

Project Dissertation Report on

Usage of Emotional Television Advertisements in

FMCG Industry

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CERTIFICATE FROM INSTITUTE

This is to certify that the project Report titled Usage of Emotional Television advertising in FMCG Industry, is a work carried out by Ms. Archika of MBA 2017-19 batch and was submitted to Delhi School of Management, Delhi Technological University, Bawana Road, Delhi-110042 in partial fulfilment of the requirement for the award of the degree of Masters of Business Administration.

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DECLARATION

I, Archika Jain, student of MBA Batch 2017-19 of Delhi School of Management, Delhi Technological University, Bawana Road, Delhi-110042 declare that project Report on Usage of Emotional Television advertising in FMCG Industry submitted in partial fulfilment of Degree of Masters of Business Administration is the original work conducted by me.

The information and data given in the report is authentic to the best of my knowledge.

This report has not been submitted to any other university for the award of any other degree, diploma and fellowship.

Archika Jain

Place: New Delhi

Date of Submission:

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Sincerely,
Archika Jain

Executive summary

Advertising is a mechanism that is employed by marketers to sell or promote a product, service, or cause. At its core, an advertisement is the product of what its target market wants. Despite being conceived and created by agencies and creative marketing teams, the advertisement is made to be a reflection of what is most effective when appealing to the product's target audience.

Though the use, extent, and design of advertising initiatives have undergone numerous changes over the years, its ability to attract attention and persuade the buying behaviors of consumers has remained relatively constant. It has become commonplace to see advertisers more frequently reach out to their markets using an emotional appeal. Some campaigns link a product with a social movement in order to promote a cause and connect its own brand with the "goodness" of advocating on behalf of that cause. Often times, these commercials encourage us to break down stereotypes and encourage viewers to be their most genuine selves. As a staunch juxtaposition, other companies have chosen to use humor to appeal to their audiences. The usage of these contrasting advertising tactics proposes many questions about our culture and preferences as the consumer base.

The purpose of this study is to examine the presence of emotional advertising in Indian Television in Fast-moving Consumer Goods Industry and its impact and perception. The main aim of the study is to analyze the effect of different factors of an emotional advertisement.

The study is done in two phases.

First phase includes- Designing of questionnaire and Response collection

Second phase includes-Data analysis and Recommendations

Table of Contents

S. No	Topic	Page Number
1	Certificate	2
2	Declaration	3
3	Acknowledgement	4
4	Executive Summary	5
5	Introduction	7
6	Literature Review	12
7	Research Methodology	23
8	Findings and Analysis	25
9	Bibliography	36
10	Annexure	37

INTRODUCTION

About the Industry

Fast-moving consumer goods (FMCG) sector is the 4th largest sector in the Indian economy with Household and personal Care accounting for 50 per cent of FMCG sales in India. Growing awareness, easier access and changing lifestyles have been the key growth drivers for the sector. The urban segment (accounts for a revenue share of around 55 per cent) is the largest contributor to the overall revenue generated by the FMCG sector in India. However, in the last few years, the FMCG market has grown at a faster pace in rural India compared with urban India. Semi-urban and rural segments are growing at a rapid pace and FMCG products account for 50 per cent of total rural spending.

Market Size

The Retail market in India is estimated to reach US\$ 1.1 trillion by 2020 from US\$ 840 billion in 2017, with modern trade expected to grow at 20 per cent - 25 per cent per annum, which is likely to boost revenues of FMCG companies. Revenues of FMCG sector reached Rs 3.4 lakh crore (US\$ 52.75 billion) in FY18 and are estimated to reach US\$ 103.7 billion in 2020. The sector witnessed growth of 16.5 per cent in value terms between July-September 2018; supported by moderate inflation, increase in private consumption and rural income.

Investments/ Developments

The government has allowed 100 per cent Foreign Direct Investment (FDI) in food processing and single-brand retail and 51 per cent in multi-brand retail. This would bolster employment and supply chains, and also provide high visibility for FMCG brands in organised retail markets, bolstering consumer spending and encouraging more product launches. The sector witnessed healthy FDI inflows of US\$ 14.42 billion, during April 2000 to December 2018. Some of the recent developments in the FMCG sector are as follows:

- In FY2019, ITC made more than 60 launches in the Fast Moving Consumer Goods (FMCG) segment in India.
- In February 2019 India's leading FMCG Contract Manufacturer Hindustan Foods Limited received investment of US\$ 22 million from Convergent Finance LLP.
- Patanjali will spend US\$743.72 million in various food parks in Maharashtra, Madhya Pradesh, Assam, Andhra Pradesh and Uttar Pradesh.
- Dabur is planning to invest Rs 250-300 crore (US\$ 38.79-46.55 million) in FY19 for capacity expansion and is also planning to make acquisitions in the domestic market.
- In May 2018, Ró-Sanjiv Goenka Group created an Rs 1 billion (US\$ 14.92 million) venture capital fund to invest in FMCG start-ups.
- In August 2018, Fonterra announced a joint venture with Future Consumer Ltd which will produce a range of consumer and foodservice dairy products.

Government Initiatives

Some of the major initiatives taken by the government to promote the FMCG sector in India are as follows:

- The minimum capitalisation for foreign FMCG companies to invest in India is US\$100 million.
- The Government of India has approved 100 per cent Foreign Direct Investment (FDI) in the cash and carry segment and in single-brand retail along with 51 per cent FDI in multi-brand retail.
- The Government of India has drafted a new Consumer protection Bill with special emphasis on setting up an extensive mechanism to ensure simple, speedy, accessible, affordable and timely delivery of justice to consumers.
- The Goods and Services Tax (GST) is beneficial for the FMCG industry as many of the FMCG products such as Soap, Toothpaste and Hair oil now come under 18 per cent tax bracket against the previous 23-24 per cent rate.
- The GST is expected to transform logistics in the FMCG sector into a modern and efficient model as all major corporations are remodeling their operations into larger logistics and warehousing.

Achievements

Following are the achievements of the government in the past four years:

- Number of mega food parks ready increased from 2 between 2008-14 to 13 between 2014- 18.
- preservation and processing capacity increased from 308,000 during 2008-14 to 1.41 million during 2014-18.
- The number of food labs increased from 31 during 2008-14 to 42 during 2014-18.

Road Ahead

Rural consumption has increased, led by a combination of increasing incomes and higher aspiration levels; there is an increased demand for branded products in rural India. The rural FMCG market in India is expected to grow to US\$ 220 billion by 2025 from US\$ 23.6 billion in FY18. In FY18, FMCG's rural segment contributed an estimated 10 per cent of the total income and it is forecasted to contribute 15-16 per cent in FY 19. FMCG sector is forecasted to grow at 12-13 per cent between September–December 2018.

on the other hand, with the share of unorganised market in the FMCG sector falling, the organised sector growth is expected to rise with increased level of brand consciousness, also augmented by the growth in modern retail.

Another major factor propelling the demand for food services in India is the growing youth population, primarily in the country's urban regions. India has a large base of young consumers who form the majority of the workforce and, due to time constraints, barely get time for cooking.

online portals are expected to play a key role for companies trying to enter the hinterlands.

The Internet has contributed in a big way, facilitating a cheaper and more convenient means to increase a company's reach. It is estimated that 40 per cent of all FMCG consumption in India will be online by 2020. The online FMCG market is forecasted to reach US\$ 45 billion in 2020 from US\$ 20 billion in 2017.

It is estimated that India will gain US\$ 15 billion a year by implementing the Goods and Services Tax. GST and demonetisation are expected to drive demand, both in the rural and urban areas, and economic growth in a structured manner in the long term and improve performance of companies within the sector.

Major players in India

Hindustan Unilever Limited (HUL)

HUL is a subsidiary of Unilever, one of the world's leading suppliers of food, homecare, and personal hygiene products with offices in 190 countries. Hindustan Unilever is one of the best FMCGs that there is, serving more than 2 billion happy consumers for 85 years.

HUL has over 35 brands across 20 categories such as soaps, detergent, skincare, cosmetics, tea, toothpaste and some famous names include Surf Excel, Dove, Lux, Lifebuoy, Clinic plus, Wheel, Sunsilk, Knorr etc.

Colgate-palmolive

Colgate-palmolive grew from a small toothpaste and candle manufacturing unit in the 19th century New York and more than 200 years later, a global leader in personal healthcare products.

The popular brands include the Colgate Toothpaste, Colgate Plax Active Salt Mouthwash, Halo Shampoo, palmolive Naturals and Protex Soap. Colgate-palmolive's core values of caring, global teamwork and constant improvement makes them a prestigious name not only in the Indian Fast Moving Consumer Goods industry but globally.

From its humble beginnings in 1910 Calcutta, ITC Limited has flourished into a premium brand which with a multi-business portfolio that includes FMCG, hospitality, paperboards and speciality papers, agri-business and information technology.

The Fast Moving Consumer Goods supplied by ITC Limited includes soaps, incense sticks, apparel, cigarettes and cigars, safety matches and food. ITC Limited has a deep understanding of the Indian consumer psyche.

Their products boast of high quality in manufacture and packaging. Some of their labels include old Flake, Classic, Navy Cut, Bingo, Sunfeast, Aashirvaad, Fama, Vivel, Wills Lifestyle, paperkraft and Classmate.

Nestle

Nestlé is a transnational food and beverage company, headquartered in Switzerland.

Nestle India is a subsidiary of NESTLE S.A. of Switzerland.

Nestle India dates back to 1912 when it began operating as the Nestle Anglo-Swiss Condensed Milk Company. Post independence, Nestle has worked closely with indigenous manufacturing and today has eight manufacturing facilities in the country for their products. The India offices are in Kolkata, Mumbai, Chennai, and Delhi.

They cater to the nutritional and wellness requirements of Indian consumers and the popular labels include Nescafe, Maggi, Milky Bar, Kit Kat, Bar one, Milkmaid, Nestea, Nestlé Milk, Nestlé Slim Milk, Nestle Dahi and Nestle Jeera Raita. Nestle has truly emerged as the largest manufacturer of food items globally.

Objective of the study

The objective of this study is to examine the presence and usage of emotional advertising in Indian Television in Fast-moving Consumer Goods Industry and its perception.

The aims at analyzing the effect of different factors of an emotional advertisement.

LITERATURE REVIEW

The advertising literature

The literature in advertising in general can be classified into the kinds of ad appeals, consumer responses to those appeals and marketing impact of ads. Advertisement appeal

An appeal is a persuasive statement based on logic or emotions (Holmes and Crocker, 1987). If the ad emphasises the logical arguments in persuading viewers to buy the product, it is one that has an informational or rational appeal. If the ad evokes feelings of joy, fear, humour, etc., it is based on emotional appeals. The literature in advertising has focussed both on rational appeals and emotional appeals (Holbrook and o'Shaughnessy, 1984; Resnik and Stern, 1977). Past research focussing on rational appeals studied information content of ads (Panigrahi et al., 2010), comparative advertising (Kalro et al., 2010) and promotions (Joseph and Sivakumaran, 2011). Past research focussing on emotional appeals studied specific emotions such as nostalgia (Lasaleta et al., 2014), empathy and pride (Aaker and Williams, 1998), sympathy and empathy (Escalas and Stern, 2003), shock (Dahl et al., 2003), guilt (Huhmann and Brotherton, 1997) and sex appeal (Gilly, 1988).

Consumer response

Past research studied consumer responses in the form of ad persuasion including attitude towards ad and attitude towards brand (Muehling, 2013), behavioural intentions including purchase intention (Merchant et al., 2013); willingness to pay (Lasaleta et al., 2014), preferences (Schindler and Holbrook, 2003), responses based on incidental affective state (Zhao et al., 2014), intensity of emotions (Marchegiani and Phau, 2013b), mood/affect (Muehling and Sprött, 2004) and self-reflection or mental image (Muehling and Pascal, 2011).

persuasion Defined

The Oxford Compact English Dictionary's general definition of persuade is 'Cause someone to believe, convince' (Oxford Compact English Dictionary 1996: 746). In rather more eloquent language the Longman Dictionary defines persuasion as 'to move by

argument, reasoning, or pleading to a belief, position, or course of action' (Longman Dictionary 1984: 1096). The emphasis this definition places on argument reasoning or pleading suggests persuasion under this definition is using 'propositional representations' – '...language-like representations that capture the ideational content of the mind.' (Eysenck & Keane 2000: 246). This identifies persuasion as an information processing activity, in which thoughts are actively manipulated to create new beliefs and attitudes.

This definition of persuasion corresponds closely to the Central Route of the ELM. The ELM operationalises motivation and involvement and develops two routes for persuasion: a more strongly persuasive Central Route and a less strongly persuasive peripheral Route. A requirement for Central Route processing is the motivation to process the message on the part of the consumer, which leads to a more thoughtful level of processing and more enduring attitude changes. The Central and peripheral routes differ according to 'the extent to which the attitude change that results ... is due to active thinking' (Petty & Cacioppo 1996: 256).

But this 'active thinking' definition is not the only definition of persuasion. The Oxford Dictionary also defines persuasion as 'to induce, lure, attract, entice'. (op. cit.). This implies a verbal or rational process is not necessarily needed for persuasion to take place, as the words used (induce, lure, attract, entice) all relate more to feelings and emotions as they do to thinking. This suggests that persuasion can be rational, or emotional, or both rational and emotional. The fact that Ehrenberg sees reinforcement working by taking '... an emotional instead of an informative tone...' (1974: 27) suggests it is mainly this 'Emotional persuasion' he sees happening in reinforcement advertising.

In modern parlance persuasion encompasses both definitions, and is often used to describe any activity which changes the attitudes of the recipient. Again, Ehrenberg's definition differs somewhat. As mentioned earlier, the reinforcement model denies that advertising always has to change attitudes to influence behaviour. In this way the reinforcement model might seem to define a step beyond even the peripheral route of the ELM.

In practice Reinforcement and the ELM have some marked similarities. one characteristic of peripheral processing is that the resulting attitude changes are weak and relatively transient compared with Central processing: 'Attitude changes via the Central Route appear to be more persistent, resistant, and predictive of behaviour than changes induced via the peripheral route' (Petty & Cacioppo 1986: 191). So in the longer term both models predict that there will be no attitude change. A second similarity is the role of emotion. Although Petty & Cacioppo's Elaboration Likelihood Model does not use emotion as a primary construct, they describe peripheral processing as being '... based on affective associations...' (1986: 191) and propose '...when motivation or ability to process issue-relevant arguments is low, attitudes may be changed by associating an issue position with various affective cues' (1986:130).

So both models support a role for repetitive advertising that relies less on information than on emotional cues, and fails to achieve a demonstrable or long-lasting change in attitudes. The difference of course is that Ehrenberg sees this type of advertising as being effective, and Petty & Cacioppo regard it as being relatively ineffective.

Current thinking on Emotion

Emotion occupies a rather strange position in the practitioner textbook view of advertising. Marketers seem nervous of it, as exemplified by Adcock et al. who avoid the words emotion and affect entirely, adopting the view that advertising's remit is simply to '... be read, understood, believed, remembered, and finally, acted upon' (1998: 275). More recently, Armstrong & Kotler see the objective of advertising as being to '... inform, persuade, or remind' (2007: 371), but nowhere do they reference the role of emotion or affect, and again neither word appears in the chapter.

The earliest explicit reference to emotion in a model of advertising appears in Lavidge and Steiner (1961). Their model advocates three sequential components of advertising effectiveness – Cognitive (the realm of thought), Affective (the realm of emotions), and Conative (the realm of motives), and describes a sequence of Awareness (cognitive) → Knowledge (cognitive) → Liking (affective) → preference (affective) → Conviction

(conative) → purchase (conative). From this it is evident that not only was affect considered a consequence of cognition, but its realm in the model was limited to the decision-making area of liking and preference.

Holbrook and Hirschman (1982) elevated emotion to having a more independent role in advertising. Their Hedonic Experiential Model (HEM) extended cognitive responses beyond conscious information processing to encompass subconscious experiential processing, and also extends the traditionally limited view of affective processing beyond liking and disliking to encompass emotions such as ‘love, hate, fear, joy, boredom, anxiety, pride, anger, disgust, sadness, sympathy, lust, ecstasy, greed, guilt, elation, shame, & awe.’ (1982: 137). However, although they identified a distinct and separate role for emotion, their conclusions suggest that they still saw emotion as no more than an adjunct which operates alongside information processing: ‘Abandoning the information processing approach is undesirable, but supplementing and enriching it with ... the experiential perspective could be extremely fruitful’ (1982:138).

Three streams of thought seem to have developed after this. The first is illustrated by Jones’ description of effective advertising as a ‘... rational idea enclosed as it were in an emotional envelope’ (2002: 36). This notion, that emotion actively facilitates information processing, can be traced back to Berlyne (1964), who saw arousal as being critical for learning to take place. Berlyne’s thinking was developed by Kroeber-Riel into his ‘Activation Theory’ (1979, 1984), which held that ‘The emotional content of a stimulus induces ‘phasic’ activation (i.e. arousal) and activation promotes information processing’ (1984: 152). Ray & Batra (1983) extended this, postulating that emotion increases attention and memory: ‘...affective advertising may ... be more effective ... because it is attended to more, processed more, evaluated more favourably, and remembered more’ (1983: 544). This idea now recurs frequently in both practitioner and academic literature (Biel 1990, Doyle 1994, Du Plessis 2005).

A second stream saw the power of emotion in advertising arising from the feelings that arise towards the advertisement itself (Smit, Van Meurs & Neijens 2006). Shimp

advocated that attitude towards an ad can be 'transferred' to and influence attitude towards a brand when category involvement is low (1981). In simple terms, if the brand decision is not critical then ad liking can become brand liking, an idea echoed by Ray & Batra (1983). Srull (1983) ad liking would affect brand choice (1985). This later study, aimed at establishing ad liking as classical conditioning, suggested that the transfer effect might not be present in advertising for established brands, and would be weak even in other cases, and further work by Machleit & Wilson (1988) suggested a variety of interactions between ad liking and brand liking. But in advertising agencies the link appears to be unquestioned: Kover Goldberg & James, in a study of creativity and effectiveness which interviewed both consumers and ad agency staff, found 'Copywriters believe the connection with advertising is always emotional' (1995: 34) and that 'positive affect is elicited by the advertising (and) is then transferred to the brand or product advertised' (1995: 37).

A third stream examined the nature of consumers' emotional response to advertising. Rossiter & Percy (1985) operationalised both the informational and transformational ability of advertising, later categorising the nature of emotional response towards advertising and proposing this as a means of predicting effectiveness (Rossiter & Percy 1991, Rossiter, Percy & Donovan 1991). But Kover & Abruzzo found this categorization of 10 emotional responses too simplistic, listing no less than 58 different types of response (1993: 27).

The complexity of emotions and the difficulty encountered in analysing and measuring them is a common theme in literature, but nowhere is emotional content seen to play more than a supporting role to information processing. Research, however, suggests that emotion may be a great deal more influential on brand decision-making than has previously been supposed.

The Power of Emotion

In this section empirical evidence which supports the power of emotion in advertising is reviewed first. This is followed by learning from interpersonal behavioural psychology and cognitive psychology, both of which help to explain the power of emotion.

Empirical Evidence

It has long been held that communication can exert an influence on emotions that confounds cognitive processes. Wells & Petty confirmed experimentally that affective head movements can covertly interfere with communication (1980). They played a variety of auditory stimuli to subjects through headphones ostensibly designed for jogging and bike riding. The subjects were asked to rate the performance of the headphones on a number of dimensions, and in order to replicate the conditions of jogging and bike riding one group was asked to nod their head up and down, the other to shake their head from side to side. The 'nodding' group's ratings were consistently higher than the 'shaking' group's ratings. And not just a little higher: Zajonc & Markus, commenting on the results, observe that the effect was 'stronger...than it would have been had Wells & Petty tried to change these attitudes by simple persuasion' (1985: 130).

Evidence that advertising can interfere with rational processes in a post-purchase reinforcement situation has been produced by Kathryn Braun's recent experimental work (1999). Braun created samples of orange Juice of varying quality and gave it to subjects to taste, claiming it was a trial for a new brand. Following a distraction task, half the subjects were exposed to advertising for the brand. It was found that the advertising confounded the subject's ability to judge accurately the quality of the juice, leading to substandard product being highly rated. Braun's conclusion in her own words is that '...advertising received after a direct product experience altered consumers' recollection of both objective sensory and affective components of that experience' (1999: 332).

But there has been little hard evidence to support the idea that emotional content in advertising can work better than a rational persuasive message. partly this is because advertising evaluation has historically been dominated by metrics which measure

'thinking' rather than 'feeling' (Wiles and Cornwell 1990). The problem is compounded by the difficulty of isolating and measuring the impact of emotional content on the attitudes of the target market. As Vakratsas & Ambler observe, '...cognition usually intervenes in measurement. Asking about feelings brings cognitive processes into play and induces cognitive bias' (1999: 32). But recent studies conducted by Heath Brandt & Nairn appear to have overcome this problem.

Heath, Brandt & Nairn (2006)

These studies were conducted on a random selection of TV advertisements from a crosssection of different categories which had been on-air recently. 23 ads were tested in the USA and 20 in the UK, and all fieldwork was conducted via the internet. Firstly, a sample of respondents from each country determined the in vivo performance of the advertisements on brand attitudes. A 10 point semantic scale measured favorability towards the brands being advertised, after which respondents were exposed to clips from the ads to find out whether or not they had seen them. The brand favorability scores were then split between those who recognized and those who did not recognize the advertisement, enabling the change in favorability resulting from exposure (fav-shift) to be computed. It should be noted that levels of usage were controlled to ensure that there was no bias introduced by having significantly more users in either the recognizer or non-recognizer samples. A second set of respondents from each country then tested the content of the ads, used a battery of scales derived from a large scale study by Holbrook & Batra (1987). Two of the six content dimensions elicited in this study – Emotional and Cerebral – were operationalised by Heath Brandt & Nairn to score the 'emotional content' (creativity) of advertising and the 'cerebral content' (message) respectively, using the three highest scale items from Holbrook & Batra to quantify each content dimension. Thus Emotional Content was measured using 'Emotive', 'Moody', and 'Soft-sell' as scale items, and Cerebral Content was measured using 'Rational', 'Newsy', and 'Informative' as scale items.

Emotion in Interpersonal Communication

A foundation text amongst those who study interpersonal communication is the work of Watzlawick, Bavelas & Jackson (1967). Watzlawick et al. posit five axioms for communication, and it is the first three of these that are relevant to advertising. Their first axiom is that communication is always taking place: 'one cannot not communicate' (1967: 51). They establish that even when two people are saying nothing they are still engaged in communication, via their body language and the very fact that they are maintaining silence. This they expand on in their second axiom: 'Every communication has a content and a relationship aspect such that the latter classifies the former and is therefore a metacommunication' (1967: 54). So the communication is the message itself, and the metacommunication is all the non-verbal paraphernalia which accompanies the message. In their third axiom Watzlawick et al. draw an analogy between these two types of communication and the concept of 'digital' versus 'analogue'. They see 'communication' as the rational 'digital' message, which is clear, unequivocal, recognizable, easily analyzed and classified, but lacks emotional values. In contrast, the 'metacommunication' is the emotional 'analogue' qualifier, which is often subtle, disguised, hard to classify, sometimes even difficult even to identify. It needs only a little imagination to see that their description of interpersonal communication is analogous to the terms that advertising practitioners use when describing advertising. Where Watzlawick et al. talk of 'rational digital communication', the practitioner talks of the 'message'; and where Watzlawick et al. describe 'emotional analogue metacommunication', the practitioner talks of 'creativity'.

Watzlawick et al.'s study of the way in which relationships develop and break down sheds further light on how these two types of communication operate. They found that when relationships between couples were on the verge of collapse, the 'communication' was often perfectly reasonable and sensible, but it was the 'metacommunication' that was causing the breakdown. In other words, although people were saying good things, the manner in which they communicated caused friction and negativity. They found that by correcting the metacommunication they could often repair the relationship rift, even when damaging and negative things were occasionally said. From this, they conclude that it is

this analogue metacommunication aspect of communication that is the main driver of relationships. So Watzlawick et al. indicate that it isn't likely to be the rational message that builds brand relationships, but the emotional creativity. Watzlawick et al's findings explain how emotion in advertising can influence favorability towards brands. But there is also good evidence to show that emotion is a powerful driver of decision-making.

Emotion in Decision-making

The idea that emotion is involved in decision-making goes back at least to the Lavidge & Steiner model, described earlier, but in their model the role emotion is limited to 'liking and preferences' (1962). The model also reflects the thinking of the time, which was that emotion was assumed to be post-cognitive, a function not a determinant of thinking (Schachter & Singer 1962). In 1980 Zajonc successfully challenged this assumption, showing that affective reactions were unavoidable, hard to verbalise, and, most important of all, need not depend upon prior cognition. As he points out, 'If ... preferences were nothing more than cognitive representations of object features marked with affect, then the problems of predicting attitudes, decisions, aesthetic judgements, or first impressions would have been solved long ago.' (1980 p.158).

In later work, Zajonc & Marcus confirmed that preferences are '... primarily affectively based behavioural phenomena' (1982:124). Although some affective responses can appear post-cognitive, the cognition is always preceded by at least some level of affective response: '...there are many circumstances in which the affective reaction precedes the very cognitive appraisal on which the affective reaction is presumed to have been made.' (1982: 125). They also argued that decision-making research overestimated the role of cognition, because people believe they should act rationally and therefore claim rational behaviour in decision making that they haven't actually used.

Later still, Zajonc & Markus (1985), drawing on psychotherapy, suggested that Affective elements were critical to preference change: 'in the end it is the Affective element that must be altered' (1985: 127), concluding that cognition and affect may depend on separate psychological and biological systems. Recently this idea has been confirmed by

Damasio(1994). Referencing cases where rational decision-making capability is impaired, he shows that emotions and feelings act as a gatekeeper to decisions, providing a bridge between the rational activity of the neo-cortex and the non-rational (limbic) functions of the sub-cortex. 'The apparatus of rationality, traditionally presumed to be neocortical, does not seem to work without that of biological regulation, traditionally presumed to be sub-cortical' (1994: 128). His conclusion is that cognition is 'hard-wired' (sic) via the emotions, and that feelings are therefore capable of impeding cognition and even driving decisions in the face of negative cognition. This he used to explain intuitive decision-making, which he believes arises from 'somatic markers' (sic) – defined as '...emotions and feelings... connected by learning to predicted future outcomes of certain scenarios' (1994:174). A negative somatic marker associated with a particular outcome acts as a disincentive, but 'when a positive somatic marker is juxtaposed ... it becomes a beacon of incentive' (1994: 174).

Damasio's findings indicate a far more important role for emotion in decision-making. He finds no evidence for a direct link between 'reasoning strategies' (sic) and decisions, but shows that emotions moderate all decisions. He also shows that emotions can be responsible for driving decisions on their own. If a prior situation has been experienced which has laid down a marker relevant to the present situation, then this marker can '...lead to a decision directly, as when a gut feeling impels an immediate response' (2004: 149). This sort of behaviour he predicts is likely to be enhanced when time is constrained.

Mittal (1994a) empirically confirmed the presence of a negative relationship between 'information processing mode' and the 'affective choice mode' but suggests that they are not dichotomous, and both can exist together. But Damasio's theory that feelings drive intuitive decision-making has been validated empirically by Shiv & Fedhorkin (1999). By constraining decision time they were able to encourage the choice of chocolate cake over fruit salad and vice versa. Thus they were able to show that a time-poor environment encouraged behaviour associated with positive affective responses, even though the

associated cognitive responses were demonstrably negative. In other words, when time is limited (e.g. busy parents shopping for groceries with their children) our choices are likely to be driven by our feelings rather than by logic or rationality.

Mick Broniarczyk & Haidt (2004) describe the rise in choice coupled with a fall in available time as 'Hyperchoice'. They show that hyperchoice confuses people, and although initially attractive it is '...ultimately unsatisfying ... and psychologically draining.' (2004: 207) Heath (2001) attributes a rise in intuitive decision-making to the fact that most categories offer a number of brands, all perfectly capable of satisfying consumers' basic needs. As a result, improvements to brands tend either to be trivial, or if important, to be matched with consummate rapidity. He cites as an example the introduction of no less than four brands of bagless vacuum cleaner being launched within 6 months of the introduction of Dyson's innovative machine.

Elliott (1998) presents a conceptual model of emotion-driven choice as an alternative to information-processing model. He suggests it is possible to 'emotionalise' (sic) product categories using advertising, citing instant coffee and ice cream as examples of categories that have been '...repositioned successfully as products with romantic / sexual connotation' (1998:105). He predicts emotion-driven choice will be non-linear and faster than reasonbased decision-making. Pham states 'Recent developments in social psychology suggest that Affect may play a more central role in the decision-making process than previously recognised' (1998: 144) and later he experimentally validates Elliott's prediction, finding also that feelings-based judgements are not only faster but 'more stable and consistent ... and... more predictive of the number and valence of people's thoughts' (Pham et al 2001: 167)

But in order to be able to develop a reliable model of how emotion operates within advertising it is necessary to understand better exactly how emotion is processed.

The processing of Emotion

processing models tend to reflect the general view that Emotion is a relatively weak force alongside cognition. The MacInnis and Jaworski MoA model is an example (1989). The MoA divides advertising processing into three stages – Antecedents, processing, and Consequence. Within the antecedent stage they have three mediating influences on the nature of processing – Motivation, Ability, and opportunity.

The main driver of the processing section of the model is the amount of cognitive resource (i.e. attention) deployed, and six levels are hypothesised, from total distraction to full attention. In the first level of processing the focus is entirely on secondary tasks, and processing capacity is extremely low. In the second level, attention is divided between the ad and the secondary task, and processing capacity is still low. At the third level attention is focused but processing capacity is still low. In levels four to six, attention is seen as focused, capacity is moderate to high, and active cognitive processing is taking place.

Emotion operates at a number of these levels. In level one ‘feature analysis’ leads to ‘moodgenerating affect’, but this has little effect on behaviour: ‘Because attention is devoted primarily to the secondary task, brand or ad attitudes are unlikely to be formed’ (1989: 8). Those attitudes that are formed are expected to be weak and confused because ‘Consumers do not pay enough attention to the ad to distinguish the ad from the brand’ (1989: 9). In level two, attention is divided, and ‘pure affect transfer’ takes place. At this level they concede that affect may be tied to the ad, and with repetition, may ‘... make the brand a conditioned stimulus for the evoked feeling. As a result, the brand may be capable of generating affective reactions on its own’ (1989: 10).

Level three, however, opens the door to a different operation by emotion. The MoA speculates that level three will operate when ‘attention is focused on the ad’ and ‘low/moderate’ processing capacity is available, with the consequence that ‘heuristic evaluation’ (consideration of past experiences and ideas) will take place (1989: 4). Note that it is in exactly this area of past experiences that Damasio’s somatic markers are formed. MacInnis and Jaworski accept the potential of this, discussing the nonanalytical

processing of 'schemabased knowledge', and speculating that easily processed cues may infer brand attributes or benefits. They cite as an example how '... a kitten in a tissue ad is likely to lead to the inference that the brand is soft' (1989:11). But they see this as a lazy way of information processing, referencing Chaiken, who classifies this type of processing as 'Heuristic Information processing', and speaks of it as having '... the economic advantage of requiring a minimum of cognitive effort' and '... a less reliable way of judging message validity' (1980: 753). MacInnis & Jaworski do not commit themselves on whether this level of processing is likely to be able to influence behaviour on its own, i.e. in the absence of a comprehensible message.

Level four corresponds to the Central Route of the ELM, where persuasion is argumentbased, and emotion appears not to need to play a part. But in level five and six emotion appears in its traditional role, in support of cognitive processing, to produce 'empathy-based' and 'self-generated' persuasion.

Meyers-Levy and Malaviya adapt the MoA into two main processing strategies – systematic and heuristic (1999). Their version of heuristic processing seems to assign slightly more power to emotion, suggesting it will be influential when consumers are seeking to minimise the effort of decision-making: 'The affective implications of these heuristic inferences then are used as a convenient basis of judgement' (1999: 52). But again this route assumes that emotions are being consciously consulted, in the form of ideas and experiences.

Meyers-Levy and Malaviya do consider the possibility of subconscious influence taking place, in a third processing strategy – Experiential processing. This they characterise as being when '... the amount of cognitive resources that people are willing or able to devote to processing is so meagre that only the most fleeting and scant message processing occurs' (1999: 53). This they dismiss as a weak route to persuasion.

But Bagozzi et al. speculate that somatic markers may exert a subconscious influence during processing: 'We suggest that such unconscious processes influence or bias a number of antecedents to decision making' (2002: 98). And the idea that emotional biases

may operate at subconscious or even unconscious levels is strongly supported by psychology research.

Emotion and Attention

Experiments by Damasio have shown that emotions are processed autonomically, i.e. independent of will (2000: 55) and are always formed pre-cognitively (2000: 281). He finds that emotions and feelings are formed in what is called the 'proto-self' (sic), whereas thoughts are formed in what is known as core consciousness. He shows that activity in the proto-self always precedes activity in core consciousness. He also finds that, whilst cognitive processing depends on working memory, processing of feelings and emotions is independent of working memory (2000: 122). Fitzsimmons et al. support this, claiming 'There is considerable evidence of non-conscious processes within each of these main categories of affective responses' (2002: 274)

Bornstein goes a step further, and provides evidence that emotion is more effective when it is processed subconsciously (1989). Initially, using a meta-analysis of mere exposure research, he found that emotional attitudes are greatly enhanced in subliminal exposure; '... exposure to subliminal stimuli actually results in attitude enhancement greater than that produced by briefly presented recognisable stimuli' (1989: 278). He referenced Kihlstrom (1987) for an explanation, who found that 'conscious countercontrol' (sic) processes are available to counter-argue against recognisable stimuli, but these processes are not available when the exposure is subliminal. But of more relevance is Bornstein's hypothesis that Kihlstrom's idea will not only apply to subliminal stimuli but also to 'unnoticed, unattended stimuli' (Bornstein 1989: 281). Bornstein suggests that 'The most obvious application probably lies in the area of advertising, in which repeated, unreinforced exposure ... has long been one general approach used to enhance attitudes towards a product' (1989: 283). In later work he confirms that the less aware consumers are of emotional elements in advertising, the better they are likely to work, because the viewer has less opportunity to rationally evaluate, contradict, and weaken their potency of the stimuli (1992).

If Emotional Content is processed better at low levels of attention, then this will explain why Emotion is able to influence consumer behaviour without appearing to be a 'strong' form of persuasion. It also dictates that any model which explains how emotion works will need to be based upon different levels of attentional processing. Attention in advertising is therefore reviewed next, prior to a new model being proposed.

Attention in Advertising

Although attention featured only sporadically in psychology in the first half of the 20th century (Nääätänen 1992) it has always been regarded as important in the field of advertising. In their review of over 250 papers Vakratsas & Ambler (1999) identify St Elmo Lewis' AIDA (Attention > Interest > Decision > Action) as the first formal advertising model, and between then and the mid fifties at least 8 similar sequential models starting with 'A' for attention are recorded by Barry & Howard (1990).

From 1960 mentions of attention in advertising models generally ceased (Vakratsas & Ambler 1999), probably because of the difficulty attached to measurement of attention on an ongoing basis (Heath & Nairn 2005). This conclusion is lent weight by the fact that 'A' for Attention is replaced by 'A' for Awareness from 1960 onwards, awareness being something which is more easily measured (Barry & Howard 1990).

But the absence of Attention from post 1960 advertising models does not signify that it has become irrelevant. What appears to have happened is that high attention has been accepted as mandatory to advertising effectiveness, and this is clear if one surveys current marketing textbooks. Kotler et al., for example, assert that "The advertiser has to turn the 'big idea' into an actual ad execution that will capture the target market's attention and their interest" (Kotler, Armstrong, Saunders & Wong 1999: 800). Likewise Rossiter and Percy state that "...advertising associations attempt to accomplish three things: attention, brand awareness, and persuasion." (1998: 279) Even the UK's most celebrated marketing academic, the late Peter Doyle, wrote "For an advertisement... to be effective it must achieve first exposure and then attention" (1994: 240).

This 'messianic' belief that attention is necessary for effective advertising processing arises in part from Craik & Lockhart's theory (1972) that deeper processing results in more enduring memories. However, this idea was challenged some by Eysenck (1978), and the authors were forced to accept that '... the notion of depth of processing by itself is insufficient to give an adequate characterisation of memory processes' (Lockhart & Craik 1978: 174). In later work they completely revised their view that shallow processing leads to rapid forgetting, accepting that shallow processing of sensory information could persist '... for hours, minutes, and even months' (Lockhart & Craik 1990: 98). So what exactly is the relationship between attention and memory, and where does emotion fit in?

RESEARCH METHODOLOGY

Introduction

The research methodology refers to the search for knowledge. The research methodology can also be defined as a scientific and systematic search for the necessary information on a specific topic. The word research methodology derives from the word " advanced learner " dictionary meaning of research as a careful investigation or investigation, especially by researching new facts in my field of knowledge. For example, some author has to define research methodology as a systematized effort to gain new information.

Research Design

For the correct analysis of data, simple quantitative techniques such as the percentage, correlation and linear regression is used. It helps in analyzing the data in a better way.

Data Collection

A longitudinal in- depth research is done to develop a deep understanding of the perception of various factors of emotional TV advertisements used by the FMCG companies.

primary data collection

In dealing with the real-life problem, data is often found to be inadequate and it is therefore necessary to collect appropriate data. There are several ways to collect the relevant data that differ considerably in the context of the researchers money costs, time and other resources.

primary data can be collected either through experiment or through a survey. The data collection for this study was done in the following manner:

- Through questionnaire: A questionnaire is designed to collect the information about the perception of emotional TV advertisements used by the FMCG companies.

- Through personal interviews: A rigid procedure was followed and through personal interviews sought answers to many of the preconceived questions.

Secondary data:

Various books, journals and internet is used for secondary data collection.

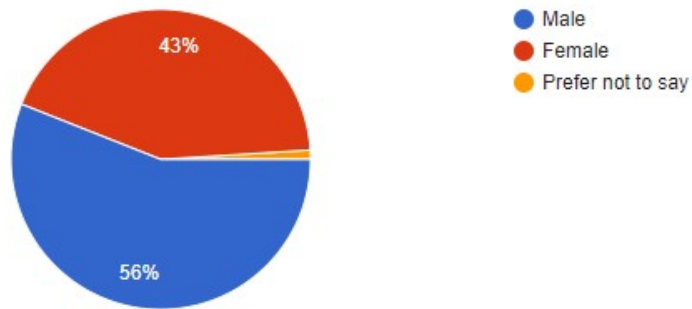
Variables in the study

- Impact of music used in advertisements on its effectiveness
- Impact of actors on the effectiveness of the advertisements.
- perception of various types of emotional advertisements.
- Impact of advertisements based on social issues.
- Ethicality of emotional advertisements.
- Relevance of emotional advertisements.

FINDINGS AND ANALYSIS

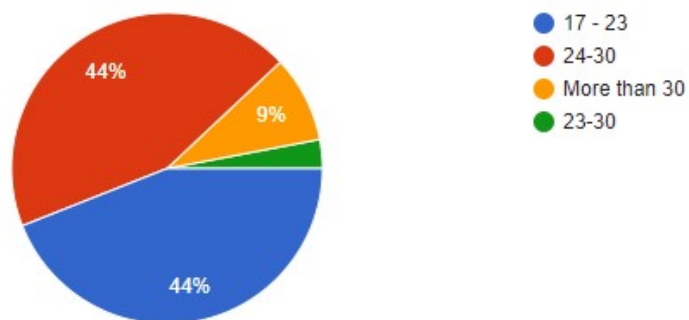
Gender

100 responses



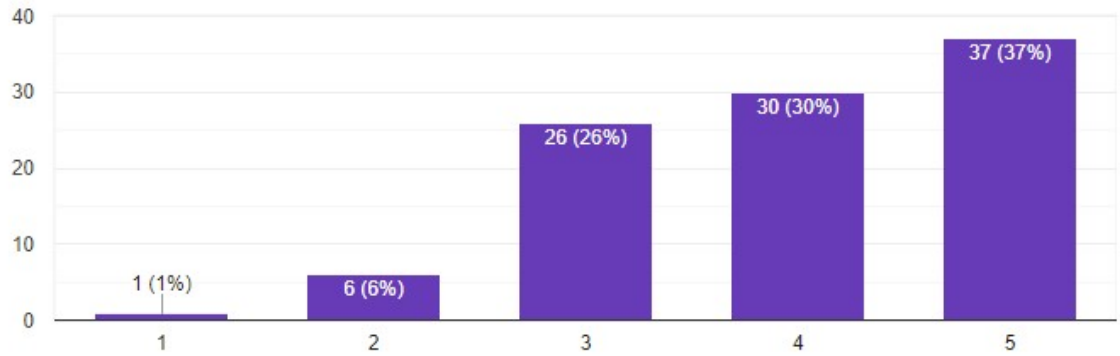
Age

100 responses



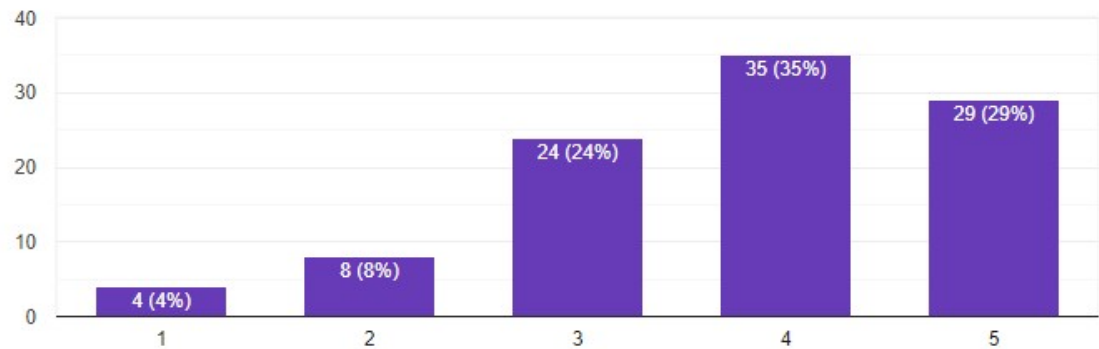
'Nowadays FMCG Brands are using emotional content in their TV advertisements'. Do you agree?

100 responses



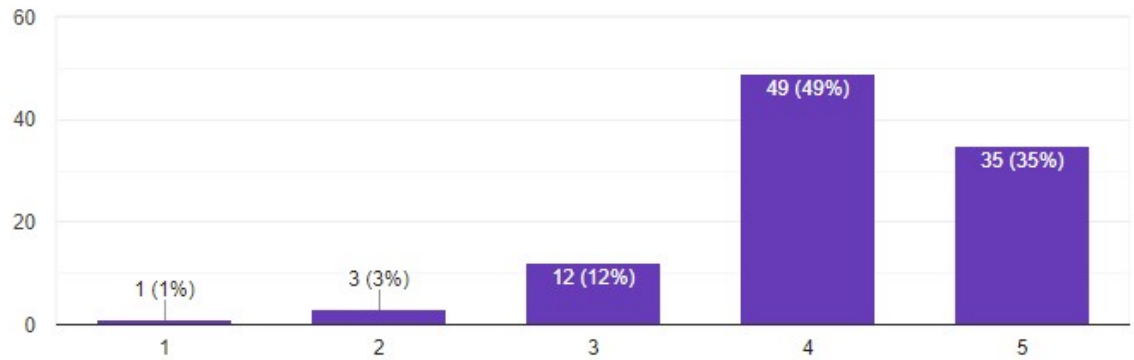
Do you find the content of TV advertisements emotionally appealing?

100 responses



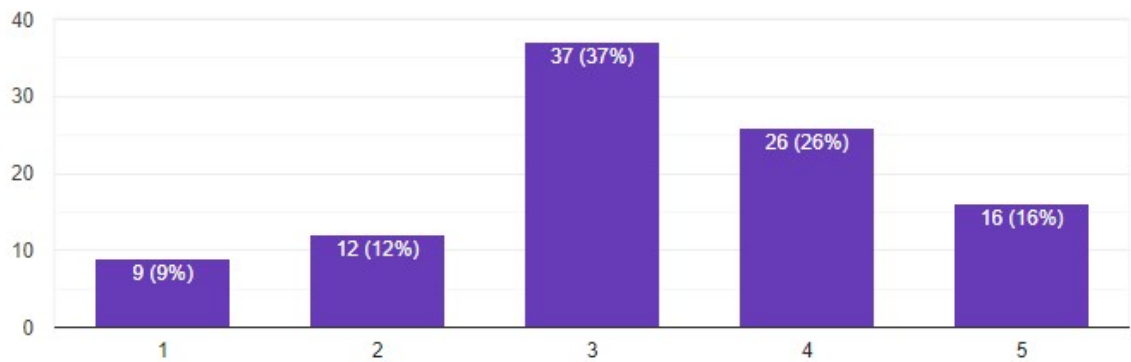
Do you agree that many FMCG companies are using storytelling method in their TV advertisements?

100 responses



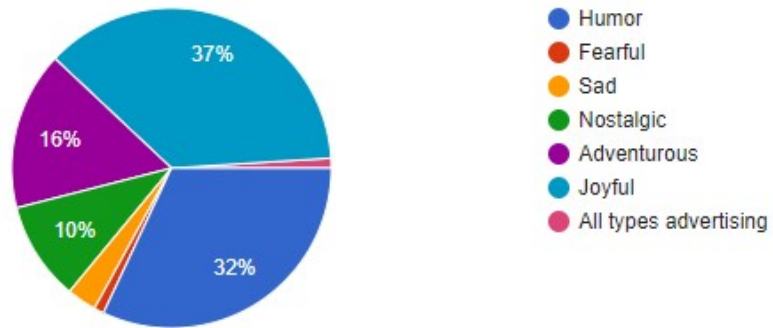
If, the answer of the above question is yes, do you find the content of the ads relatable to your life ?

100 responses



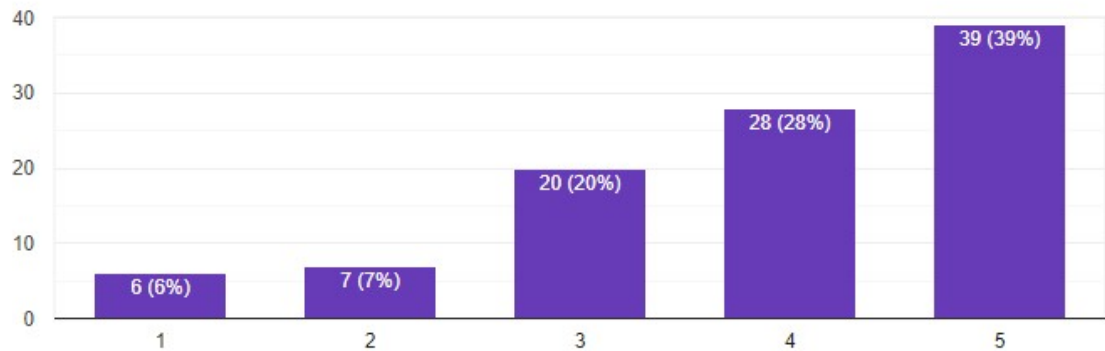
Which type of ads you like the most?

100 responses



Do you agree that actors playing in the Ads plays a major role in its effectiveness?

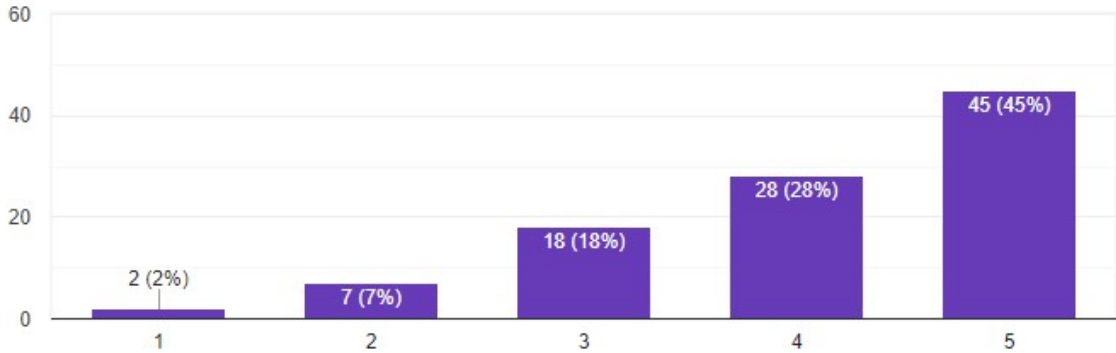
100 responses



Do you agree music plays a major role in the effectiveness of the Ad?

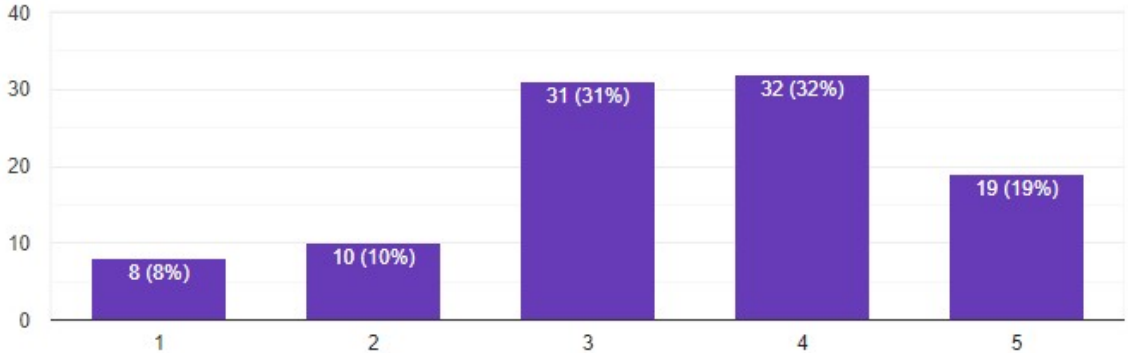


100 responses



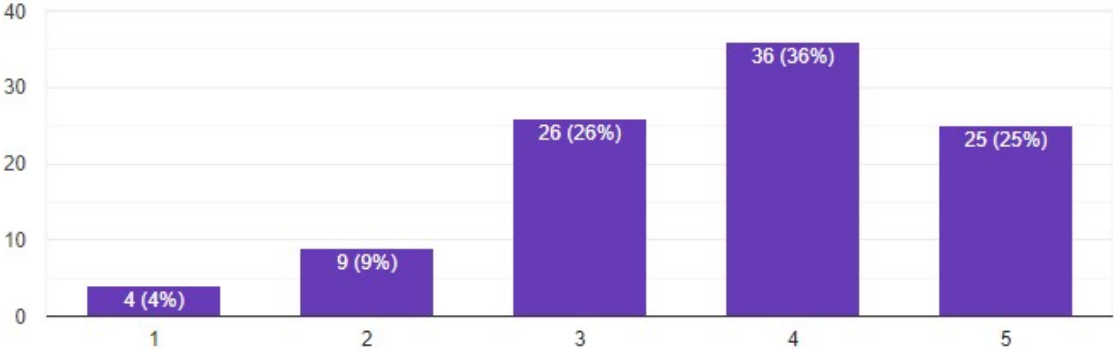
How much effect above factors have on your buying decision?

100 responses



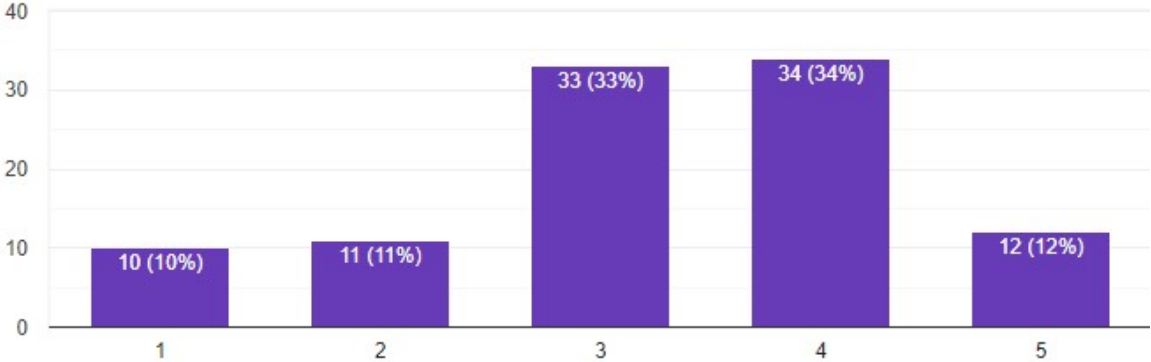
Do you think nowadays many FMCG companies ads are based on social issues?

100 responses



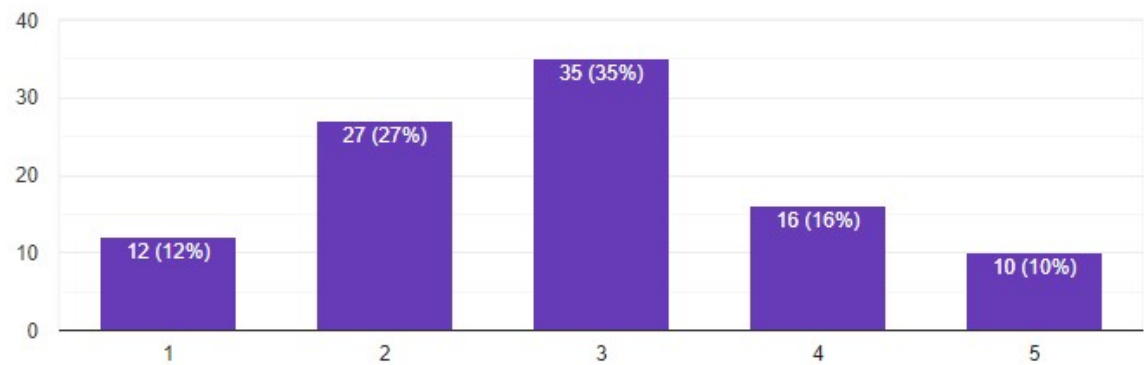
How much ads having social issues affects your buying decision?

100 responses



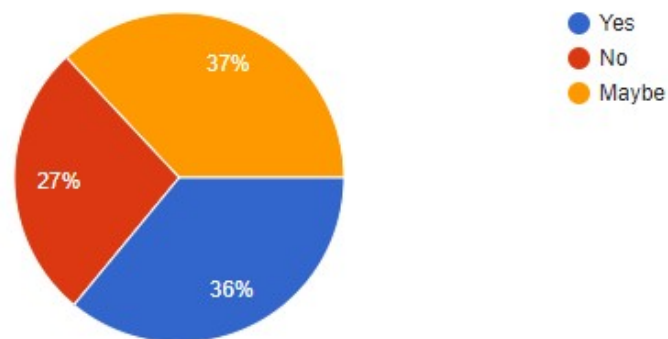
Do you think these emotional advertisements are always relevant to the product?

100 responses



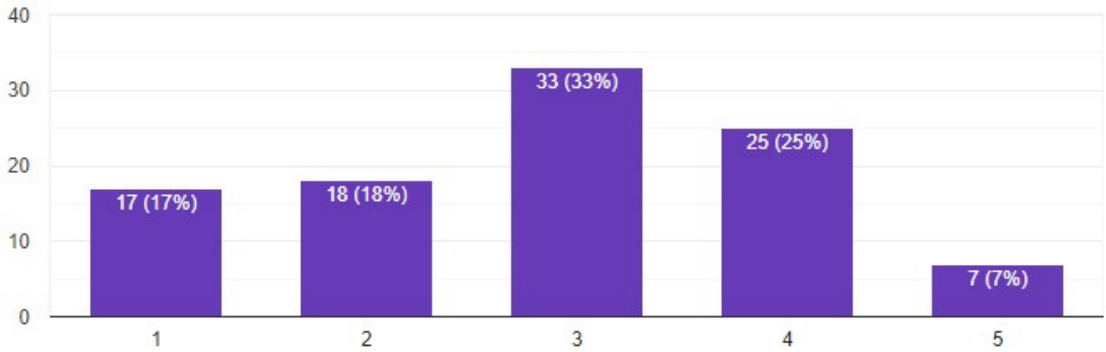
Has it ever happened to you that even after watching the complete Ad, you were not able to guess the product type?

100 responses



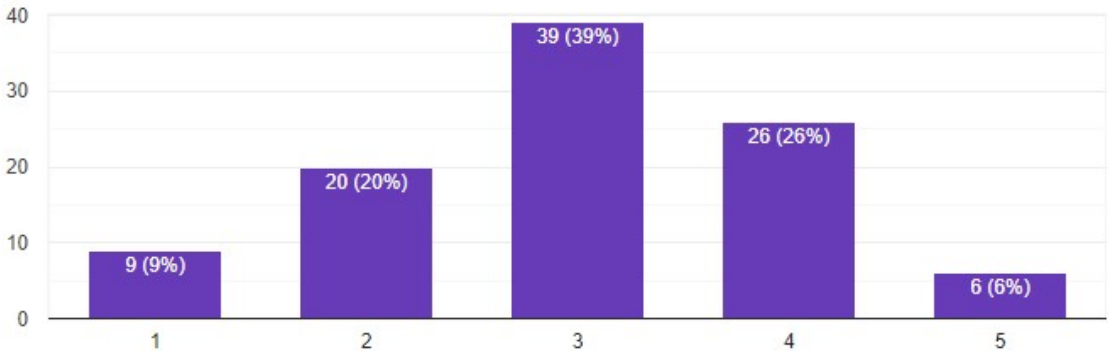
How much impact these emotional advertisements have on your buying decision?

100 responses



How ethical emotional advertisements are?

100 responses



Interpretation

- Male Respondents- 55%
 - Female Respondents- 45%
- Maximum Respondents were below the age of 30
- Almost 66% have rated the usage of emotional TV advertisements as very high.
- 90% of the respondents have said that the emotional content in the advertisements appeal them.
- More than 74% of the respondents agreed that the storytelling method is persuasive in FMCG advertisements
- Almost 70% respondents agreed that the advertisements are designed in such a way that it is relatable to their lives.
- More than 38 % respondents like joyful advertisements and 31% like humor in the advertisement. other emotion major emotions were nostalgia, adventurous whereas sad content got only 3% respondents which shows that positive ads are preferred.
- Almost 67 % respondents have strongly agreed that the actors in ads plays a major role in its effectiveness.
- Almost 90 % respondents think that the FMCG have starting making ads on social issues
- Although many respondent shave said that sometimes these ads are irrelevant to the product and fails to give the product description.
- More than 69% Respondents rated the ethicality of emotional advertisements as above average.

Content Analysis

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.196 ^a	.038	.029	1.123

a. Predictors: (Constant), Do you agree music plays a major role in the effectiveness of the Ad?

Linear Regression is used to determine dependence of impact on buying decision on the basis of music in the advertisement. Where impact of music is the independent variable and impact on buying decision is the dependent variable.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.157 ^a	.025	.015	1.131

a. Predictors: (Constant), Do you agree that actors playing in the Ads plays a major role in its effectiveness?

Linear Regression is used to determine dependence of impact on buying decision on the basis of actors in the advertisement.

Where impact of actors is the independent variable and impact on buying decision is the dependent variable.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.202 ^a	.041	.021	1.127

a. Predictors: (Constant), Do you agree music plays a major role in the effectiveness of the Ad?, Do you agree that actors playing in the Ads plays a major role in its effectiveness?

Multiple Regression is used to determine dependence of impact on buying decision on the basis of actors and in the advertisement.

Where impact of actors and music are the independent variables and impact on buying decision is the dependent variable.

Recommendations

- The companies should ensure that the emotional content in advertisement is directly related to the product type so that customers can easily connect to the correct branding.

- Companies can try on making happy ads as many people like positive ads more.
- Companies should never indulge into unethical emotional advertisements that can hurt emotions of any gender, caste or creed or exaggerate the claims.
- There is direct connection of content used in the emotional advertisement with the buying decision made by the customers.

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ANNEXURE

Questionnaire

1. Gender

- Male
- Female
- prefer not to say

2. Age

- 17 – 23
- 24-30
- More than 30

3. 'Nowadays FMCG Brands are using emotional content in their TV advertisements'. Do you agree?

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Strongly Disagree Strongly Agree

4. Do you find the content of TV advertisements emotionally appealing?

--	--	--	--	--

Not Sure
Definitely

5. Do you agree that many FMCG companies are using storytelling method in their TV advertisements?

--	--	--	--	--

Strongly Disagree Strongly Agree

6. If, the answer of the above question is yes, do you find the content of the ads relatable to your life ?

--	--	--	--	--

Strongly Disagree Strongly Agree

7. Which type of ads you like the most?

- Humor
- Sad
- Fearful
- Nostalgic
- Adventurous
- Joyful
- others

8. Do you agree that actors playing in the Ads plays a major role in its effectiveness?

--	--	--	--	--

Strongly Disagree Strongly Agree

9. Do you agree music plays a major role in the effectiveness of the Ad?

--	--	--	--	--

Strongly Disagree Strongly Agree

10. How much effect above factors have on your buying decision?

--	--	--	--	--

Very Less
Very Much

11. Do you think nowadays many FMCG companies ads are based on social issues?

--	--	--	--	--

Strongly Disagree Strongly Agree

12. How much ads having social issues affects your buying decision?

--	--	--	--	--

Strongly Disagree Strongly Agree

13. Do you think these emotional advertisements are always relevant to the product?

--	--	--	--	--

Strongly Disagree Strongly Agree

14. Has it ever happened to you that even after watching the complete Ad, you were not able to guess the product type?

--	--	--	--	--

Strongly Disagree

Strongly Agree

15. How much impact these emotional advertisements have on your buying decision?

--	--	--	--	--

Very Less

Very Much

16. How ethical emotional advertisements are?

--	--	--	--	--

Very Less

Very Much