

# Emotion appeals made me buy it!

But which?

**Author:** Danissa van Hattem

**Department:** MCB

**Course code:** YSS-81812

**Attendant 1:** Ilona de Hooge

**Attendant 2:** Erica van Herpen

**Date:** 1 February 2015



## **Abstract**

Many studies have already examined the use of emotions in advertisements. However, these researches have only studied the influence of emotions in advertisements by investigating the valence and specific emotions, not which of these influences consumers the most. This study will research whether specific emotions influence people more than just random positive and negative emotions in advertisements. To answer the question: 'With what framework can we predict emotion effects of advertisements on consumer behaviour?' four emotions will be researched, namely; pride, happiness, fear, and guilt. The use of a specific framework, with advertisements with specific emotions in it, will be compared to the use of a valence framework, with advertisements with only positive and negative emotions in it, regardless of which emotions. The results of this research show that a specific framework predicts emotion effects the best. When an advertiser wants to use emotion appeals in his advertisement he should use an emotion, which appeals the most to his consumer segment. Further research should be done on the effects of different emotion appeals on consumer behaviour. If all emotion appeals that can possibly be used in advertisements are studied, it will become easier for marketers to use the most effective emotion appeals for their product in their advertisements.

# Table of Contents

<b>1. Introduction.....</b>	<b>4</b>
<b>2. Theoretical Background .....</b>	<b>6</b>
2.1 Introduction .....	6
2.2 History Emotions .....	6
2.3 Happiness, Pride, Fear, and Guilt.....	7
2.4 Definitions Specific Emotions.....	7
2.5 Use of Emotions in Advertisements .....	9
2.6 Methodology .....	10
<b>3. Positive and Negative Emotions in Advertisements .....</b>	<b>11</b>
3.1 Introduction .....	11
3.2 Article Analysis.....	11
3.3 Conclusion .....	14
<b>4. Fear Appeals and Guilt Appeals in Advertisements .....</b>	<b>17</b>
4.1 Introduction .....	17
4.2 Fear Appeals.....	17
4.3 Guilt Appeals.....	19
4.4 Comparing Fear and Guilt Appeals.....	21
4.5 Conclusion .....	22
<b>5. Happiness Appeals and Pride Appeals in Advertisements .....</b>	<b>26</b>
5.1 Introduction .....	26
5.2 Happiness Appeals.....	26
5.3 Pride Appeals .....	27
5.4 Conclusion .....	28
<b>6. Specificity understanding emotions.....</b>	<b>30</b>
6.1 Introduction .....	30
6.2 Forming Frameworks .....	30
6.3 Other Emotions .....	30
6.4 Conclusion .....	32
<b>7. Conclusion .....</b>	<b>33</b>
7.1 Findings.....	33
7.2 Main Conclusion .....	34
<b>8. Discussion.....</b>	<b>35</b>
8.1 Theoretical Contributions .....	35
8.2 Practical Contributions .....	35
8.3 Weaknesses and Future Research.....	36
<b>References .....</b>	<b>38</b>
<b>Appendices .....</b>	<b>42</b>

# 1. Introduction

A picture of a man, with underneath it the text: 'In the meantime, I am already deceased.' with below it an account number to which you can donate money (appendix A). This is a Dutch advertisement to help raise money for the muscle disease ALS. The emotion this advertisement uses is obviously fear, because it is scary to see a deceased person staring at you.

Emotions are often used to influence people in advertisements, and a lot of research has already occurred on the influences of emotions in advertisements, called emotion appeals. Yet a lot of these studies have only researched this topic rather broadly. They have examined the effects of positive and negative emotions in advertisements, but it remains the question whether the valence of emotions influences the behaviour of consumers the most, or that specific positive and negative emotions influence the behaviour of consumers the most. Would it have been just enough for the ALS advertisement to use a negative emotion? Or is it really the emotion fear that makes this advertisement effective?

This research will examine whether emotion effects in advertisements are most effective when advertisements use specific emotions, or whether it is enough to focus on negative emotions or positive emotions in general. Two frameworks will be researched; the first framework is the valence framework. This framework will compare the use of positive and negative emotions in advertisements. It will not distinguish two negative emotions or two positive emotions, but only differentiates the emotions on the basis of valence. The second framework is the specific framework, which will compare the use of specific emotions in advertisements.

The focus will be on two positive emotions: happiness and pride, and two negative emotions: fear and guilt. These emotions are chosen because pride and guilt are both emotions that arise due to people's own actions, while happiness and fear are mostly emotions that arise because of the actions of other people or things. Two positive and two negative emotions will be chosen because then the effects between specific positive and negative emotions can be compared, to form the valence framework. Also, the effects between two specific positive and two specific negative emotions can be compared, to form the specific framework.

The goal is to get clarity on the differences between the influences of positive and negative emotions in advertisements and on the differences between specific emotions in advertisements, to see which framework can be used best to predict the emotion influences on consumer behaviour in advertisements. The method used to research this is a literature review.

The main question of this research will be: With what framework can we predict emotion effects of advertisements on consumer behaviour?

The following research questions will be answered to answer this main question:

- Is there a difference between the influence of positive and of negative emotions on consumer behaviour in advertisements?
- Is the behaviour of consumers differently influenced by the emotion fear or by the emotion guilt in advertisements?

- Is the behaviour of consumers differently influenced by the emotion happiness or by the emotion pride in advertisements?
- How specific does the understanding of the emotions have to be in order to be able to predict emotion influences on consumer behaviour?

## **2. Theoretical Background**

### 2.1 Introduction

Before answering the research questions, some background information on emotions will be provided so the rest of the research can be understood even better. First, the history of emotions will be discussed, and then the emotions that are used in this research will be characterized and defined. Further, the use and effectiveness of emotion appeals in advertisements will be explained. Finally, the methodology of this research will be presented and justified.

### 2.2 History Emotions

Several theories and definitions of emotions have been formed throughout history. In the beginning of the 18<sup>th</sup> century the first ideas about emotions were formed by James (1884). He said that emotions followed our body, which means that someone is sad because he or she is crying. This theory was called the James-Lange Theory, and stated that our experience of emotion is our awareness of our physiological responses to emotion-arousing stimuli. Cannon (1927) criticised the James-Lange Theory, he thought that many emotions have the same physical reactions and thus the body would not know which emotion would fit these reactions. This is why he came up with a new theory, the Cannon-Bard Theory, and this theory stated that an emotion-arousing stimulus simultaneously triggers physiological responses and subjective experiences of the emotion. Some time later, in 1962, another theory about emotions came to light, Schachter thought that cognition was involved in emotions; he invented the Two-Factor Theory. This theory stated that to experience emotion, someone must be physically involved and the emotion should be labelled cognitively. The theories about emotions developed quickly and in 1974 another theory was presented, this time by Solomon and Corbit. Their theory is called the Opponent-Process Theory and it suggests that the experience of an emotion disrupts the body's state of balance and that our basic emotions typically have an opposing counterpart. So, assuming that the opposite of fear is relief, when we feel fear the emotion relief get suppressed by this fear. When the initial emotion, the fear, cools down, relief will be experienced to balance out these two emotions. These are the four most important theories about how emotions occur.

There are also other findings about emotions, like Ekman (1971) who found that emotions are culturally universal, which means that people from around the whole world can recognise the same basic emotions. He told members of a culture in New Guinea stories with a certain emotion in them and then showed a set of three pictures of people from Europe with different emotions. The people from New Guinea had to choose which emotion would fit the story the best. The results of his study showed that the people from New Guinea could indeed associate the emotions of the people from Europe. Later, Izard (1992) presented his theory about basic emotions. He recognized 10 different emotions, which are present from infancy on, namely: joy, contempt, surprise, shame, sadness, fear, guilt, anger, disgust, and interest or excitement. He called these emotions basic because they are assumed to have native and universal expressions, and have unique feeling – motivational states. However, in 2000 Damasio stated that there are six of these basic, or primary, emotions

namely, happiness, fear, sadness, anger, surprise, or disgust. Apart from these emotions, there are also other emotions that are called secondary emotions, including pride, guilt, jealousy and embarrassment. These emotions are also called social emotions, because they arise in certain social situations. However, Ellsworth & Scherer (2003) contrast with these ideas of primary and secondary emotions, they are appraisal theorists. According to the appraisal theory emotions consist of patterns of perception and interpretation, and their correlation in the central and peripheral nervous system. It assumes that emotions are composed of simpler elements that correspond to the appraisal and their correlates. The appraisal process is a link between the person and the situation that has to be interpreted. One of the latest definitions of emotions is presented by Bhagwat (2014); he defined emotion as a mind and body's integrated response to a stimulus of some kind. Furthermore, he stated that emotions exist of three factors, physiological arousal, expressive behaviours, and conscious experience. When experiencing fear for example, your heart will start pounding, a physiological arousal, an expressive behaviour could be walking faster in order to get to a safe place, and a conscious experience could be thinking 'I am not going to get mugged, it is just the wind that made that noise.' These were a few theories and ideas about emotions, not all of the history of emotions can be covered, but now the phenomenon emotions should be clearer.

### 2.3 Happiness, Pride, Fear, and Guilt.

The emotions researched in this paper are two primary emotions and two secondary emotions from Damasio's theory. This way it will be clear whether social (secondary) emotions have more influence on consumer behaviour than primary emotions. Pride and guilt are two self-conscious emotions that separate the self and an object. Self-conscious means that these emotions are focused on one's self, and it makes people self-aware. They are evoked by self-reflection and self-evaluation. Self-evaluation can happen consciously or unconsciously, but it always has to do with people's reactions to their own characteristics or behaviour. For example, when someone feels proud of something it focuses the person on its action. The person is engrossed in the specific action, which gives it pride. And with guilt the person focuses on the self's actions and behaviours which are likely to repair a failure. Other emotions are also self-conscious like shame and embarrassment (Tangney & Fischer, 1995).

### 2.4 Definitions Specific Emotions

A definition of fear, guilt, happiness, and pride, will now be given so it will be clear what is meant when these emotions are discussed. First fear; a lot of researchers have a different definition of fear. One definition of fear is that it is a negative emotional state, triggered by the presence of a stimulus that had the potential to cause harm, and anxiety is a negative emotional state in which the threat is not present but anticipated (Ledoux, 2012). However, this definition of fear should be used carefully because, while the physical reactions of fear are the same for almost everybody, the emotional reaction to fear can be different for every individual (Fritscher, 2014). Lerner & Keltner (2001) define fear as a sense of situational control and uncertainty. The Handbook of Emotions states that fear denotes dread of impending disaster and an intense urge to defend oneself, primarily by getting out of the situation (Lewis et al., 2008). In this research, the definition of the Handbook of Emotions will be used. What happens when

someone experiences fear, for example someone sees a threat, the breath and heart rate will increase, hands will start sweating, the person will blush, the stomach will experience a weird feeling, you will get goose bumps, and a fight-or-flight response will be chosen. This means the body will either choose to run away from the threat or start fighting it (Kalin, 1997).

Happiness is defined as a state of well-being, characterized by relative permanence, by dominantly agreeable emotion ranging in value from mere contentment to deep and intense joy in living, and by a natural desire for its continuation (Oishi et al., 2013). The Handbook of Emotions also has a definition for happiness: people experience happiness when they receive a profit that is defined as 'just', and when others' profits are proportionate to their costs and investments as compared to the costs and investments of the persons making the comparisons (Lewis et al., 2008). Finally, according to Larsen et al. (2001) happiness means that people are satisfied with their current state, get what they want, and generally smile, laugh, and seek out others. In this research, the definition of Oishi will be used. Mogilner et al. (2012) states that happiness is not always the same for people, in some cases happiness is defined as feeling excited, and in other cases happiness is defined as feeling calm. It seems that when people focus on situations in the future they will feel excited, while when situations occur in the present, people experience the feeling of calmed. A smile is recognized in every culture as a sign of happiness (Lewis et al., 2008).

The definition of guilt also has several definitions. Lascu (as stated in Jiménez, 2010) defined the emotion guilt as an internal emotional response involving penitence, remorse, self-blame, and self-punishment experienced after violating, or contemplating to violate an internalized standard. Guilty people are consumed with the idea that they did a bad thing or failed. It is characterized by feelings of tension, remorse, and regret over the bad thing that was done (Niedenthal et al., 1994). Lewis (2011) states that guilt is produced when individuals evaluate their behaviour as failure but focus on the specific features of the self, or on the self's action which led to the failure. The Handbook of Emotions defines guilt as produced when individuals evaluate their behaviour as failure but focus on the specific features or actions of the self that led to the failure (Lewis et al., 2008). Guilt can also refer to an individual's unpleasant emotional state associated with possible objections to his or her actions, inaction, circumstances, or intentions (Baumeister et al., 1994). In this research, the definition of Baumeister will be used. People often use shame and guilt interchangeably, but they are two different emotions: shame is a negative evaluation of the global self, while guilt is a negative evaluation of a specific behaviour. Shame is a painful emotion, when people feel ashamed they feel small, powerless, worthless, stupid, and exposed. Guilt, however, makes someone feel tension, remorse, and regret over something bad that is done. The feeling of guilt is often less painful, because it is not the global self that is attacked but a specific behaviour. It motivates confession of the behaviour, apologies, and ways to fix the situation (Leary & Trangeney, 2003).

Finally, the emotion pride is defined by Brian (2014) as a self-conscious emotion characterized by the attainment of a goal and that accomplishment resulting in recognition and approval from others in the group. While Lewis (2011) states that it is the consequence of a successful evaluation of a specific action. The Handbook of Emotions says pride occurs when one makes a



comparison or evaluates one's behaviour vis-à-vis some standard, rule, or goal, and finds that one has succeeded. According to Tracy and Robins (2007) there are two sides to pride. Authentic pride is the success story of pride; it promotes positive feelings and behaviour and helps the development of high self-esteem. While hubristic pride is associated with narcissism and the Seven Deadly Sins, it contributes to aggression, hostility, interpersonal problems and, relationship conflicts. Authentic pride appears when someone experiences internal but unstable, specific and controllable causes, like effort. Hubristic pride, however, appears when someone experiences internal but stable, and uncontrollable causes, like ability. So, the distinction between authentic and hubristic pride is almost the same as the distinction between guilt and shame, one feels authentic pride because of their behaviour and one feels hubristic pride because of their global characteristics. In this research, this definition will be used. The feeling of pride is a pleasurable feeling, and that is why it is reinforcing, there is no other emotion that not only makes persons feel good, but also makes them feel good about themselves. Pride is also an emotion that can increase our self-esteem. When people experience success they feel proud of themselves, and when they often feel proud of themselves, these feelings may boost people's self-esteem (Leary & Trangeney, 2003).

## 2.5 Use of Emotions in Advertisements

The knowledge that emotions can persuade people is very old. It was Aristotle who identified three modes of persuasion: Pathos, Logos and Authos, which mean emotion, logic, and authority (Brinton, 1988). However, there are two ways to persuade people in advertisements: rational advertising and emotional advertising. Rational advertising comes from traditional information processing and assumes that consumers make logical and rational decisions about what they buy. They are assumed to weigh the pros and cons of products, like product quality, value, and performance, because it should employ logical arguments and believable evidence. These appeals are also called informational, utilitarian or product quality appeals, and are processed by the conscious mind (Albers-Miller & Stafford, 1999).

Emotion appeals are appeals that generate positive or negative feelings to create a positive emotional association with a product. They try to make the brand a likeable or friendly brand in the mind of the consumer (Albers-Miller & Stafford, 1999). While rational advertising is a conscious process, emotional appeals rely on the subconscious mind, to receive, process, and evaluate information to make a decision. The subconscious mind cannot rationally process information based on conscious thought. When decisions are made in the subconscious mind, they are based on emotions and instincts, or gut feelings (Boykin, 2014).

Emotion appeals use the subconscious decision making processes. People who see a certain emotion in an advertisement can transfer that emotion to themselves and to the brand of the product. Further, it can help generate engagement and memorability of an advertisement; this is often seen in negative emotional appeals (Brown, 2009). Emotional appeals seem to work in advertisements because studies have shown that emotional advertising can affect customers' reactions to advertisement, can enhance their attention, and can affect their brand attitudes (Mattila, 1999).

## 2.6 Methodology

To answer the research questions, different literature will be studied. Articles will be sought in the database of Scopus, because this database only contains peer-reviewed articles. When an article cannot be opened via Scopus, the article will be opened in Google Scholar. First, articles about the use of positive and negative emotions in advertisements will be sought by using the search terms: 'Emotions AND Advertisements', 'Emotions AND Marketing', 'Emotion Appeals AND Advertisements', 'Positive Emotions AND Advertisements', and 'Negative Emotions and Advertisements'. All articles that contain information about the use of positive and negative emotions in advertisements, if seen in the abstract, will be saved. After that, articles about the specific emotions will be sought by using different search terms. For fear: 'Fear AND Advertisements', 'Fear Appeal AND Advertisements', 'Fear AND Marketing' and, 'Fear Appeal AND Marketing'. For guilt: 'Guilt AND Advertisements', 'Guilt Appeal AND Advertisements', 'Guilt AND Marketing' and, 'Guilt Appeal AND Marketing'. For happiness: 'Happiness AND Advertisements', 'Happiness Appeal AND Advertisements', 'Happiness AND Marketing' and, 'Happiness Appeal AND Marketing'. And for pride: 'Pride AND Advertisements', 'Pride Appeal AND Advertisements', 'Pride AND Marketing' and, 'Pride Appeal AND Marketing'.

All articles that contain information about the use of fear, guilt, happiness or pride in advertisements, if seen in the abstract, will be saved. After the search of all these articles, they will be read completely and put into a scheme to scan out the most important articles, and to see which articles may or may not be useful. Articles that research the influence of positive and negative emotions in advertisements, or marketing will be used, especially the ones that compare positive and negative emotions. Articles that research the influence of fear, guilt, happiness, and pride in advertisements or marketing will be used, especially the ones that compare the use of fear and guilt in advertisements, and pride and happiness in advertisements. Finally, the articles will be discussed and the appeals compared to form the frameworks and answer the research questions.

### **3. Positive and Negative Emotions in Advertisements**

#### **3.1 Introduction**

The government often launches marketing campaigns to warn people about certain risks to protect them. The subjects they warn people about are often rather emotional and a matter of life and death. The emotionality of these subjects makes it extra important for the government to be sure that their advertisements are effective. This is why a lot of research is done on these social issues. The research that is done for the government is often about the valence of emotions in campaigns, this will help answer the first question of this study. Campaigns the government launches are for example, anti-smoking campaigns, road safety campaigns, campaigns about the environment, and campaigns to prevent obesity. First, researches that examine the use of valence in advertisements will be investigated; this will only be for advertisements about social issues, because commercially speaking there are no researches about the valence of emotions in advertisements. Then, the conclusion of these studies will be put into a scheme to see whether positive or negative advertisements influence people more. Finally, the first research question will be answered: 'Is there a difference between the influence of positive and of negative emotions on consumer behaviour in advertisements?'

#### **3.2 Article Analysis**

Megías et al. (2013) researched people's behaviour while approaching traffic lights that turned yellow. The goal of their research was to enhance our understanding of how emotional advertisements presented during driving might influence the driver's behaviour in risk situations. When the lights turn yellow at an intersection, people can either make the decision to brake, or to speed up. Megías and others compared the influence of advertisements with a lot of emotion, positive and negative, in them to a situation without advertisements. Participants of this study would drive in a simulator and before having to make the decision on the intersection with the yellow traffic light; they would drive a straight road with advertisements along it. These advertisements could contain neutral, positive or negative emotions. Furthermore, there were urgent and evaluative tasks. The urgent task meant that the participant had a 0.50 probability of having a car crash when they crossed the intersection and a 0 probability of having a car crash when braking. The evaluative task meant that the participants had to evaluate if the driver had the time to cross the intersection when the lights turned yellow, or if he did not have time to cross the intersection. To avoid that the participants would brake at all times, they were told they were a courier who had to ship a package and had to be at a certain place as soon as possible. Not only the decision making of the participants was studied, also the speed of their reaction in the different tasks was studied. Megías et al. (2013) came to various results. First, they saw that in the urgent task, people responded faster than in the evaluative task, independent of the content of the emotional advertisements. Second, people took fewer risks when they were shown the negative advertisements, compared to the positive and neutral ones. Finally, the speed-up response latency was larger when participants had seen the positive or neutral advertisements. With these results the authors

concluded that if you want people to take less risks while driving it is best to show advertisements with negative emotions in them because these advertisements reduced the tendency to speed-up in a dangerous situation. The advertisements with positive emotions and the neutral advertisements did not show this effect. Which means for this research, the first proof that negative emotions in advertisements have more effect on people's behaviour than positive emotions in advertisements.

More research was done on the subject of road safety, and this research may also explain why negative emotions are so popular in advertisements. Lewis et al. (2008) think a possible explanation for the repeatedly use of these negative themes, is that they are often used because they are often used. They think individuals expect negative emotions in road safety advertisements, because that is how they always see road safety advertisements. This does not mean that positive emotions are not effective in these advertisements, it just means that people do not expect it. They studied the relative effectiveness of positive and negative emotional appeals for road safety advertisements in terms of a range of persuasive outcome measures taken both immediately after exposure and after delay. Questionnaires were given to the participants after they were exposed to different advertisements and after 2-4 weeks after the exposure. The questions were about drunk driving. They looked at various different variables: the type of the emotion in the advertisement, the involvement of the participant with the subject, the response efficacy, and the gender of the participants. The advertisements shown are two negative, and two positive advertisements, as can be seen in Appendix B. Their results showed that the negative emotions had a bigger influence on the participants when they filled in the questionnaire immediately. While the advertisements with positive content had a bigger influence according to the follow-up questionnaires. They found that males who had high involvement in matter of the subject were less likely to have reported driving when possibly over the legal limit after having been exposed to the positive advertisements. Another conclusion that could be drawn from this study is that more research should be done on positive emotion appeals in advertisements. So, it can be concluded that the use of negative emotions has more influence on people in the short term, while the use of positive emotions has more influence on people in the long term.

Previte et al. (2015) thought it would be even better when people did not only not drive while being drunk, but just did not get drunk at all, or at least lesser drunk than now. They saw that a lot of advertisements that want to avoid certain problematic or harmful behaviour use negative emotions. A reason for them to start comparing the use of positive emotions with negative emotions, because they thought positive emotions could also decrease these kinds of behaviours. Their study discusses consumers' intentions to drink less after viewing social change advertising concepts with a positive or negative emotional appeal in them. This was investigated by showing people printed advertising concepts with either positive or negative emotion appeals in them, and then answer questions about them. The results of their survey showed that positively framed value propositions were more influential when trying to change the behaviour of alcohol consumers. This was not the case for advertisements that contained negative emotions. A lot of advertisements that wants to change

drinking behaviour use negative threatening information in advertising, this research proves that positive emotion appeals may work better.

Another research that studies the use of positive and negative emotions wants to find out whether positive or negative emotions have more effect on the pro-environmental public service announcements (Searles, 2010). Participants had to read two emotional pro-environmental campaign scripts, and then answer 12 questions on their environmental attitudes. There was no delay between the reading of the scripts and the answering of the questions. One emotional script contained negative emotions, like anxiety, while the other script contained positive emotions, like enthusiasm. The results of the research showed that the positive emotions used in the pro-environmental scripts had more effect on the participants. They indicated support for modifying the industrial system to protect the environment and an overall tendency toward adaptation rather than modification of the environment. While negative emotions had a negative effect on the participants view toward the environment. They were pro modifying the environment and showed opposition to limiting industrial growth. So, positive emotions have more effect on consumers' environmental behaviour when compared to the use of negative emotions, according to Searles (2010).

The government is also concerned about the consequences that smoking has on the nation. One way to prevent smoking is by putting horrific images of what your lungs look like when you smoke on the packages of cigarettes. Farelly et al. (2012) studied this matter; only TV ads were researched here. They researched the impact of emotional and/or graphic anti-smoking TV advertisements on quit attempts in the past 12 months among smokers. The data was acquired from the New York Adult Tobacco Survey; this is a telephone survey representative of adults in New York State. People were asked whether they had seen graphical or emotional anti-smoking advertisements, if they tried to stop smoking, and if they succeeded. They compared these graphical negative advertisements with so-called, comparison advertisements; those advertisements often offered encouragement and advice on how to quit, and can be seen as advertisements with positive emotions. TV gross rating points were also looked at to research the potential exposure to the advertisements. Gross rating points are based on the percentage of the population potentially exposed to advertisements and the average number of times they may have been seen over a period of time. The results actually showed that the amount of quit attempts increased when the number of graphical negative emotion advertisements about anti-smoking also increased. This can be seen in Appendix C. Exposure to advertisements without positive emotions had no effect. This means that this article proves that negative emotions have more effect in advertisements than positive emotions.

Lukic (2009) did a literature study to compare the use of positive and negative emotion appeals in social marketing. The social marketing campaigns were divided in two categories: personal issues campaigns and societal issues campaigns. Different articles, theories, and empirical material were researched in order to analyse; 'How personal issues and societal issues are promoted by British Government and non-profit organisations in their social campaigns by examining their use of emotional appeals.' Before answering the main question, the research question: 'Is negative appeal more effective than positive appeal?' was answered, this is useful for this research. Various advertisements with

emotional appeals in them from the UK are studied. Information about positive and negative appeals and how to use them in advertisements is given. After investigating all appeals and advertisements the conclusion is that positive appeals can have a persuasive advantage over negative appeals, because it is easier to engage in the recommended behaviour when the goal is changing the behaviour itself. A few studies from all of the studies discussed actually conclude that using positive emotion appeals may be more effective to influence consumer behaviour than negative appeals.

### 3.3 Conclusion

When looking at all the findings on negative emotions (table 1) it can be said that people take fewer risks when advertisements with negative emotions in them are shown (Megías et al., 2013). Also, negative emotions have a bigger influence on behaviour in the short term (Lewis et al., 2008). Exposing people to anti-smoking advertisements with negative emotions in them increased their attempts to quit smoking (Farely et al., 2012). However, negatively framed value propositions were less influential when trying to change the behaviour of consumers when drinking alcohol (Previte et al., 2015). Further, the use of negative emotions in pro-environmental scripts had a negative effect on people's environmental attitudes (Searles, 2010). Finally, negative emotions in advertisements are less effective in persuading consumers to change their behaviour (Lukic, 2009).

When looking at all the findings on positive emotions (table 1) it can be said that people's speed-up response latency is larger when participants see positive advertisements (Megías et al., 2013). The use of positive emotions has a bigger influence on people in the long term (Lewis et al., 2008). Further, value propositions that were positively framed were more influential when trying to change the behaviour of consumers when drinking alcohol (Previte et al., 2015). Positive emotions used in pro-environmental scripts had a positive effect on people's environmental attitudes (Searles, 2010). Also, positive appeals can have a persuasive advantage over negative appeals, because it is easier to engage in the recommended (Lukic, 2009). However, people took more risks when they were shown positive advertisements on the road (Megías et al., 2013) and exposing people to anti-smoking advertisements with positive emotions in them did not influence people's attempts to quit smoking (Farely et al., 2012).

It can be concluded that there is a difference between the influence of positive and negative emotions on consumer behaviour in advertisements. Positive emotion appeals appear to influence consumers more than negative emotion appeals, because most of the researches that are studied in this research conclude that the use of positive emotions in advertisements has more effect on the behaviour of consumers than negative emotions, as can also be seen in table 1, where we compare the findings on negative emotions and positive emotions.

*Table 1.*

**Findings for Negative and Positive Emotions**

<b>Author(s)</b>	<b>Findings negative emotions</b>	<b>Findings positive emotions</b>
Megías et al. (2013) <sup>1</sup>	<ul style="list-style-type: none"> <li>- People take fewer risks while driving when they are shown advertisements with negative emotions in them, because these advertisements reduced the tendency to speed up in a dangerous situation.</li> </ul>	<ul style="list-style-type: none"> <li>- People take more risks when they are shown positive advertisements on the road.</li> <li>- People's speed-up response latency is larger when participants see positive advertisements.</li> </ul>
Lewis et al. (2008) <sup>2</sup>	<ul style="list-style-type: none"> <li>- Negative emotion appeals have a bigger influence in people on the short term.</li> </ul>	<ul style="list-style-type: none"> <li>- Positive emotion appeals have a bigger influence in people on the long term.</li> </ul>
Previte et al. (2015) <sup>3</sup>	<ul style="list-style-type: none"> <li>- Negatively framed value propositions are less influential when trying to change the behaviour of consumers when drinking alcohol.</li> </ul>	<ul style="list-style-type: none"> <li>- Positively framed value propositions are more influential when trying to change the behaviour of consumers when drinking alcohol.</li> </ul>
Searles (2010) <sup>4</sup>	<ul style="list-style-type: none"> <li>- Negative emotions used in pro-environmental scripts have a negative effect on people's environmental attitudes.</li> </ul>	<ul style="list-style-type: none"> <li>- Positive emotions used in pro-environmental scripts have a more positive effect on people's environmental attitudes.</li> </ul>
Farrelly et al. (2012) <sup>5</sup>	<ul style="list-style-type: none"> <li>- Exposure to anti-smoking advertisements with strong negative emotions in them increases people's attempts to quit smoking.</li> </ul>	<ul style="list-style-type: none"> <li>- Exposure to anti-smoking advertisements with positive emotions in them does not influence people's attempts to quit smoking.</li> </ul>

<sup>1</sup> Megías, A., Di Stasi, L. L., Maldonado, A., Catena, A., & Cándido, A. (2014). Emotion-laden stimuli influence our reactions to traffic lights. *Transportation research part F: traffic psychology and behaviour*, 22, 96-103.

<sup>2</sup> Lewis, I., Watson, B., & White, K. M. (2008). An examination of message-relevant affect in road safety messages: Should road safety advertisements aim to make us feel good or bad? *Transportation research part F: traffic psychology and behaviour*, 11(6), 403-417.

<sup>3</sup> Previte, J., Russell-Bennett, R., & Parkinson, J. (2015). Shaping safe drinking cultures: evoking positive emotion to promote moderate-drinking behaviour. *International Journal of Consumer Studies*, 39(1), 12-24.

<sup>4</sup> Searles, K. (2010). Feeling good and doing good for the environment: The use of emotional appeals in pro-environmental public service announcements. *Applied environmental education and communication*, 9(3), 173-184.

<sup>5</sup> Farrelly, M. C., Duke, J. C., Davis, K. C., Nonnemaker, J. M., Kamyab, K., Willett, J. G., & Juster, H. R. (2012). Promotion of smoking cessation with emotional and/or graphic antismoking advertising. *American journal of preventive medicine*, 43(5), 475-482.

Lukic (2009) <sup>6</sup>	<ul style="list-style-type: none"> <li>- Negative appeals are less effective in persuading consumers to change their behaviour.</li> </ul>	<ul style="list-style-type: none"> <li>- Positive appeals can have a persuasive advantage over negative appeals, because it is easier to engage in the recommended behaviour, when the goal is changing the behaviour itself.</li> </ul>
---------------------------	--	--

---

<sup>6</sup> Lukic D. (2009). Emotion Appeals in Social Marketing. Aarhus School of Business.



## **4. Fear Appeals and Guilt Appeals in Advertisements**

### 4.1 Introduction

First, we will take a look at the use and effects of fear in advertisements. Then, the use and effects of guilt in advertisements will be investigated. Finally, a comparison between these two emotions will be made, to answer the research question: 'Is the behaviour of consumers more influenced by the emotion fear or by the emotion guilt in advertisements?'

### 4.2 Fear Appeals

How does fear has an influence on the behaviour of people in advertisements? Advertisers make use of a thing called fear appeals. Fear appeals are a persuasive way of communication attempting to arouse fear in order to promote precautionary motivation and self-protective action. Advertisements using fear appeals try to stimulate anxiety, and expect that people will try to reduce this anxiety by adopting, continuing, discontinuing, or avoiding some sort of action, thought or behaviour (Spence & Moinpour, 1972). The arousal of fear is not a pleasant emotional state to be in, it is triggered by the perception of threatening stimuli. Because of the unpleasantness of this state it is assumed that people will try to alleviate this threat via cognitive, affective, and behavioural responses. They will want to reduce or eliminate the feeling of fear. This is why fear appeals provide two types of information. First, an attempt will be made to arouse the unpleasant emotional state of fear; this will be done by presenting a threat to which the consumer is sensitive and which is severe. Second, a protective action is offered, so that the threat can be neutralised in an easy way (Ruiter et al., 2001). So, looking at our example in the introduction, we can clarify how this works. When you see the picture of the man with the text underneath him that he is recently deceased, then you will see this as a threat, you could also die of the disease ALS. This is a sensitive threat, everyone can get ALS, and it is a severe threat, because it is a deathly disease. Then, a solution is offered to you namely, you can donate money to the account number of the ALS foundation. This is the protective action that is offered, because when you donate money, the ALS foundation can, hopefully before you get ALS, find a treatment for it. This will neutralise your fear, you have done what you can do to minimize the chance that you get ALS, and it was an easy way to achieve this, al you had to do was donate a sum of money (Ruiter et al., 2001).

As said before, the government launches a lot of campaigns to warn people, like anti-smoking campaigns. In anti-smoking campaigns it is quite common to use fear appeals. Chung and Ahn (2013) researched the use of anti-smoking campaigns with fear appeals in them to find out if they are really that effective or not. They studied different kinds of fear appeal messages. Two kinds of risks were used in their study, 'self-reference risk' and the 'other-reference risk.' The self-reference risk showed people the physical damage that could be caused by smoking, and the other-reference risk showed people how bad smoking is to other people. They used this distinction because people have more knowledge about themselves than about others, and information that is encoded with respect to the self can be made more elaborate than information encoded with respect to other people. The participants used where from the USA and

Korea, this because the authors wanted to study the different effects that anti-smoking advertisements have on different cultures. Further, they used various advertisements with different degrees of fear in them. To get a real fear effect they used existing anti-smoking advertisements from all over the world. The advertisements were manipulated so that they had self-reference risk advertisements, and other-reference risk advertisements. They did this by using 'you' and 'your' in the self-reference advertisements and 'others' or 'other person' in the other-reference advertisements. The advertisements were shown to the participants and they had to answer questions about the advertisements. The results showed that fear appeal in advertisements worked because the advertisement with high-fear-appeal worked better than the one with low-fear-appeal, when it came to acceptance of the message and perceptions of the risk. Also, it was found that the self-reference risk advertisement worked better in an individualistic culture, namely the culture of the USA, than the other-reference risk advertisement. While in for the Korean participants the other-reference risk advertisement worked better because they have a collective culture. It is now known that the use of fear in advertisements does indeed work.

Chung and Ahn (2013) are not the only researchers to study the effects of fear in anti-smoking advertisements, so did Halkjelsvik (2014). He, however, did not look at difference of culture but examined if the disturbing pictures that are often used in anti-smoking campaigns can have an impact on the degree in which people support tobacco control policies. People may be supportive of the anti-smoking advertisements with disturbing pictures because they underline the dangers of smoking, and people may see that government campaigns are indeed needed. Nevertheless, people may also be too disturbed by these pictures and this may give them a negative perception of the anti-tobacco campaigns of the government. The government does need the support of people when implementing policies, so it is important to know what the public thinks about this. The goal of the research was to study the effect of disturbing anti-smoking videos on the support for tobacco policy among non-smokers. Participants watched an anti-smoking video with fear and disgust in it, only fear in it, and a control group watched a positive video. After watching the videos, participants were asked to answer some questions about the videos, about tobacco control policies, and they were asked to describe what the videos were about. The results of the study showed that the fearful anti-smoking videos had a positive effect on the support for tobacco control policies. The data indicated that even the strong negative anti-smoking videos with disturbing images in them, might create a more supportive environment for tobacco control policies among non-smokers than the use of positive emotions in advertisements. Therefore, fear in advertisements even seems to be supported by non-smokers.

Other aspects of the use of fear in anti-smoking advertisements were also studied. Manyiwa and Brennan (2012) examined the relationship between self-efficacy, ethicality, and the impact of advertising on the change of the behaviour of people when undesirable is being encouraged. Since self-efficacy was the most important factor in their research it needs a clear definition, the definition they used was: the discouraging of people from engaging in behaviour harmful to themselves or others. They showed a UK government advertising anti-smoking campaign to the participants, who were all smokers. Fear appeals, disturbing images, were displayed on tobacco packs and the participants had to answer

questions about the ethicality of the advertisements, their attitude towards them, their perceived self-efficacy toward giving up smoking, and finally the effect on their behavioural intentions towards smoking. The results showed that participants, who had reported that they had higher self-efficacy, were found to have more favourable views of the ethicality of fear appeals in advertising. They also had more positive attitudes towards the advertisements, and stronger intentions to quit smoking, compared to advertisements that did not increase people's self-efficacy. Thus, when a campaign's goal is to discourage undesirable behaviour it is recommended that the advertisements used should be designed to increase self-efficacy.

Witte and Allen (2000) examined literature with fear appeals in them using a meta-analysis technique. Meta-analysis is a quantitative method that can look at all the results of a particular group of studies. All available studies on a certain subject are being combined, to make an average effect for different variables across literature, it becomes one big picture. It will examine the literature in a systematic way, and it can eliminate possibilities, compare theories, and determine which future research is needed. The studies discussed before are not included in this meta-analysis as they are all published after this research. The eventual goal of this analysis was to study what people's reactions were to fear appealing messages. The literature that was included was found via three ways; first, all computer databases were searched for fear appeal articles. Second, reference lists of all the literature that was found in the databases were scanned to see if some works still had to be included. Third, they had sent letters to researchers of which they knew that had done research to the topic of fear appeal, and asked for any recent work about fear appeals. Finally, 90 studies were included in the meta-analysis. The results showed that the stronger the fear aroused by a fear appeal, the more persuasive it is. Strong fear appeals tend to produce high levels of perceived intensity and susceptibility, and are more persuasive than weak appeals. It can be concluded that strong fear appeals, and high self-efficacy advertisements influence people's behaviour the most, whereas strong fear appeals with low self-efficacy advertisements produce the biggest levels of defensive responses. The use of fear in advertisements has proved to work, but does it work better than the emotion guilt?

#### 4.3 Guilt Appeals

Three types of guilt are suggested to exist, anticipatory guilt, reactive guilt, and existential guilt (Huhmann & Botherton, 1997). Anticipatory guilt is experienced when someone considers going against his or her own standards of acceptable behaviour. Further, reactive guilt infringes the standards of acceptable behaviour of someone. Lastly, someone experiences existential guilt when he/she feels better off, or more fortunate than others, which gives the person feelings of empathy. Guilt appeals in advertisements will seek the boundaries of the feeling of guilt, beyond that boundary, the person will attempt to reduce this feeling because it became too much. Existential guilt is often used in advertisements, because people may, for example, feel better off than the poor children in Africa. They will feel guilty, and will try to decrease this feeling by donating money to these children. If advertisements can make consumers feel guilty, the same advertisements can also offer the consumer a solution to minimize the feeling of guilt (Lwin & Phau, 2014).

Bozinoff and Ghingold (1983) wrote one of the first articles about guilt appeals. They had seen that a lot of researchers had studied the use of fear appeals in advertisements, but thought that guilt appeals may also have an influence on people. They showed participants five advertisements, four of the advertisements were guilt appealing advertisements for a charitable organization and one was from an airline and was the control advertisement. Two of the guilt appealing advertisements had low guilt appeals and the other one even lower guilt appeals, and the other two had high guilt appeals and even higher guilt appeals. The participants then had to answer questions about the advertisements, and how they felt about them. The results of this study showed five important findings. The first one is that they have been able to construct a set of adjectives, which could measure guilt arousal. Second, there was clear evidence that advertisements can indeed arouse guilt in a predictable manner. Third, attitudes could not be changed by use of these guilt appeals. Fourth, behaviour was not changed by the use of these guilt appeals, but this may be different when people are exposed to the advertisements several times. Fifth, guilt appeals in advertisements did cause counter arguing. The wide variety of counter arguments when a person looks at a guilt arousing advertisement may reduce the possibility of attitudinal and behavioural intentions to change. The first study of guilt appeals answered some questions about the use of guilt appeal in advertisements, but it also created more questions that require a lot more research, luckily enough, more research was done. For now, it seems that guilt does not influence the behaviour of consumers.

Like the research of Jiménez & Yang (2008), who studied the use of guilt appeals in green advertising. Their goal was to research whether guilt appeal levels affect green advertising effectiveness measured by consumers' attitude toward advertisement and brand. They also examined guilt-aroused feelings for their effects. First, the term green advertising is defined as this an important aspect of this research. Green advertising is 'the promotional messages that may appeal to the needs and desires of environmentally-concerned consumers' (Zinkhan & Carlson, 1995). 121 students had to look at advertisements with guilt appeals in them and then answer several questions about these advertisements. The results of this research showed that there is an inverse relationship between guilt level and the consumers' attitude toward the advertisements and the brands. Though, the respondents favoured the advertisements containing low guilt appeal and did not favour the ones with high guilt appeals in them. This was because high guilt levels were seen as an attack to one's self. This proves that guilt appeals in advertisements do indeed influence the behaviour of consumers, and low guilt appeals appear to do this the best.

Guilt appeals are also often used in advertisements from charities. Basil et al. (2007) researched the effect of guilt appeals on charitable donations. Two studies were done; in the first study the participants were shown ten advertisements from charities. Nine out of the ten advertisements had guilt appeals in them so people would donate money; the one without guilt appeal in it was the control advertisement. When the participants had seen the advertisements they had to answer questions about them. The results of this study show that guilt appeals cause a sense of responsibility in people to help the less fortunate. This sense of responsibility made people more likely to donate to the charity. This suggests that when guilt appeals are used, it is helpful to make

them generate a sense of responsibility so people are more likely to act. The second study replicates the first study but extends it by looking at the responses of people to guilt appeals while other people are present. Further, it gives the participants money to either donate to a charity or keep to themselves. Three successful advertisements from study one were used in study two. People had to answer questions about the advertisements again, after that they were told they got an envelope with five dollars, in one dollar bills, which they could either keep themselves or donate to the charity. Some of the participants had to do this while sitting in a group, and some of the participants were alone in a room. The results showed that participants' sense of responsibility was even higher when other people were in the room because of pro-social norms that were activated. Finally, the conclusion of both of these studies is that people respond more to guilt appeals when they get a sense of responsibility from them, and the use of pro-social norms can increase this sense of responsibility, thus the use of guilt appeals, even more.

Since the use of guilt appeals in advertisement is a form of manipulation, it is important to know how far you can go as an advertiser, people may not like to be manipulated. Cotte et al. (2005) acknowledged this problem and decided to examine whether consumers' evaluation of an advertisement's credibility can increase, and perceptions of manipulation can disrupt, the emotional response needed by the advertiser. Again participants were given advertisement about which they had to answer questions. The questions were about the guilt appeals in the advertisement but also about other aspects of the advertisement so people would not focus too much on the guilt. Finally, the results of the study showed that consumers see a lot of advertisements, and they may or may not feel guilty after seeing the guilt appeals in the advertisement. Specifically, when consumers see that a guilt appeal advertisement is plausible, they are more likely to feel guilt. However, this is not the case when people feel like they are being manipulated by the advertisement. When people think that they are being manipulated by an advertisement they are less likely to hold a positive attitude toward the advertisement and organization behind it. While as consumers perceive the advertisement as credible, they will hold a positive attitude towards the advertisement and the organization behind it. So, advertisers need to use caution when using guilt appeals or other emotional appeals in advertisements and need to make sure that they are plausible when used.

#### 4.4 Comparing Fear and Guilt Appeals

If emotion appeals are researched, the focus is often on one emotion only, as seen in the previous studies. Sometimes, however, two emotions are researched. Two studies will now be discussed that looked at both the use of fear appeals and guilt appeals in advertisements. First, Stanton and Guion (2013) their research will be discussed. Stanton and Guion (2013) used a combination of interviews, and content analysis to study the use of guilt and fear appeals in food advertisements, and how parents respond to them. They studied parents, especially those of small children, because parents often face challenges that are new to them and it seems that emotion appeals may work even better when parents are in this vulnerable state. Two studies were done; the first study was a content analysis, and was done to find out whether guilt and fear appeals were used in parenting magazines or not. Food advertisements from two parent

magazines were studied, from 1999 until 2009. They found the use of ten different emotions in all the magazines, and fear and guilt were among those. In the second study, interviews were held with mothers of small children, they were asked questions about role models, and were they got their information, and after that they were asked to review some advertisements with fear and guilt appeals in them. The results of this study show that both guilt and fear appeals have a big impact on vulnerable groups, as parents of small children. The parents start to doubt their own decision-making when seeing the advertisements with guilt in them and are more likely to buy the products. Thus, both fear and guilt appeals really do seem to influence the behaviour of consumers when used in advertisements.

Another research that examined both fear and guilt appeals is the study of Brennan and Binney (2010). In their study they not only looked at fear and guilt appeals, they also looked at shame appeals. They examined which of these appeals will motivate people the most to behave in a certain way, they wanted people to adopt compliant behaviour. They interviewed 120 people, and asked them to recall all advertisements they knew with negative emotions in them. Participants were asked to describe the message and their response to these advertisements. The results of this study showed that the use of negative appeals in advertisements are overused and this decreases the likelihood that people will accept messages that are put in a negative way. The overuse of fear appeals in advertisements has resulted in people actually stopping to believe the messages. Guilt can still be motivating in advertisements but only when people have hope that action does help. Messages with a high guilt appeal in them actually evoke self-protection, instead of the encouraging action they should have.

#### 4.5 Conclusion

Three tables were made to evaluate all the findings from the articles, these can be found on the next pages. A conclusion will now be drawn about the use of fear and guilt appeals. It seems that when using fear appeals in an advertisement, it is best to use high fear appeals that have self-efficacy in them. High fear appeals make that people accept the message of the advertisement (Chung and Ahn, 2013); the appeals produce high levels of perceived intensity and susceptibility, and are more persuasive than low fear appeals (Witte and Allen, 2000). Consumers support fearful advertisements even though the images used in the advertisements are disturbing (Halkjelsvik, 2014). The use of self-efficacy in advertisements made that the ethicality of fear appeals increased, consumers had more positive attitudes towards the advertisements, and consumers were more likely to change their behaviour (Manyiwa and Brennan, 2012). Especially the combination of high fear appeals and the use of self-efficacy seem to change people's behaviour (Witte and Allen, 2000). Consumers believe the advertisements the most when they are plausible (Cotte et al., 2005).

Although there was evidence that advertisements can arouse guilt, some studies concluded that attitude and behaviour could not be changed by using guilt appeals (Bozinoff and Ghingold, 1983). However, several studies showed that behaviour could be changed by using guilt appeals when the advertisements generated a sense of responsibility by people, creating this sense of responsibility can be done by using pro-social norms (Basil et al., 2007). Furthermore, consumers favour advertisements with low guilt appeals (Jiménez

& Kenneth, 2008) and guilt appeals have more effect when they are plausible (Cotte et al., 2005).

As can be seen in the conclusions, it is rather hard to say whether fear or guilt appeals in advertisements influence the behaviour of consumers more. It seems that each emotion works better in a different advertisements. However, it does seem like fear appeals change the behaviour of people the most, while guilt appeals still raise doubts in some studies.

*Table 2.*  
Findings for Fear Appeals

Author(s)	Findings Fear Appeal
Chung and Ahn (2013) <sup>7</sup>	<ul style="list-style-type: none"> <li>- Advertisements with high-fear-appeals work better than with low-fear-appeals when it comes to acceptance of the message and perceptions of a risk.</li> <li>- The use of self-reference risk in advertisements works better in an individualistic culture and other-reference risk advertisements works better in a collective culture.</li> </ul>
Halkjelsvik (2014) <sup>8</sup>	<ul style="list-style-type: none"> <li>- Consumers can support fearful advertisements even though the images used in the advertisement are disturbing.</li> </ul>
Manyiwa and Brennan (2012) <sup>9</sup>	<ul style="list-style-type: none"> <li>- Using self-efficacy in advertisements with fear appeals in them increases the ethicality of fear-appeals in advertising, consumers will have more positive attitudes towards these advertisements, and consumers will be more likely to change their behaviour.</li> </ul>
Witte and Allen (2000) <sup>10</sup>	<ul style="list-style-type: none"> <li>- Strong fear appeals tend to produce high levels of perceived intensity and susceptibility, and are more persuasive than weak appeals.</li> <li>- Strong fear appeals and high self-efficacy advertisements influence people's behaviour the most, whereas strong fear appeals with low self-efficacy advertisements produce the biggest levels of defensive responses.</li> </ul>

<sup>7</sup> Chung, H., & Ahn, E. (2013). The Effects of Fear Appeal: A Moderating Role of Culture and Message Type. *Journal of Promotion Management*, 19(4), 452-469.

<sup>8</sup> Halkjelsvik, T. (2014). Do disgusting and fearful anti-smoking advertisements increase or decrease support for tobacco control policies? *International Journal of Drug Policy*.

<sup>9</sup> Manyiwa, S., & Brennan, R. (2012). Fear appeals in anti-smoking advertising: how important is self-efficacy? *Journal of Marketing Management*, 28(11-12), 1419-1437.

<sup>10</sup> Witte, K., & Allen, M. (2000). A meta-analysis of fear appeals: Implications for effective public health campaigns. *Health Education & Behaviour*, 27(5), 591-615.

*Table 3.*  
Findings for Guilt Appeals

<b>Author(s)</b>	<b>Findings Guilt Appeals</b>
Bozinoff and Ghingold (1983) <sup>11</sup>	<ul style="list-style-type: none"> <li>- Evidence proves that advertisements can arouse guilt in a predictable manner.</li> <li>- Attitudes cannot be changed by use of these guilt appeals.</li> <li>- Behaviour is not changed by the use of guilt appeals, but this may be different when people are exposed to the advertisements several times.</li> </ul>
Jiménez & Yang (2008) <sup>12</sup>	<ul style="list-style-type: none"> <li>- Consumers favour advertisements containing low guilt appeal and do not favour the advertisements with high guilt appeals in them.</li> </ul>
Basil et al. (2007) <sup>13</sup>	<ul style="list-style-type: none"> <li>- Guilt appeals should be used in a way in which they generate a sense of responsibility towards the consumer because this will stimulate the consumer to act.</li> <li>- The use of pro-social norms can increase this sense of responsibility even more, which will make the advertisements with guilt appeals in them even more effective.</li> </ul>
Cotte et al. (2005) <sup>14</sup>	<ul style="list-style-type: none"> <li>- Guilt appeals or other emotional appeals in advertisements are more effective when consumers think they are plausible.</li> </ul>

<sup>11</sup> Bozinoff, L., & Ghingold, M. (1983). Evaluating guilt arousing marketing communications. *Journal of Business Research*, 11(2), 243-255.

<sup>12</sup> Jiménez, M., & Yang, K. C. (2008). How guilt level affects green advertising effectiveness? *Journal of creative communications*, 3(3), 231-254.

<sup>13</sup> Basil, D. Z., Ridgway, N. M., & Basil, M. D. (2006). Guilt appeals: The mediating effect of responsibility. *Psychology & Marketing*, 23(12), 1035-1054.

<sup>14</sup> Cotte, J., Coulter, R. A., & Moore, M. (2005). Enhancing or disrupting guilt: The role of ad credibility and perceived manipulative intent. *Journal of Business Research*, 58(3), 361-368.



*Table 4.*

Findings for Fear and Guilt appeals

<b>Author(s)</b>	<b>Findings Fear and Guilt Appeals</b>
Stanton and Guion (2013) <sup>15</sup>	<ul style="list-style-type: none"><li>- Both fear and guilt appeals influence the behaviour of consumers when used in advertisements</li></ul>
Brennan and Binney (2010) <sup>16</sup>	<ul style="list-style-type: none"><li>- The overuse of fear appeals in advertisements results in people stopping to believe the messages.</li><li>- The use of guilt can be motivating in advertisements but only when people have hope that action does help.</li></ul>

---

<sup>15</sup> Stanton, J. V., & Guion, D. T. (2013). Taking Advantage of a Vulnerable Group? Emotional Cues in Ads Targeting Parents. *Journal of Consumer Affairs*, 47(3), 485-517.

<sup>16</sup> Brennan, L., & Binney, W. (2010). Fear, guilt, and shame appeals in social marketing. *Journal of business Research*, 63(2), 140-146.

## **5. Happiness Appeals and Pride Appeals in Advertisements**

### **5.1 Introduction**

First, we will take a look at the use and effects of happiness in advertisements. Then, the use and effects of pride in advertisements will be investigated. Finally, a comparison between these two emotions will be made, to answer the research question: 'Is the behaviour of consumers more influenced by the emotion happiness or by the emotion pride in advertisements?'

### **5.2 Happiness Appeals**

The use of happiness and pride appeals in advertisements is not nearly as common as the use of fear and guilt appeals in advertisements. However, the use positive appeals was studied by Monahan (1995), he said about it that positive appeals could be used to show the benefit of healthy behaviour, it can give people a sense of control, and it can reduce anxiety or fear. All of these tactics are likely to enhance the success of a communication campaign. He divides positive appeals into two types. Emotional benefit appeals, these combine emotional appeals and rational appeals to illustrate which benefit the consumer will gain by complying with the message. Heuristic appeals, these focus on executional detail, what you should do to comply with the message. Positive appeals in advertisements evoke positive feelings, which are hoped to influence behaviour. They can be used in advertisements as an alternative to negative appeals, by changing consumers' negative perception of a given behaviour into positive behaviour. Further, they can be used to show how performing the behaviour seen in the advertisement with positive appeal can have a positive outcome instead of showing how not performing this behaviour can have a negative outcome, which is done by negative appeals. Advertisements with happiness appeals link the use of a brand with happy outcomes and satisfied customers (Larson, 2010).

Harris and Harrison (2012) also acknowledged that negative emotions are used more in advertisements, a reason for them to study the use of positive emotions in advertisements. Their research had three goals first they wanted to examine potential for positively framed advertisements. Second, they wanted to classify various types of marketing messages that have been used and evaluate them. Finally, they wanted to identify effective and ethical ways of framing marketing messages and advertisements. Two literature searches were done, first the search term 'Message Fram' was used, which yielded 190 articles that they used. The second search term that was used was 'Social Marketing Campaign AND Message', which yielded 39 articles. They examined these positively framed social marketing campaigns and came to the conclusion that although most laboratory-based research do not support desired behaviour, real social media marketing campaigns do concentrate on the desired behaviour change advertisements should evoke. According to them more research should be done on positive framed messages.

Mogliner et al. (2012) studied the different definition that people have of happiness and how happiness affects choice. They saw many advertisements use the term happiness in their advertisements, but little is known about the true meaning of happiness. In the theoretical background more information can be

found about the definition of happiness used in this paper, also the definition of Mogliner et al. can be found there. They did six studies, two pilot studies to see if two types of happiness, excitement and calm, differ along a temporal dimension. Further, they did four experiments; in the first experiment young participants were influenced to be more present focused, while they are more future focused, and in experiment two old participants were influenced to be more future focused, while they are more present focused. Then, in the third experiment they relied on age to test the driving role of temporal focus on the definition of happiness and the choice between exciting and calming products. Lastly, in the fourth experiment they manipulated the future and the present focus to see which bottle of water people would choose, when one was positioned as calm and the other as exciting. The results of this research showed that the two types of happiness, excitement and calm, indeed differ in their temporal focus. Excitement is a more future-focused emotion and calm is a more present-focused emotion. This means happiness does not mean the same for everyone, and it especially does not have the same meaning all the time. For marketers this means that when they develop and communicate products, they should take into account the demographics of their consumers and also their psychographics as temporal focus. They should consider the consumer segment they want to reach when using happiness appeals in advertisements.

### 5.3 Pride Appeals

Pride appeals are also appeals that are not often researched, however advertisers appeal to pride to enact legislation, sell products, and make consumers donate to a particular good cause. A feeling of pride usually includes taking credit for some positive outcome in our lives. Pride appeals are intended to make the potential donors feel proud about making a donation to a good cause, also many products promise to make consumers feel proud when they use a certain brand to improve their appearances or performances (Larson, 2010).

Kim and Johnson (2013) did investigate pride, as it being an ego-focused moral emotion and compared it with another, for this study familiar emotion, namely guilt. Guilt is another- focused moral emotion. They wanted to examine why some consumers might support cause-related-marketing campaigns for other reasons than their personal benefit. They did this by investigating the influence of moral emotions and cultural orientation. Cause-related marketing describes marketing activities, which offers consumers opportunities to make purchase decisions for reasons other than personal benefit. People from the US and Korea were asked to read a scenario that should invoke a moral dilemma in them, with moral emotions in it, about a consumption situation. Then the participants were asked questions about this scenario. The results of this research showed that moral emotions influenced participants their purchase intention towards social-cause products. Furthermore, the role of pride was stronger for the US participants than the Korean participants. This can be explained by the fact that pride is an ego-focused moral emotion and US citizens have a more individualistic culture. However, it was not the case that the another-focused moral emotions tend to have more effect on Korean persons. Another -focused moral emotions have a greater influence on purchase intention on people who are more interdependent than people who are not that interdependent.

Kim and Johnson (2013) were not the only ones to think that the difference between guilt and pride should be researched; Leeuwen et al. (2013) also studied these emotions. They examined how appeals to collective guilt and collective pride can make people help members of a group with a disadvantage. Two studies were done to examine the effects of guilt and pride on out-group helping in the context of World War II. In the first study data was collected, this was done by interviewing people. The interviews were about whether the government should help the Jewish victims of the war, participant's feelings were manipulated by priming, so they would feel proud or guilt, and then national identification was measured. The second study was an internet survey, which was supposed to be less threatening as people could fill it in, in their own homes and with privacy. Again, pride and guilt were primed and then the national identification was measured. Finally, the results showed that appeals to pride are more effective than appeals to guilt when it comes to helping out-group members, but only when people can identify themselves with the out-group. Other findings from the study demonstrate that pride appeals generate more empathy for the out-group than guilt appeals.

Pride appeals have also been compared to fear appeals; this is done by Lewis et al. (2010). They compared the valence of emotions, but they use the specific emotion pride and fear to do this. The goal of their study is to improve the understanding of the persuasive process of emotion appeals in relation to negative, and positive emotions. Also, response efficacy was studied. They did an online survey, first some general questions were asked and then a audio message was played with either the emotion fear or pride in it, or a humour based message was played. The results of the research confirmed the importance of emotion appeals and identified response efficacy as an important factor to influence the effectivity of fear and pride based messages. However, the influence of response efficacy differs for positive and negative emotion appeals, acceptance and rejection were found for the positive appeal and only rejection was found for the negative appeal.

#### 5.4 Conclusion

Two tables were made to evaluate all the findings from the articles, these can be found on the next pages. A conclusion will now be drawn about the use of happiness and pride appeals. When using happiness appeals it is best to consider the consumer segment you want to reach (Mogliner et al., 2012).

Pride appeals have more effect in advertisements for an individualistic culture than for a collective culture. It is a moral emotion, and moral emotions influence participants their purchase intention towards social-cause products (Kim and Johnson, 2013).

Not much articles could be found about the use of happiness and pride appeals in advertisements, the study of negative appeals is much more common. Which means that with the information, which is gained from the few existing articles, it cannot be concluded whether the behaviour of consumers is more influenced by the emotion happiness or by the emotion pride in advertisements.

*Table 5.*  
Findings for Happiness Appeals

<b>Author(s)</b>	<b>Findings Happiness Appeal</b>
Harris and Harrison (2012) <sup>17</sup>	<ul style="list-style-type: none"> <li>- Most laboratory-based research does not support desired behaviour, real social media marketing campaigns do concentrate on the desired behaviour change advertisements should evoke by the use of positively framed campaigns.</li> </ul>
Mogliner et al. (2012) <sup>18</sup>	<ul style="list-style-type: none"> <li>- Happiness does not mean the same for everyone, and it especially does not have the same meaning all the time.</li> <li>- Marketers should consider the consumer segment they want to reach when using happiness appeals in advertisements.</li> </ul>

*Table 6.*  
Findings for Pride Appeals

<b>Author(s)</b>	<b>Findings Pride Appeal</b>
Kim and Johnson (2013) <sup>19</sup>	<ul style="list-style-type: none"> <li>- Moral emotions influence participants their purchase intention towards social-cause products.</li> <li>- Pride appeals have more effect in advertisements for an individualistic culture than for a collective culture.</li> </ul>
Leeuwen et al. (2013) <sup>20</sup>	<ul style="list-style-type: none"> <li>- Appeals to pride are more effective than appeals to guilt when it comes to helping out-group members, but only when people can identify themselves with the out-group.</li> <li>- Pride appeals generate more empathy for the out-group than guilt appeals.</li> </ul>
Lewis et al. (2010) <sup>21</sup>	<ul style="list-style-type: none"> <li>- Emotion appeals are important and response efficacy is an important factor to influence the effectivity of fear and pride based messages.</li> <li>- The influence of response efficacy differs for positive and negative emotion appeals, acceptance and rejection were found for the positive appeal and only rejection was found for the negative appeal.</li> </ul>

<sup>17</sup> Harris, F., & Harrison, P. (2012). Positively framed messages and affect in social marketing.

<sup>18</sup> Mogilner, C., Aaker, J., & Kamvar, S. D. (2012). How happiness affects choice. *Journal of Consumer Research*, 39(2), 429-443.

<sup>19</sup> Kim, J. E., & Johnson, K. K. (2013). The impact of moral emotions on cause-related marketing campaigns: A cross-cultural examination. *Journal of business ethics*, 112(1), 79-90.

<sup>20</sup> Leeuwen van, E., van Dijk, W., & Kaynak, Ü. (2013). Of saints and sinners: How appeals to collective pride and guilt affect out-group helping. *Group Processes & Intergroup Relations*, 1368430213485995.

<sup>21</sup> Lewis, I. M., Watson, B., & White, K. M. (2010). Response efficacy: The key to minimizing rejection and maximizing acceptance of emotion-based anti-speeding messages. *Accident Analysis & Prevention*, 42(2), 459-467.

## **6. Specificity understanding emotions**

### **6.1 Introduction**

The research question 'How specific does the understanding of the emotions has to be to be able to predict emotions influences on consumer behaviour?' will now be answered by studying the previous research questions, then forming the frameworks, giving a reason why positive emotions are not researched that often, and some information about other emotions that are researched in advertisements.

### **6.2 Forming Frameworks**

First, lets take a look at the conclusions for the two frameworks: the valence framework, and the specific framework. As seen in the introduction, the valence framework differentiates between positive and negative emotions in advertisements, regardless off which emotions. While, the specific framework compares the use of specific emotions in advertisements.

To form the valence framework we have answered the research question 'Is there a difference between the influence of positive and of negative emotions on consumer behaviour in advertisements?' When we researched this question, we came to the conclusion that there is a difference between the influence of positive and negative emotions on consumer behaviour in advertisements, namely that positive emotion appeals appear to influence consumers more. Which means that for the valence framework it can be said that positive emotions are the most important. But is the use of positive emotions enough or are specific emotions even better?

To form the specific framework we have answered two research questions, namely; 'Is the behaviour of consumers differently influenced by the emotion fear or by the emotion guilt in advertisements?' and 'Is the behaviour of consumers differently influenced by the emotion happiness or by the emotion pride in advertisements?' The conclusion that followed out of the first question was; fear appeals seem to change the behaviour of people the most, while guilt appeals still raise doubts in some studies. The conclusion that followed out of the second question was; that no conclusion could be drawn because there is too little information about happiness and pride appeals.

Although the research question about happiness and pride appeals could not be answered, it does seem like specific emotions have more influence on the behaviour of consumers. Most of the articles show that emotion appeals work, and when they research the emotion appeals, specific or not, they often look at the use of these appeals in different situations. Fear appeals can work better in anti-smoking campaigns, as proved by Manyiwa and Brennan (2012). While guilt appeals can change people's behaviour more in the use of green advertising (Jiménez & Kenneth, 2008).

### **6.3 Other Emotions**

The use of positive emotions seems to be more effective than negative emotions, but the use of specific positive emotions is not researched that much. Throughout the history of emotion research, the focus has been on negative emotions. A reason for this is that psychology, as a whole, tends to focus on

finding solutions to psychological problems. These problems are often connected with negative emotions that are extreme, prolonged, or not appropriate in the context in which they happen, like in anxiety disorders, aggression, depression, and suicide. Some positive emotions can also cause problems, like bipolar disorder and drug addictions, but the most problems are connected with negative emotions and thus these have captured the majority of research attention. Another reason why positive emotions are not studied as much is because of the long running effort to create a general theory of emotion. When creating emotion theories and models, negative emotions are often used because they are more attention grabbing. Positive emotions would be squeezed into the model later. Negative emotions often have a more specific action tendency, for example fear is linked with the fight or flight response. Although positive emotions were also in these models over time, the specific action tendencies of positive emotions are notably vague and underspecified. For example, joy was linked with aimless activation, interest with attending, and contentment with inactivity. This tendency is very general and does not present the same obvious tendency as negative emotions have. This makes positive emotions harder to study, because they do not give clear reliable results. The results of positive emotions are more spread and less urgent, this makes them more difficult to operationalize or observe (Lewis et al., 2008).

Some researches noticed that fitting the positive emotions into their theory caused problems, but most of them neglected the positive emotions because their models worked so well for the negative emotions that they did not want the validity of their model to be challenged. Studies about positive functioning and strengths have recently begun to catch up, which raised the interest in the contribution of positive emotions (Lewis et al., 2008).

Despite the lack of research on positive emotions, many advertisements do use positive emotions in advertisements, and while happiness appeals and pride appeals are not researched that much, humour appeals are. Although the use of humour appeals in advertisements is not the main subject of this research, it does contribute to the understanding of the specific framework, which is why two studies about the comparison of humour appeals and fear appeals will now be discussed. They are chosen because they are only two of the many researches on these appeals, and it will be only two examples because not all of them can be covered in this research. Fear appeals and humour appeals are thus often compared, as by Jäger and Eisend (2013), who studied the effect of fear appeals and humour appeals in social marketing for consumers who differ in their prior attitude towards the advertised behaviour. They did two experiments, one for fear appeals and one for humour appeals. Both of the advertisements had safe driving as theme. The participants were asked to rate the effectiveness of the advertisements. The results of the experiments showed that advertisements with humour appeals in them are more likely to change people's behaviour when consumers have a less favorable prior attitude toward the advertised behaviour. While fear appeals in the advertisement showed increase in influence on behaviour when participants have more favorable attitudes towards the advertised behaviour.

Another study about fear appeals and humour appeals studied the difference between fear appeals and humour appeals in anti-alcohol abuse advertisements between high sensation seekers and low sensation seekers (Lee

& Shin, 2011). They showed participants anti-alcohol abuse advertisements with fear appeals and humour appeals in them and then studied the participants' heart rate, frequency of the skin conductance and emotion experience through face EMG. The results of their research showed that fear appeals generate more interest and people were more aware of the danger of excessive drinking. Humour appeals were more likable than fear appeals, and this difference was bigger among low sensation seekers than high sensation seekers. Low sensation seekers showed greater emotional responses for both fear and humour appeals, than high sensation seekers. This shows that when more research is done to different negative and different positive emotions and comparing them, it will be clearer which could best be used in which advertisement.

#### 6.4 Conclusion

It seems that the specificity of emotions can best be as high as possible to be able to predict emotions influences on consumer behaviour. This is because every consumer segment is sensitive to different emotions. It differs for cultures, as seen in several studies in this research (Chung & Ahn, 2013), and it can even differ if someone is a high sensation seeker or a low sensation seeker to determine which emotion is more effective (Lee & Shin, 2011). Seeing that every consumer segment is triggered by a different emotion, the use of just valence is not enough to influence consumers.



## 7. Conclusion

### 7.1 Findings

In the beginning of this study the main question was defined as: 'With what framework can we predict emotion effects of advertisements on consumer behaviour?' To answer this question two frameworks were compared, the valence framework and the specific framework. The valence framework compared the use of negative and positive emotions, regardless of the specificity of the emotion. The specific framework compared the use of specific emotions in advertisements. Information about emotions and emotion appeals was provided in the theoretical background to better understand the rest of the research.

In order to form the valence framework, articles were studied that compared the use of positive and negative emotions in advertisements. These articles came to various conclusions, however most articles came to the conclusion that positive emotions in advertisements have the most influence on consumer behaviour.

The specific framework was formed by studying four specific emotions, namely: fear, guilt, happiness, and pride. The definitions of these emotions used in this study were discussed in the theoretical background. The use of the emotions fear and guilt in advertisements were compared. This was done by studying articles that researched the use of fear appeals and guilt appeals in advertisements. When the articles were researched the effects of fear and guilt appeals were compared and it was concluded that fear appeals will work better in advertisements, because some articles did not find guilt appeals in advertisements to be effective. After that the use of the emotions happiness and pride were compared. This was done by studying articles that researched the use of happiness appeals and pride appeals in advertisements. When the articles were researched the effects of happiness and pride appeals were compared and it was concluded that no conclusion could be drawn because the effects of happiness and pride appeals in advertisements are not studied enough.

Then it was needed to know how specific the understanding of the emotions had to be in order to be able to predict emotion influences on consumer behaviour. This knowledge was required to know which framework is better in predicting emotion effects of advertisements on consumer behaviour. In order to gain this knowledge the conclusions that were drawn from studying the articles that compared valences and the articles that studied the four emotions were used to form the frameworks. For the valence framework it was concluded that the use of positive emotions is the most important. For the specific framework it was concluded that when comparing fear and guilt appeals, it seems that fear appeals can influence consumer behaviour the most. Further, it was concluded that when comparing happiness and pride appeals no conclusion could be drawn because the effects of happiness and pride appeals in advertisements are not studied enough. Although the research question about happiness and pride appeals was not answered, it was concluded that the specificity of emotions can best be as high as possible to be able to predict emotions influences on consumer behaviour. This was the conclusion because most of the articles show that emotion appeals work, and when they research the emotion appeals, specific or not, they often look at the use of these appeals in different situations.

## 7.2 Main Conclusion

The answer to the main question is thus that the specific framework can predict emotion effects of advertisements on consumer behaviour better than the valence framework. Every advertisement is designed to appeal to a different consumer segment. When an advertiser wants to use emotion appeals in his advertisement he should use an emotion which appeals the most to his consumer segment. Every consumer segment is sensitive for a different kind of emotion appeal, finding out which influences the consumer the most will help make the advertisements more effective.

## **8. Discussion**

### **8.1 Theoretical Contributions**

This research enriches the field of emotion research by comparing the use of specific emotions and a valence approach in advertisements. Although a lot of researches already studied the use of emotion appeals in marketing, this was done rather general and broadly. This study has examined the use of these appeals more specific and it also includes comparisons between emotion appeals. More articles drew the conclusion that the use of positive emotions in advertisements influences consumers more than the use of negative emotions. By comparing the use of guilt appeals and fear appeals in advertisements it is plain that the use of fear appeals seems have a clearer influence on consumer behaviour than the use of guilt appeals.

Several things were discovered about the four emotions. Since the emotions fear, guilt, happiness, and pride were main topics in this research, a lot of information about their effects has come across. For fear it was found that when using fear appeals in an advertisement, it is best to use high fear appeals that have self-efficacy in them. High fear appeals make that people accept the message of the advertisement. Consumers will support fearful advertisements even though the images used in the advertisements are disturbing, but only when these advertisements are plausible.

Guilt gives different effects when used in advertisements than fear, behaviour of consumers can be changed by using low guilt appeals and when the advertisements generate a sense of responsibility, by using pro-social norms.

The findings for happiness appeals were not that extended as those of fear and guilt appeals. The only effect that could be clearly found is that when using happiness appeals it is best to consider the consumer segment you want to reach, because people have several definitions of happiness. This short finding is due to the fact that not much research is done on happiness appeals in advertisements.

Lastly, there is the effect of pride is now clearer. Pride appeals have more effect in advertisements for an individualistic culture than for a collective culture. Not much research is done on pride appeals in advertisements either.

Another theoretical contribution of this research is that there is now an evident comparison between the use of specific emotions in advertisements and the use of negative and positive emotions, regardless of the specificity of the emotion. It is now known that it is best to use emotions as specific as possible in advertisements in order to have the most influence.

### **8.2 Practical Contributions**

This research is relevant for marketers who want to convince their managers that emotion appeals in advertisements do work. It has become very clear that the use of emotion appeals in advertisements can indeed have an effect on influencing consumer behaviour. Using emotion appeals in advertisements can thus be used by marketers to make their promotions even more profitable.

As said before, this research is relevant for all marketers that want to use emotion appeals in their advertisements. It is also clear now how specific these emotions have to be in order to influence these consumers the most. Marketers want consumers to buy their products and try to make them do this by

producing persuading advertisements. They use emotion appeals to influence consumers so they will buy these products. It seems that just using a random negative or positive emotion will not influence a consumer the most, when compared to the use of specific emotions in advertisements. It is better if a specific emotion is used, an emotion which fits the consumer segment the best. This can be done by consulting the researches that are already published about the different appeals, like the articles used in this research. However, not all emotion appeals are studied at this moment, so in order to get more researches on this topic companies could finance these. This way it will be easier for them to look at their consumer segment and find out which specific emotion will appeal them the most.

### 8.3 Weaknesses and Future Research

Although this research is done very carefully, it still has a few weaknesses. It was difficult to directly compare the effects of specific emotions on behaviours following advertisements, because many articles did not directly compare the effects of fear and guilt, or happiness and pride. It was considered to compare the effect sizes of the studies, but some studies did not provide these. This is why articles that studied these appeals individually are included and compared then compared on my own assumptions. Which was looking at how many studies said that an appeal worked, and then comparing this amount with the amount of the other appeal. The appeal with the most studies against it is not as effective as the other one. Maybe future research could statistically compare the use fear and guilt appeals and happiness and pride appeals to each other; this would give a better-grounded conclusion.

Another weakness in this paper is that not many commercial uses of emotion appeals are investigated. With commercial uses, the uses of big profit making organizations that want to promote their products to gain more profit are meant. Most of the articles that were found were articles that studied social issues, mostly used in advertisements for the government. Social issues are issues that can harm the public and against which the government wants to protect people, for example drinking and driving. This means the findings show that fear appeals can make someone drive more safely, but they do not reveal whether fear appeals can make someone buy more of a certain product. Further research should be done for commercial purposes.

One important remark that should be made is that the current research only includes published research on emotion appeals in advertising. Unfortunately, studies that generate non-significant results rarely get published. Therefore every research that is included shows that the emotion appeals that they studied have at least some effect. It might be the case that many studies on happiness appeals showed to that happiness appeals have no effect on consumers. If this were true it would be meaningful to include this in this research, but these cannot be included because they are not published. This will bias the research.

On the basis of this study, some recommendations for further research can be given. There is not much research on happiness and pride appeals, as seen in the chapter covering these appeals. Therefore, it can be recommended that the effects of these appeals on consumer behaviour will be studied so advertisers who consider using these appeals in their advertisements can use this

information. A recommendation that can be made on basis of the conclusion of this research is that more researchers should study the effects of different emotion appeals on consumer behaviour. If all emotion appeals that can possibly be used in advertisements are studied, it will become easy for marketers to use the most effective emotion appeals for their product in their advertisements.

## References

- Albers-Miller, N. D., & Stafford, M. R. (1999). An international analysis of emotional and rational appeals in services vs. goods advertising. *Journal of Consumer Marketing*, 16(1), 42-57.
- Basil, D. Z., Ridgway, N. M., & Basil, M. D. (2006). Guilt appeals: The mediating effect of responsibility. *Psychology & Marketing*, 23(12), 1035-1054.
- Baumeister, R. F., Stillwell, A. M., & Heatherton, T. F. (1994). Guilt: an interpersonal approach. *Psychological bulletin*, 115(2), 243.
- Bhagwat R. (2014). Feeling all the Feels: Crash Course Psychology #25. *Crash Course*, viewed: 25-11-2014.
- Boykin, G. (2014). How is Emotional Appeal Used to Persuade? *Demand Media*, viewed 17-01-2015.
- Bozinoff, L., & Ghingold, M. (1983). Evaluating guilt arousing marketing communications. *Journal of Business Research*, 11(2), 243-255.
- Brennan, L., & Binney, W. (2010). Fear, guilt, and shame appeals in social marketing. *Journal of business Research*, 63(2), 140-146.
- Brian, P., (2014). What is Pride? *Psychology Dictionary*, viewed: 25-11-2014.
- Brinton, A. (1988). Pathos and the "Appeal to Emotion": An Aristotelian Analysis. *History of Philosophy Quarterly*, 207-219.
- Brown, M. (2009). Should My Advertising Stimulate an Emotional Response? Millward Brown Knowledge Point.
- Caes, C. (2001). Stichting ALS start confronterende champagne. *Welingerlichte Kringen: Media*, viewed 29-01-2015.
- Cannon, W. B. (1927). The James-Lange theory of emotions: A critical examination and an alternative theory. *The American journal of psychology*, 567-586.
- Cotte, J., Coulter, R. A., & Moore, M. (2005). Enhancing or disrupting guilt: The role of ad credibility and perceived manipulative intent. *Journal of Business Research*, 58(3), 361-368.
- Chung, H., & Ahn, E. (2013). The Effects of Fear Appeal: A Moderating Role of Culture and Message Type. *Journal of Promotion Management*, 19(4), 452-469.
- Damasio, A., R. (2000). *The Feeling of What Happens: Body and Emotion in the Making of Consciousness*. London, San Diego, New York, Harcourt Brace and Company.
- Ekman, P., & Friesen, W. V. (1971). Constants across cultures in the face and emotion. *Journal of personality and social psychology*, 17(2), 124.
- Ellsworth, P. C., & Scherer, K. R. (2003). Appraisal processes in emotion. *Handbook of affective sciences*, 572, V595.
- Farrelly, M. C., Duke, J. C., Davis, K. C., Nonnemaker, J. M., Kamyab, K., Willett, J. G., & Juster, H. R. (2012). Promotion of smoking cessation with emotional and/or graphic antismoking advertising. *American journal of preventive medicine*, 43(5), 475-482.
- Fritscher, L. (2014). The Psychology of Fear: Understanding the Dynamics of the Fear Response. *About Help*,

<http://phobias.about.com/od/introductiontophobias/a/psychologyfear.htm>, viewed: 25-11-2014.

- Halkjelsvik, T. (2014). Do disgusting and fearful anti-smoking advertisements increase or decrease support for tobacco control policies? *International Journal of Drug Policy*.
- Harris, F., & Harrison, P. (2012). Positively framed messages and affect in social marketing.
- Huhmann, B. A., & Botherton, T. P. (1997). A content analysis of guilt appeals in popular magazine advertisements. *Journal of Advertising*, 26, 35-46.
- Izard, C., E. (1992). Basic Emotions, Relations Among Emotions, and Emotion-Cognition Relations. *Psychological Review*, 99(3), 561-565.
- Jäger, T., & Eisend, M. (2013). Effects of Fear-Arousing and Humorous Appeals in Social Marketing Advertising: The Moderating Role of Prior Attitude Toward the Advertised Behaviour. *Journal of Current Issues & Research in Advertising*, 34(1), 125-134.
- James, W. (1884). II.—What is an emotion? *Mind*, (34), 188-205.
- Jiménez, M., & Yang, K. C. (2008). How guilt level affects green advertising effectiveness? *Journal of creative communications*, 3(3), 231-254.
- Kalin, N. H. (1997). The neurobiology of fear. *Scientific American*, 7, 76-83.
- Kim, J. E., & Johnson, K. K. (2013). The impact of moral emotions on cause-related marketing campaigns: A cross-cultural examination. *Journal of business ethics*, 112(1), 79-90.
- Larsen, J. T., McGraw, A. P., & Cacioppo, J. T. (2001). Can people feel happy and sad at the same time? *Journal of personality and social psychology*, 81(4), 684.
- Larson, C.U. (2010). *Persuasion: Reception and Responsibility*. Boston, MA, Wadsworth Cengage Learning.
- Leary, M. R., & Tangney, J. P. (Eds.). (2003). *Handbook of self and identity*. Guilford Press.
- Ledoux, J. (2012). Searching the brain for the roots of fear. *The New York Times*, viewed: 25-11-2014.
- Lee, M. J., & Shin, M. (2011). Fear Versus Humour: The Impact of Sensation Seeking on Physiological, Cognitive, and Emotional Responses to Anti-alcohol Abuse Messages. *The Journal of psychology*, 145(2), 73-92.
- Leeuwen van, E., van Dijk, W., & Kaynak, Ü. (2013). Of saints and sinners: How appeals to collective pride and guilt affect out-group helping. *Group Processes & Intergroup Relations*, 1368430213485995.
- Lerner, J. S., & Keltner, D. (2001). Fear, anger, and risk. *Journal of personality and social psychology*, 81(1), 146.
- Lewis, I. M., Watson, B., & White, K. M. (2010). Response efficacy: The key to minimizing rejection and maximizing acceptance of emotion-based anti-speeding messages. *Accident Analysis & Prevention*, 42(2), 459-467.
- Lewis, I., Watson, B., & White, K. M. (2008). An examination of message-relevant affect in road safety messages: Should road safety advertisements aim to make us feel good or bad? *Transportation research part F: traffic psychology and behaviour*, 11(6), 403-417.

- Lewis, M., Haviland-Jones, J. M., & Barrett, L. F. (Eds.). (2008). Handbook of emotions. Guilford Press.
- Lwin, M., & Phau, I. (2014). An exploratory study of existential guilt appeals in charitable advertisements. *Journal of Marketing Management*, 30(13-14), 1467-1485.
- Lukic D. (2009). Emotion Appeals in Social Marketing. Aarhus School of Business.
- Manyiwa, S., & Brennan, R. (2012). Fear appeals in anti-smoking advertising: how important is self-efficacy? *Journal of Marketing Management*, 28(11-12), 1419-1437.
- Mattila, A. S. (1999). Do emotional appeals work for services? *International Journal of Service Industry Management*, 10(3), 292-307.
- Megías, A., Di Stasi, L. L., Maldonado, A., Catena, A., & Cándido, A. (2014). Emotion-laden stimuli influence our reactions to traffic lights. *Transportation research part F: traffic psychology and behaviour*, 22, 96-103.
- Mogilner, C., Aaker, J., & Kamvar, S. D. (2012). How happiness affects choice. *Journal of Consumer Research*, 39(2), 429-443.
- Monahan, J. L. (1995). Thinking positively: Using positive affect when designing health messages.
- Niedenthal, P. M., Tangney, J. P., & Gavanski, I. (1994). "If only I weren't" versus "If only I hadn't": Distinguishing shame and guilt in counterfactual thinking. *Journal of personality and social psychology*, 67(4), 585.
- Oishi, S., Graham, J., Kesebir, S., & Galinha, I. C. (2013). Concepts of happiness across time and cultures. *Personality and Social Psychology Bulletin*, 39(5), 559-577.
- Previte, J., Russell-Bennett, R., & Parkinson, J. (2015). Shaping safe drinking cultures: evoking positive emotion to promote moderate-drinking behaviour. *International Journal of Consumer Studies*, 39(1), 12-24.
- Ruiter, R. A., Abraham, C., & Kok, G. (2001). Scary warnings and rational precautions: A review of the psychology of fear appeals. *Psychology and Health*, 16(6), 613-630.
- Schachter, S., & Singer, J. (1962). Cognitive, social, and physiological determinants of emotional state. *Psychological review*, 69(5), 379.
- Searles, K. (2010). Feeling good and doing good for the environment: The use of emotional appeals in pro-environmental public service announcements. *Applied environmental education and communication*, 9(3), 173-184.
- Solomon, R. L., & Corbit, J. D. (1974). An opponent-process theory of motivation: I. Temporal dynamics of affect. *Psychological review*, 81(2), 119.
- Spence, H. E., & Moinpour, R. (1972). Fear-appeals in marketing—A social perspective. *Journal of Marketing*, 36(3), 39-43.
- Stanton, J. V., & Guion, D. T. (2013). Taking Advantage of a Vulnerable Group? Emotional Cues in Ads Targeting Parents. *Journal of Consumer Affairs*, 47(3), 485-517.
- Tangney, J. P., & Fischer, K. W. (1995). Self-conscious emotions. New York: Guilford.



- Tracy, J. L., & Robins, R. W. (2007). The psychological structure of pride: a tale of two facets. *Journal of personality and social psychology*, 92(3), 506.
- Witte, K., & Allen, M. (2000). A meta-analysis of fear appeals: Implications for effective public health campaigns. *Health Education & Behaviour*, 27(5), 591-615.
- Zinkhan, G.M. & L. Carlson. (1995). Green advertising and reluctant consumer. *Journal of Advertising*, 24(2), 1-6.

## Appendices

### Appendix A.

The advertisement of the ALS foundation.<sup>22</sup>



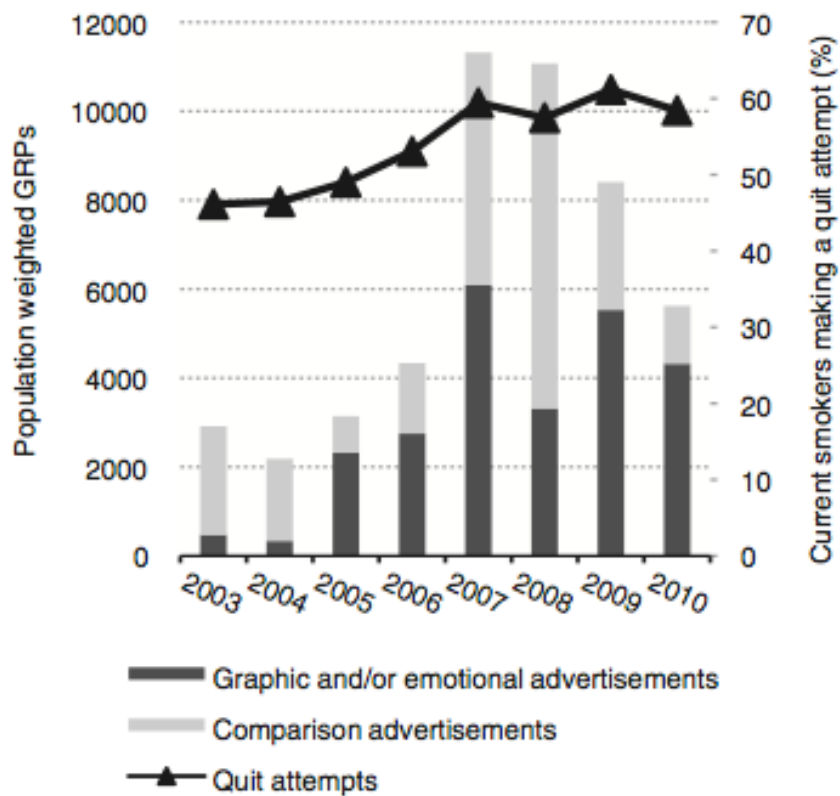
### Appendix B.

Brief descriptions of anti-drinking advertisements utilised in: An examination of message-relevant affect in road safety messages: Should road safety advertisements aim to make us feel good or bad?<sup>23</sup>

Ad Name	Condition	Description
Glasses	Negative appeal/low response efficacy	Empty beer glasses appear in front of the windscreen one by one causing increasingly blurred vision. The car collides into the rear of a stationary truck. The wife of the driver is told by police that her husband has been killed
Never	Negative appeal/high response efficacy	"Julie" and her boyfriend are at her dad's birthday party. The boyfriend is shown drinking alcohol. "Julie" asks if she should drive because he has been drinking. Her boyfriend says that he is okay to drive. He collides with a stationary truck. Julie is shown covered in blood and lifeless. The boyfriend survives. Julie's dad has flashbacks of Julie at his party. The advertisement highlights the strategy of letting someone else, who has not been drinking, drive
Karaoke	Positive appeal/low response efficacy	Set in a bar with a karaoke machine. Intending to be humorous, the advertisement shows that the more people drink the more confident they become. The advertisement concludes, that unlike driving after drinking, singing after drinking will not kill anyone
Taxi	Positive appeal/high response efficacy	Shows the comical conversations a taxi driver experiences with intoxicated passengers. The advertisement concludes with, "If you drink and drive and take a taxi, you're a bloody genius". The advertisement models an alternative, safe behaviour, namely, taking a taxi after drinking and is intended to be humorous

<sup>22</sup> Caes, C. (2001). Stichting ALS start confronterende champagne. Welingerichte Kringen: Media, viewed 29-01-2015.

<sup>23</sup> Lewis, I., Watson, B., & White, K. M. (2008). An examination of message-relevant affect in road safety messages: Should road safety advertisements aim to make us feel good or bad? Transportation research part F: traffic psychology and behaviour, 11(6), 403-417.



*Appendix C.*

Annual advertising levels and proportions of smoker making a quit attempt, 2003 – 2010. From: Promotion of smoking cessation with emotional and/or graphic antismoking advertising.<sup>24</sup>

<sup>24</sup> Farrelly, M. C., Duke, J. C., Davis, K. C., Nonnemaker, J. M., Kamyab, K., Willett, J. G., & Juster, H. R. (2012). Promotion of smoking cessation with emotional and/or graphic antismoking advertising. *American journal of preventive medicine*, 43(5), 475-482.