements.**

Specific objectives:

To study emotional appeal used in advertisements.

- i) To study the brand 'Cadbury'
- ii) To study the product 'Cadbury's Dairy Milk chocolate'
- iii) To know youth's understanding of emotional appeal in advertisements.
- iv) To study the impact on youth of emotional appeal used in advertisements.
- v) To understand the brand connect values.

Research Methodology

The research methodology adopted to fulfill the objectives of this research is the survey method. To fulfill the method of survey, a structured questionnaire was made and was filled. While this gave a chance to the selected sample to express their views, and would make it easier for the researcher to know their perception.

Demographic Profile

Age: The ages of all respondents ranged between 15 to 29 years. **Gender:** The information relating to the gender of the respondents is presented in the following table:

Table 1- Gender of the Respondents

Gender	No. of Respondents	%
Male	13	26
Female	37	74
Total	50	100

Table 1 shows the gender wise comparison. It indicates that out of the total of 50 respondents, 13 were male respondents

and 37 were female respondents, constituting a percentage of 26 and 74 respectively. The table divulges that majority of the respondents are female.

Table 2- Advertisement Watching Habits of Respondents

Responses	No. of Respondents	%
Yes	48	96
No	2	4
Total	50	100

Table 2 answers the question as to how many respondents watch/ hear/ read advertisements. It can be observed that 96 percent of the total study population watches/ hears/ reads advertisements whereas 4 percent does not watch/ hear/ read them. This proves that majority of the youth watches/ hears/ reads advertisements.

Table 3: Frequency of watching movies

Frequency	No. of Respondents	%
Daily	42	84
Weekly	02	04
Fortnightly	00	00
Monthly	00	00
Sometimes	06	12
Total	50	100

Researcher sought to know from the respondents how frequently they watched advertisements. Their replies to the query appear in the following Table 3. It can be seen that a majority of the respondents watch advertisements Daily constituting of 84 percent, followed by respondents who watch them occasionally and weekly constituting of 12 and 4 percent, each.

Table 4: Preference of Medium

Preference of medium	No. of Respondents	%
Newspaper	30	18
Magazine	20	12
Radio	16	10
Television	42	25
Internet	42	25
Movie Theater	18	11
Any other	0	0
Total	168	100

When respondents preference of watching/ reading/ seeing advertisements was analyzed from the Table 4, it was observed that, 18 percent of them reads advertisements in Newspapers, 12 percent of the respondents reads advertisements in Magazines, 10 percent of them hear them on Radio, 11 percent of them watch advertisements at Movie Theaters and rest of the respondents watch advertisements on television as well as online equally that is 25 percent each. Therefore, it can be concluded that majority of the population selected, watches advertisements on television and online.

Table 5: Affinity of Advertisements

Affinity of Advertisements	No. of Respondents	%
Yes	30	60
No	04	08
Can't Say	14	28
Don't Know	02	04
Total	50	100

Table 5 answers the question as to how many respondents like watching advertisements. It can be observed that 60 percent of the total study population has an affinity with advertisements, 28 percent of them are not sure if they like watching advertisements or are just bound to watch them, only 8 percent of the respondents have an aversion with advertisements, whereas 4 percent are unaware about their fondness for advertisements. This proves that majority of the youth likes advertisements.

Table 6: Influence of Advertisements

Influence of Advertisements	No. of Respondents	%
Yes	42	84
No	02	04
Can't Say	06	12
Don't Know	00	00
Total	50	100

Table 6 answers the query of the researcher of whether the advertisements influence the brand choice of the youths. 84 percent of the respondents agreed to the influential behavior of the advertisements while 4 percent disagreed with the same. There were also 12 percent of the respondents who were not sure whether their brand choice was influenced by advertisements or not. Thus, Majority of the respondents agree to the fact that advertisements influence the behavior of the youths.

Table 7: Basics of Liking an Advertisement

Basics of Liking an Advertisement	No. of Respondents	%
Story Board	28	29
Music	22	22
Model	14	14
Storyline	34	35
Total	98	100

Table 7 shows the basis on which respondents like to watch advertisements. A majority, that is, 35 percent see the storyline of the advertisement. 22 percent watch an advertisement for its music; 29 percent watch an advertisement because of its story board whereas model only attracts 12 percent of the sample population.

Table 8: Use of Emotional Appeal in Advertisements

Use of Emotional Appeal in Advertisements	No. of Respondents	%
Yes	50	100
No	00	00
Can't Say	00	00
Don't Know	00	00
Total	50	100

Table 8 shows the use of emotional appeal in advertisements to influence consumers. Every respondent agrees that advertisements use emotional appeal to influence consumer, hence 100 percent of the sample population chose yes as their answer.

Table 9: Seen/ Heard/ Read Cadbury's Dairy Milk Chocolate Advertisements

Seen/ Heard/ Read Cadbury's Dairy Milk Chocolate Advertisements	No. of Respondents	%
Yes	48	96
No	02	04
Total	50	100

To know whether the youth has had seen/ heard/ read the advertisements specifically of Cadbury's Dairy Milk Chocolates, researcher proposed a question. Table 9 depicts the answers and result of the query. 96 percent of the respondents agreed to have seen/ read/ heard the advertisements of Dairy Milk Chocolates whereas only 4 percent of them denied to the same. Hence, it can be concluded through the above analysis that majority of the

respondents have seen the advertisements of Cadbury Dairy Milk Chocolates.

Table 10: Seven Most popular Advertisements of Cadbury Dairy Milk Chocolates.

Advertisement Name	Yes	%	No	%
Child's Play	44	44	06	06
In every family	35	35	15	15
Express Love	31	31	19	19
Mother in Law	29	29	21	21
Puppet, Silk	36	36	14	14
Bubbled Up	38	38	12	12
Silk Oreo	42	42	08	08

The advertisements listed in Table 10 have all been selected based on a particular criteria. These advertisements which were launched between the year 2010 to 2017, are a part of the most popular advertisements of Cadbury's Dairy Milk chocolates. Out of a total of 50 respondents, 44 have seen the Dairy Milk advertisement portraying 'Child's Play'; 35 have seen 'In every Family exists a similar person'; 29 have seen the advertisement where the Mother in law and Daughter in law dance to the song *Saat Samundar paar*; 36 respondents out of the sample population have seen the next Cadbury Dairy Milk Silk's 'Puppet show' advertisement; 38 have seen the recent 'Silk bubbled up' advertisement and 42 have seen the freshly launched 'Silk Oreo' advertisement. Majority of the respondents have seen the 'Child's Play' advertisement of Cadbury Dairy Milk Chocolate under the campaign of "Shubh Aarambh".

Table 11: Effect on Purchase Behaviour

Effect on Purchase behavior	No. of Respondents	%
Yes	18	36
No	32	64
Total	50	100

Based on Table 11, we can see that a majority of respondents, that is, 64% of them, do not purchase Cadbury Dairy Milk chocolate due to the appeal used. However, 36% of the respondents said that they have been influenced by the advertisement of Cadbury Dairy Milk Silk, and its variants Silk Oreo and Silk Bubbly. The most influential factor of these advertisements was asked, and the response was, emotional appeal and the music used by the advertisers.

These respondents' older purchases were that of Nestle and Snickers.

Table 12: Most Prominent Emotional Appeal Used

Appeal Factor	No. of Respondents	%
Joy	14	28
Love	32	64
Humor	04	08
Surprise	00	00
Sexual	00	00
Sadness	00	00
Angry	00	00
Fear	00	00
Total	50	100

Table 12 depicts the answers to the question, which emotional appeal is used most prominently in advertisements of Cadbury Dairy Milk Chocolates. 64 percent of the respondents said 'Love' appeal is used, 28 percent said 'Joy' whereas only 8 percent said these advertisements use the 'Humour' appeal. In conclusion we can say. Love appeal is used most prominently in the Cadbury Dairy Milk Chocolate advertisements.

These findings are the result of the detailed analysis of the data collected from the sample respondents and it is briefly discussed in the following section.

MAJOR FINDINGS OF THE STUDY

- A major part of the sample population, that is, 96 percent watches/ hears/ reads advertisements.
- 84 percent, that is, 42 respondents watch advertisements daily.
- They prefer watching advertisements on television and online, rather than on reading in newspapers or magazines.
- 60 percent of the viewers have an affinity with advertisements.
- A majority watches advertisements on the basis of its storyline, and only a minority considers the Model as the basis.
- A major part of the respondents that is 84 percent feel that advertisements influence their brand choice.
- 96 percent has watched the advertisements of Cadbury Dairy Milk Chocolates.
- Silk Bubbly and Silk Oreo are the most recalled advertisements, followed by the Shubh Aarambh advertisements that are the Snow Fight and the Bus Stand ones. Respondents also remembered the Dairy Milk chocolate

advertisement where daughter in law along with her mother in law dances to the song 'Saat Samundar'. A very few could recollect the Cricket Field advertisement. All the advertisements were liked by the respondents majorly because of its Storyline and Music and were either seen Online or on Television.

➤ The most viewed advertisement of Cadbury Dairy Milk Chocolate is the Child's Play advertisement followed by Silk Oreo.

➤ 36 percent of the population's purchase behavior has been **affected** by the emotional appeal used in advertisements of Cadbury Dairy Milk Chocolates.

➤ Silk Bubbly and Silk Oreo advertisements have been the most influential and successful advertisements in converting the buyers of Nestle and Snickers.

➤ A majority of the sample population says that **Love** appeal is the most prominent emotional appeal used by Cadbury Dairy Milk Chocolates, followed by appeals like Joy and Humour.

➤ Emotional Appeal in advertisements influences buyers.

CONCLUSION

The portrayal of emotional appeal in advertisements may not always carry an effect on the brand connect value. Other factors of appeal play an equally important role in forming an effective connection. The Youths agree to the fact that advertisements do influence the behavior but these behavioural changes, vary from person to person. While some go against it, some support it. The study represents that Cadbury has been an influential brand with a high viewership of its advertisements of the product of Cadbury Dairy Milk chocolates. With the prominent use of Love and Joy appeal in its advertisements, Cadbury Dairy Milk has embedded the connection with its consumers. A lot many people agreed of being drawn to changing their chocolate brand of choice to Cadbury because of its advertisements. Amongst the variants of Cadbury Dairy milk chocolates, Dairy Milk Silk has been the most popular with its Silk Bubbly and Silk Oreo as the most seen and influential advertisements. In addition to this, these advertisements are liked on the basis of their storyline and music first and minutely because of its models. According to the research, youth mostly prefer watching advertisements on television or online. As many people settle for being affected by emotional appeal in advertisements to an extent that it changes their brand choice or purchase behavior, others have a dissent from the same. People now days are much aware and informed about the behaviors of

advertisement and hence does not always get trapped into getting swayed and hence, in today's advertisements instead of rational appeal, more of emotional appeal is used to position consumers.

LIMITATIONS

The first difficulty was deciding the topic for the study. We had a lot of brainstorming sessions and discussions, after which we finally decided this topic. Getting the questionnaires filled and then evaluating them was a time consuming task. Also, some of the questionnaires had unanswered questions, which made the findings inaccurate, to some extent. The time we got to conduct the study and prepare the file was less, as we had to study the theory and conduct the practical simultaneously.

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