

Emotional Appeals In Advertising: Literature Review From 2009-2019

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Abstract

This research aims to show how emotional appeals and their use in advertising were studied from 2009 to 2019 and to show the research gap for further research in that sector. This study can be used as a solid background for further research. PRISMA is used in the research. The focus literature comprises 34 studies from 2009 to 2019. All the studies examined focus on the use of emotional appeals in advertising in the different market sectors (insurance, healthcare, alcohol and cigarette consumption, food and beverages, etc.). This review provides guidelines within the studies aimed at showing how to employ emotional appeals in modern advertising. Study has a limitation such as a subjective choice of the articles. Only one person chose the studies for the literature review. As a result, study shows how emotional appeals were used in advertising of firms and, how customers may react to those emotions. Chosen studies provides information about different emotions from the dissimilar point of view, that can be helpful for better understanding of the topic.

Keywords: emotional advertisement, humour, guilt, rational appeal, PRISMA, Weight of Evidence

Introduction

The significant role of emotions in advertising has been discussed over many decades (Poels and Dewitte, 2019). Different emotional appeals are used to make customers feel something about the product or brand that can entice them to buy. This phenomenon has been discussed by many authors. Between 2009-2019, humour, fear, disgust, passion, anger, guilt, pride, and many more emotional appeals were debated in research, which aimed to describe how those appeals can affect costumers and their reaction to the advertisement. For example, Kemp et

al. (2017) in their research “Understanding the power of hope and empathy in healthcare marketing” examined how hope and empathy appeals impact advertising in the healthcare segment. The study aimed to examine if words said by a cancer patient and an expert in hope/empathy advertisement, affects healthcare consumers more than objective information (Kemp et al., 2017). Another study was made by Cockrill and Parsonage (2016) – “Shocking People Into Action: Does It Still Work? An Empirical Analysis of Emotional Appeals in Charity Advertising”. The main part described in the research was shock appeal and how it can be used in charity advertising. All the work was built on three advertisements: ads with neutral, positive and shock appeal. Based on the questionnaire results from 312 participants, the main research question was answered – how advertising with those appeals impacts customers in their need to donate money to charity and speak about charity organisations with friends and family members (Cockrill and Parsonage, 2016). The results of the study show that the most effective way to impact people is positive and shocking appeals – ads with positive emotions create pleasantness and calm while shock creates fear and sadness. In their conclusion, the authors state that shock advertisement is more shocking for costumers than a positive advertisement is positive for them (Cockrill and Parsonage, 2016). Many more studies were written from 2009 to 2019 and will be described in the literature review.

This study is showing chosen articles about usage of emotional appeals. Articles was chosen from different life spheres. Also, there are different emotional appeals, that have been described. Thanks to that, study can provide the readers with big sample of articles about emotional appeals in advertising from the many point of view.

Emotions are the part of our everyday life and the firms marketing and advertising is not an exception. As have been shown above, there is a lot of authors, who are interested in describing usage of emotional appeals in advertising, which shows the importance of the chosen topic. Not only those articles can be interesting for customers to know, how firms are using emotions to keep their interest on top, but also, the topic needs to be the main interest of marketers, so they know how to use those emotions for their benefit. Due to the fact, that every advertisement is using some kind of emotional appeals, the attractivity of the topic can be confirmed.

The main aim of the article is to examine the literature about emotional appeals in advertising between 2009-2019 and to show the research gap for further research in that sector. This study can be used as a solid background for further research. Study will show answers to research questions: what emotional appeals are the most common in chosen studies, how those can affect the customer behaviour and what is the research gap for further research.

There is a large sample of studies about emotional appeals in advertising from different years. For the literature review, a total of 749 studies were chosen: 363 articles found in the Web of Science (WoS) database and 386 found in Scopus. Not all of them were chosen for the literature review. The number was reduced based on the relevant information in each study and the applications for the topic. The results and steps of the reduction are shown using PRISMA (Preferred Reporting Items for Systematic Reviews and Meta-Analyses) graphic

representation. The final 34 studies were chosen because of their relevance and usage for the review of different emotional appeals in advertising. All the articles chosen to describe the use of advertising in different life sectors and how emotional appeals can impact customer behaviour, purchase intentions, and feelings towards the brand or a specific phenomenon. The final number of articles were used as the basis for fulfilling the aim of the literature review.

The article provides the list of the literature, which describes emotional appeals. That helps to create a good literature base for readers, who want to know more about the topic and who want to continue in the research. Also, the article provides the direction for further study. As a practice use, article can be useful for marketing workers, who creates the advertisements. Thanks for grouping the articles from different life spheres and about different emotional appeals the study can bring important information for firms advertising and how to concentrate customers attention on their products by using emotions.

Methods and Data

The whole article is built as a literature review about the usage of emotional appeals in advertising. For the purpose of the review, the articles from years 2009-2019 were studied. Year 2020 and 2021 wasn't chosen for the article purpose. A lot of articles from those years are concentrated on the Covid-19 pandemic and the advertising during the world pandemic. The study is aimed to make the overlook of classic advertising process. The literature review is based on 34 chosen studies about the topic. The steps that were taken to choose those articles are described and shown using PRISMA – a graphic representation of the steps taken. Articles are described as follows: aim of the study, emotional appeal, method, and results.

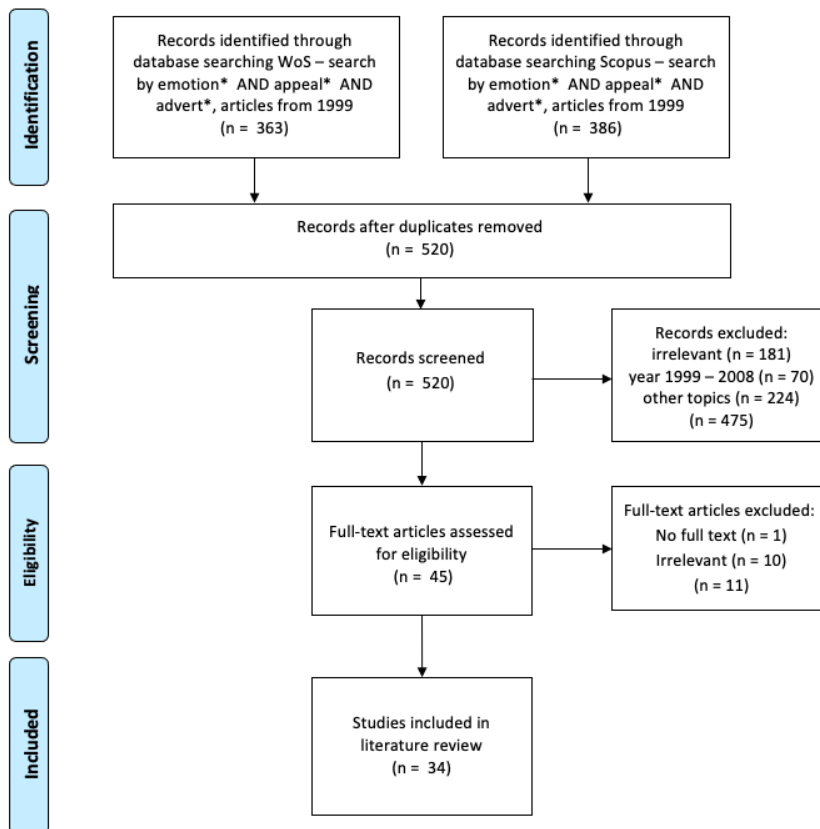
Search strategy

The first step for the search strategy was to find a raw sample of the articles, which might be useful for further study. For the literature review about emotional appeals in advertising, a total of 749 studies were found: 363 articles were found in the WoS database and 386 found in Scopus. WoS database shows, that 162 studies out of 363 were written in USA (nearly 40 %) and most of them are from business (190) and communication category (98). Scopus database shows, that 130 studies out of 386 were published in USA and the most common subject area is business, management, accounting and social sciences. All the works were searched using the query Emotion* AND appeal* AND advert* since 1999. PRISMA shows articles from that year because at the start of the literature review there was a need to take older information into account. After ridding the abstracts and introductions to articles, the decision to choose works from 2009-2019 was made. For the further steps of writing the literature review, there was a need to choose which studies will be used from the raw sample.

Selection of studies

After the raw sample of usable literature was found, the next step was to select the studies. First, 229 studies were omitted from the review due to duplicity. For the needs of the literature review, the years from 2009 to 2019 were chosen. Therefore, the next step was to omit articles from the earlier timeline. The initial reason for finding those studies was to evaluate the topics from earlier years up to 2009-2019 (n=70). Many were irrelevant from the advertising point of view, but on the other hand, are useful for terminology. The next step was based on the article abstracts. After screening, the number of articles that were chosen was reduced because of their irrelevance or study of another topic (n=405). The last step in selecting the studies for the literature review was the in-depth reading of the full texted articles. One article was excluded due to no available full text. Ten more studies were excluded because of the irrelevance of the chosen topic. The final sample of thirty-four articles was chosen for the literature review of emotional appeals in advertising. The whole paper is presented as a literature review about emotional appeals used in advertising. The main graphic representation technique used in the literature review is preferred reporting items for systematic reviews and meta-analyses (PRISMA). PRISMA is useful for reporting systematic analysis and reviews (Liberati et al., 2009). The steps that were taken are graphically reflected by the PRISMA shown in Graph 1.

Graph 1: PRISMA



Source: Own processing

Describing the chosen articles

A total of 34 studies was chosen for the literature review. The following paragraphs describe all the chosen articles and show the purpose of each study and the results obtained. The first study was written by Leonidou and Leonidou (2009) and compares emotional versus rational messages in newspaper advertisements. This is based on more than 100 articles that contain text, art and layout. The next four studies used in the literature review are from the years before 2009. Taute, McQuitty and Sautter (2011) studied advertising of public services and using emotional management in those ads. The result shows that people who can naturally better control their emotions can better handle negative appeals. However, calls for positive valence can be of great benefit to them because they use positive affective states to respond to emotional problems. Geuens, De Pelsmacker and Faseur (2011) promote literature examining (1) whether and (2) how a product category can moderate managing non-emotional and emotional advertising. The results of the study show that emotional ads usually outperform ads without using emotional appeals in terms of attitudes toward advertising and branding. Although this result was expected for product-consistent emotional appeal and product-incompatible emotional attractiveness for low-engagement products, both were expected to negatively affect product-incompatible emotional advertising. The next study from 2011 was written by McKay-Nesbitt et al. (2011). This article explores how the individual characteristics of need for cognition (NFC), age, and affective intensity (AI) interact with structures of advertising appeal with attitudes towards advertising, engagement, and memories. Young people find emotional attraction more appealing than rational ones; they remember emotionally formulated calls better than rational ones. Older people have more positive reactions when faced with rational calls than negative ones.

Socia, Turrini and Tanzi (2012) examined the impact of various emotional messages in HIV/AIDS prevention campaigns using print advertising in 2012. The effectiveness of calls for humour versus calls for shock and fear are specifically observed. The results show that addressing fear is much more effective than other appeals in preventing HIV = AIDS, while humour, an emotional stimulus widely used in print advertising campaigns against HIV = AIDS, has a weaker effect. The same year Morales, Wu and Fitzsimons (2012) examined the role of aversion in improving fear compliance. Three studies have been provided by that article. Study 1 – the participants showed a greater degree of persuasion and compliance in response to advertising with fear calls compared to non-fear appeals and control calls. Study 2 showed that fear and disgust can be stimulated without the use of images. It is important to realise that textual aversion and the call to fear strengthened faith, as did its visual counterpart; participants in a state of disgust and fear were more likely to avoid unprotected sunlight and to use more sunscreens than those who are in neutral or only fear conditions. Study 3 – according to the hypotheses, participants in a state of disgust and fear continued to demonstrate increased confidence and compliance compared with participants in awe or neutral conditions on all learning and behaviour measures. The last study chosen from that year was written by Mukherjee and Dube (2012) and showed that humour can decrease the defensive replies and thus increase the persuasiveness of advertising with fear appeals. The results from both studies with advertisements for sunscreen showed that increased arousal

from the fear went from weak to strong persuasion when humour was included in advertisements but decreased when there was no humour included. The article also showed that the collaboration of humour and fear was mediated by decreased defensive responses to advertisements, as measured by positive thoughts about the brand and perceived vulnerability to threat.

In 2013, Krisjanous et al. (2013) proposed and tested a theoretical model that examines the “threat” in terms of effectiveness on students with high levels of anxiety, one of the main target groups of counselling services. The study examines affective and cognitive reactions to threat calls and their impact on attitudes and behaviour. The results show that people with a high level of anxiety do not show their negativity towards the advertisements, while it is the opposite for people with lower anxiety. Negative emotions also have no significant impact on creating customers' positive reaction towards the advertising, but positive emotions do. The same year Stanton and Guion (2013) explored the use of emotions, especially guilt and fear, in food advertising and the responses of parents of young children. The results show that parents are less likely to make optimal choices for their children when their emotions are used. Emotional insinuations lead parents to a subset of product attributes and elevate them to levels of anxiety (fear, guilt and anxiety) and implicitly distract them from other attributes that may be equally relevant to the person's own context. The next study from Parry et al. (2013) compared the response to shock advertising in commercial (FP) and non-profit (NFP) organisations. Focus group responses were much more favourable to NFP ads provided the questions were clarified and relevant to viewers, while the strongest backlash was from FP ads highlighting the high-risk strategy of using such tactics in a business context. The study also found that consumer response is somewhat dependent on religion and gender.

A year later, the study by France et al. (2014) assessed three different advertising concepts related to alcohol and pregnancy: threat appeals, positive appeals promoting a self-efficacy report, and a concept combining the two. The main goal of the study was to measure the helpfulness of the concepts shown in the topic of women's intentions not to drink alcohol during pregnancy. As a result, it was found that threatening concepts were significantly more effective than self-observation. A concept that combines threat and self-efficacy is suggested to be used for development in a media campaign because it has strong persuasive potential, balances positive and negative emotional responses, and is unlikely to have defensive or unintended consequences. Another article written by Wyllie, Carlson and Rosenberer (2014) examines the intensity of sexual stimuli (overt or moderate) in print advertising and assesses its impact on advertising performance and how it varies by gender among Australian consumers. The study found that the use of mild and explicit sexual stimuli in advertising has a positive effect on the overall system of relationships between the effects and attitudes of male consumers. However, there was one notable exception, where there was a negative impact between the approach to advertising and the intention to buy, and between the attitude towards the brand and the intention to buy for male consumers exposed to explicit sexual incentives. The last article from that year by Chang (2014) explores how selfish (rather than altruistic) appeals in charity advertising can help to regulate feelings of guilt and lead to more favourable attitudes towards advertising and donations in three studies. Study 1

supports the idea that the impact of previous experience with a donation is greatly mitigated by advertising calls, so selfish challenges amplify the effect. Study 2 confirms that the impact of guilty advertising stories on predictive beliefs, attitudes toward advertising, and the intention to donate is greatly mitigated by the call for advertising. Study 3 shows that the influence of guilty-provoking advertising stories on predictive beliefs is significantly moderated by advertising calls. It is also important to mention the pattern of remedies in three studies, which suggest that altruistic appeals are ineffective when people feel guilty; otherwise, altruistic, and selfish emotional appeals appear to lead to similar results.

Of the four studies chosen from 2015, Yoon (2015) recognised the potential of humour to increase the persuasion of threat reports, but research on humorous persuasion at risk has been limited, which is why the current research is being conducted. The result shows that while fear and anger appeal and perceived threat were higher for non-humorous ads than for humorous ads, positive emotions and message discrediting were significantly higher in humorous ads than in non-humorous ads. Surprise, guilt, and avoidance of defence did not differ between advertisements, suggesting that the presence or absence of humour did not significantly influence these responses. The next study by Bleakley et al. (2015) examined the direct and indirect impact of using emotions in public service advertising (PSA) broadcasts between 2010 and 2012 on adolescents' intentions to reduce their intake of sugar-sweetened beverages (SSBs). The result of the article reveals that the fear effect is mediated not only by the power of arguments but also by the perceived strength, self-efficacy and threat to choose. Such important predictors as negative or positive beliefs about sugar-sweetened beverages were not affected by the described emotional appeals. The study by Das, Galekh and Vonkeman (2015) proposed an empirically reliable way to test the persuasiveness of various emotional appeals (control, humour and sex) by comparing them in terms of levels of pleasure and excitement. The overall picture of the research findings suggests that attraction and arousal do not affect persuasion when levels of pleasure are high. Sexual attraction overcomes asexual attraction only when pleasure is mild and arousal is high. Sexual appeals are less influential than nonsexual appeals for regulating pleasure and arousal. The results show that the pleasure principle is critical to explaining the persuasiveness of advertising: pleasant advertising creates a favourable attitude towards the advertisement and the advertised brand and promotes higher buying intent, whether the call to sell uses sex, humour or other elements. The last article from that year is by Antonetti, Baines and Walker (2015). Their framework combines the study of the communication of emotional appeals with how they are experienced during decision-making. As a result, the study shows two options for applying the elicitation-consumption framework while studying guilt or fear, and social marketing.

Two studies were chosen from the next year. Cockrill and Parsonage (2016) answered the question about how effective charity shock advertising is. The results show that shock ads were considered shocking, more intimidating, sadder, and more informative than positive and neutral ads. Positive ads had the highest scores for the positive, pleasant, and encouraging variables, while neutral ads had lower scores for all variables. Shock ads were perceived as much more shocking than positive ads were considered positive. Another study

from Shen and Morris (2016) offers an integrated approach that combines a visual self-assessment scale to measure the emotional response to television advertising. The chosen ads were about anti-fur calls, Coca-Cola, Evian and Gatorade. The anti-fur video evokes anxiety, sadness, and a feeling of aggression, while others lead to positive feelings, kindness, and happiness. A higher level of customers responses was also detected in anti-fur and Gatorade videos, due to the actions in the advertising, that can trigger emotions – action and shock. Only one study from 2017 was chosen for the literature review. The study by Kemp, et al. (2017) examines the effect of emotions on advertising in healthcare. Two independent consumer groups presented with advertisements for two types of healthcare providers show that hope and empathy are better than unemotional advertisements. The findings also support the fact that appeals based on hope and judgment provided by experts are more effective than other ad formats tested. The hope of reaching a cancer treatment centre was more effective than the appeal for empathy, while when the ad targeted a diabetes centre, the appeal for hope was targeted better.

Four studies were selected from 2018. Kujur and Singh (2018) explore how emotional attraction is used in YouTube ads to promote products by looking at various big brands from different industries in an emerging market, such as India. As a result, the article states that positive emotional appeals such as love and happiness have a hugely positive impact on customers, while negative emotional appeals such as fear and shame leave customers feeling unpleasant. Therefore, those appeals have a lower influence than positive appeals. Pounders, Lee and Royne (2018) examine the interaction of emotional appeal (guilt x shame) and regulatory messages (encouragement x prevention) of consumer reactions to a social marketing campaign. The result shows that guilt appeal is effective when used with a message focused on promotion. That appeal is associated more with problem-solving coping. In contrast, shame appeal can be effective when using a message focused on prevention. The appeal is associated with avoidance coping. Akram, McClelland and Furnham (2018) also examined the negative appeal – fear appeal. The article is concerned with how chosen appeal TV commercials lead to better memory for advertisements but also weakens memory for programme information that either precedes or follows advertisements. The results of this study show that inducing a slight amount of fear in participants can improve memory, as measured by remembering advertising. The results also show that the search for information in the second half of the programme was lower with fear than without it. This finding suggests that the use of fear content in advertisements results in impairment of the ability to recognise information after advertisements. The last is the study of Allred and Amos (2018), where the helpfulness of images of disgust in the context of a non-profit organisation as part of a wider paradigm of social marketing was examined. The output of the research states that images with disgust evoked the lowest intentions for donation while, at the same time, evoked more sympathy among the subjects. Lower donation intentions, despite higher levels of empathy, support the dominant side effects of using aversion imaging. Competitive mediation implies that while the image of disgust elicited higher levels of empathy, empathy does not explain the subjects' intentions for lower donations.

The next article was processed by Dobrenova et al. (2019). The study investigated the use of various promotional messages in the healthcare sector – breast cancer advertising. The results show the use of fear, shame, erotic and humour appeal: fear appeal – usable in breast self-examination (BSE), less likely in mammography advertisements. Shame – guilt appeal – more related to mammography advertisements than to BSE. Humour appeal – positive effect in BSE. Erotic appeal – usable in BSE but not in mammography advertisements. A few more studies were published in the same year. Septianto and Tjiptono (2019) examined how pride and compassion appeals affect customers' motivation to donate. The result shows that matching pride with past positive results and compassion for past negative results increases donations. Li (2019) investigated how some exact emotional appeals can affect buyer response to travel advertising on TV. Research shows that emotional appeals such as humour have a greater impact on the customer than rational appeals. This effect is related to both physiological pleasure and physiological awakening. Soccia, Prayag and Hesapci (2019) examined the possibility of reducing guilt without causing a difference in the happiness level of the customers in vacation advertising. This was all done by using guilt-decreasing appeal. The results of the articles show that the chosen emotional appeal is strengthened by the credibility of the ad. The study confirms that by using customers' psychological processes in vacation advertising, there can be a positive increase in the happiness level caused by using guilt-reducing appeals. Pounders, Royne and Lee (2019) work used the constructive level theory. An experiment to show the contact between time frame in risk transfers and emotional attractiveness in health reports was conducted. As a result, the effect of guilt and shame appeal was shown guilt appeal – works better while making someone guilty for self-hurting behavior rather than pointing to future problems that their behavior may cause. Also, that appeal is more useful when addressing people at an earlier age. Shame appeal – is better in pointing to the near future than the present time. Moraes, Kerrigan and McCann (2019) answer the question of how clients see marketing communication which is based on threat appeals. The study shows that even though the threat appeals are taken as negative, in some cases shock can be taken positively by customers. Skurka (2019) aimed to answer the research question about the possibility of persuasive appeals to change the point of view of the soda industry to halt the activism around the topic and support the marketing regulations. The result of the study shows that the participants, drawn to the low level of anger appeal, were less supportive of marketing policies than participants with high anger appeal. Poels and Dewitte (2019) worked on a literature review, which aimed to provide a new understanding of the behavioural potential of the emotions put into advertising messages. The review concentrated on integral emotions, especially in the digital media environment. Hendriks and Strick (2019) have examined the effect of humour appeal in alcohol advertising on the frequency, duration, and significance of conversations about alcohol and its advertising. The results show that humour appeal leads to longer and more frequently positive conversations about advertising and alcohol. This communication and its valence were later associated with the appreciation of advertising, branding and alcohol. The newest study was written by Coleman, Royne and Pounders (2020) and aimed to examine usefulness appeals such as pride and guilt in CRM advertising. The study shows that people who have a promotional orientation had a better connection to advertising and the brand. There is also a

greater possibility of them spreading positive word of mouth when it comes to pride appeal. This outcome was not found within guilt appeal.

Discussion and results

The present literature review aims to show the problem of using emotional appeals in advertising. Overall, 34 studies were chosen from the raw sample of 749 articles about different emotional appeals. The Table 1 shows chosen studies.

Tab. 1: Chosen studies

Study	Appeal studied	Method	Aim of the study
Leonidou and Leonidou (2009)	Emotional versus rational	Empirical, quantitative, chi-square, 2 250 randomly chosen advertisements	Compare the usage of chosen appeals in newspapers
McKay-Nesbitt et al. (2011)	Emotional versus rational, Positive versus negative	Empirical, Qualitative research: questionnaire, ANOVA, 151 younger and 124 older adult participants	To show how individuals interact with advertising appeals
Geuens, De Pelsmacker and Faseur (2011)	Emotional versus non-emotional, erotic appeal	Empirical, Quantitative research: Study 1 - pretest, Questionnaire, MANOVA. Study 2 - pretest, evaluate seven erotic pictures from foreign magazines (1=not erotic, 4= very erotic). Questionnaire. Study 3 - questionnaire, content analysis. Study 1 - pretest - 22 respondents, 400 participants. Study 2 - pretest - 22 respondents, 391 participants. Study 3 - 909 respondents	How the category of the product can moderate advertising
Taute, McQuitty and Sautter (2011)	Empathy	Quantitative research: pretest - PSAs were tested by 92 students. 280 complete responses, Confirmatory factor analysis, four-factor EIM model	To study how to use emotional management in public service advertising
Mukherjee and Dube (2012)	Humour	Empirical, Quantitative research: Study 1 - questionnaire. Study 2 - questionnaire, manipulation checks Study 1 - 124 undergraduate students. Study 2 - 132 undergraduate students	How humour can decrease customers defensive replies, how fear can increase persuasiveness
Morales, Wu and Fitzsimons (2012)	Fear, disgust	Empirical, Quantitative research: Study 1 - questionnaire. Study 2 - questionnaire. Study 3 - questionnaire Study 1 - 155 undergraduate students. Study 2 - 139 undergraduate students. Study 3 - 82 adults	The role of aversion with using fear appeals
Soscia, Turrini and Tanzi (2012)	Fear, humour and shock	Empirical, Qualitative, and quantitative research: focus group. Questionnaire Focus group: 2 groups, 4 participants each. Questionnaire: 240 students (60 per experimental group) from a major Italian university.	How different emotional appeals impact HIV/AIDS advertising

Parry et al. (2013)	Shock	Empirical, Qualitative research: 12 billboard, Focus group, 19 participants	To compare commercial and non-profit organisations' shock commercials and how customers respond to them
Stanton and Guion (2013)	Happiness, pleasant, confident, surprise, intrigue, worries, guilt, fear, shame, and sad	Empirical, Quantitative and qualitative research: Study 1 - content analysis. Study 2 - Personal interviews. Study 1 - 684 ads. Study 2 - 18 women, all with children under 10 years old	How parents of young children respond to guilt and fear advertising
Krisjanous et al. (2013)	Threat (fear)	Empirical, Quantitative research: 130 completed the experiment questionnaire and 32 students completed the respective control questionnaire (pre-and post-tests but no exposure to the advertisement), parametric tests, Factor analysis, ANOVA. 162 subjects	Effectiveness of threat appeal for a student with a high level of anxiety, a test of the theoretical model
Chang (2014)	Egoistic versus altruistic	Empirical, Quantitative research: Study 1 - questionnaire, ANOVA. Study 2 - questionnaire, ANOVA. Study 3 - 2 x 2 factorial design: ad appeals (egoistic versus altruistic) and guilt-evoking stories (high versus low guilt), ANOVA. Study 1 - 80 participants. Study 2 - 80 participants. Study 3 - 120 participants	How selfishness can regulate the feeling of guilt in charity advertising
Wyllie, Carlson and Rosenberger (2014)	Sexual appeal	Empirical, Quantitative research: questionnaire, analysis, utilised partial least squares (PLS). 242 surveys used for data analysis	How the impact of sexual stimuli varies by gender in print advertising in healthcare
France et al. (2014)	Self-efficacy, Control and Threat	Empirical, Quantitative research: questionnaire. 354 participants	To measure the helpfulness of concepts related to alcohol and pregnancy
Antonetti, Baines and Walker (2015)	Fear and guilt	Qualitative research: The elicitation-consumption framework	How emotional appeals are experienced during decision-making
Das, Galekh and Vonkeman (2015)	Sex, humour and control	Empirical, Quantitative research: Study 1 - online questionnaire, ANOVA. Study 2 - online questionnaire, ANOVA. Study 1 - 162 Dutch consumers. Study 2 - 120 participants	To propose the way of testing persuasiveness of different emotional appeals
Bleakley et al. (2015)	Humour, fear and nurturance	Empirical, Quantitative research: Statistical Analysis. 805 adolescents ages 13-17 years	How direct and indirect use of emotional appeals impacts the intake of sugar-sweetened beverages
Yoon (2015)	Treat and humorous	Empirical, Quantitative research: Study 1 - t-tests. Study 2 - Regression Analyses Study 1 - 100 students were recruited from a Southeastern university. Study 2 - 297 undergraduate students were recruited from a Southeastern university	To show the potential of humour to increase the persuasion of threat reports

Shen and Morris (2016)	All emotional appeals	Empirical, Qualitative research: focus group, Localization of Brain Activation, BOLD signals recorded through fMRI and self-reported feelings on AdSAM. 12 adult participants	To offers an integrated approach that combines a visual self-assessment scale to measure the emotional response to television advertising
Cockrill and Parsonage (2016)	Shock	Empirical, Quantitative research: questionnaire, Likert-type scale. 312 fully completed questionnaires	To show the effectiveness of shock in charity advertising
Kemp et al. (2017)	Hope and empathy	Empirical, Quantitative research: Study 1 - questionnaire, ANOVA. Study 2 - questionnaire, ANOVA. Study 1 - 293 participants. Study 2 - 315 participants	To examine the effect of emotions in healthcare advertising
Allred and Amos (2018)	Negative emotions (disgust), Empathy, Guilt	Empirical, Quantitative research: questionnaire, MANCOVA. 167 subjects via Amazon's Mechanical Turk	To show the use of disgust in non-profit organisation advertising
Akram, McClelland and Furnham (2018)	Fear	Empirical, Quantitative research: 6 questionnaires, analyses of covariance (ANCOVAs). 54 participants	To show how fear appeal leads to better memory in TV commercials
Pounders, Lee and Royne (2018)	Guilt and shame	Empirical, Quantitative research: ANOVA. In total, 190 subjects were recruited from Amazon's Mechanical Turk	To examines customer reaction to interaction with emotional appeal and regulatory message
Kujur and Singh (2018)	All emotional appeals	Empirical, Quantitative research: Content analysis. 150 video advertisements	How emotional appeals are used in YouTube advertising
Hendriks and Strick (2019)	Humour	Empirical, Quantitative research, Questionnaire, ANOVA. 113 students	How humour is used in alcohol advertising
Poels and Dewitte (2019)	Lower-Order Emotions, Higher-Order Emotions, Discrete Emotions'	Literature review	To create a literature review, which provides a new understanding of the behavioural potential of emotions
Skurka (2019)	Anger	Empirical, Quantitative research, ANOVAs. 701 participants	To answer the question if persuasive appeals can change the point of view of the soda industry
Moraes, Kerrigan and McCann (2019)	Treat appeal (fear and shock)	Empirical, Qualitative research, In-depth interviews, Focus group. 8 participants for in-depth interview, 10 participants for the focus group	How clients see marketing communication based on threat appeals
Pounders, Royne and Lee (2019)	Guilt, Shame	Empirical, Quantitative research, ANOVA, PROCESS SPSS macro for bias-corrected bootstrapping. 104 participants	To show the contact between time frame in risk transfers and emotional attractiveness in health reports
Soscia, Prayag and Hesapci (2019)	Guilt, happiness	Empirical, Quantitative research, ANOVA. 57 graduate students	To show if there is a possibility of reducing guilt without reducing the happiness level

Li (2019)	Humour	Empirical, quantitative, partial least squares. 101 students	How humour appeal can affect customer response to travel advertising
Septianto and Tjiptono (2019)	Pride, Compassion	Empirical, Quantitative research, two-way ANOVA. Study 1: 297 participants. Study 2: 163 participants	How pride and compassion can affect the need for a donation
Dobrenova et al. (2019)	Fear appeals, Shame-guilt appeals, Humor appeals, Erotic appeals	Empirical, Quantitative research, content analysis. 456 advertisements collected by keywords in February 2016	To show the use of fear, shame, humour and eroticism in breast cancer advertising
Coleman, Roynce (Stafford) and Pounders (2020)	Guilt, Pride	Empirical, Quantitative research, questionnaire. Study 1: 179 respondents. Study 2: 202 respondents. Study 3: 88 undergraduate students	To examine the use of guilt and pride in CRM advertising

Source: Own processing

The whole study aims to examine the literature about emotional appeals in advertising between 2009-2019 and to answer research questions: what emotional appeals are the most common in chosen studies, how those can affect the customer behaviour and what is the research gap for further research. As can be seen through the Table 1 the answer for the first question is: humour, guilt, empathy and treat appeals. As have been described above those appeals have significant effect on customers. Most results show that using emotional appeals is more suitable for better advertisement and brand awareness than non-emotional or rational appeal. The influence of the effect then depends on the chosen emotional appeal and the market sector where it is used. For example, the results of some studies about healthcare show that using fear and guilt appeal in advertising is more effective than using humour appeal – “The use of advertising appeals in breast cancer detection messages: a web content analysis” Dobrenova et al. (2019). When it comes to charity, empathy is much more powerful in increasing donation intentions than disgust. At the same time, disgust can increase sympathy for the person or the exact problem much better than empathy appeal. Overall, the influence of appeal depends on the market sphere where those are used.

The main question is what research gap can be seen for further research? All the chosen research was based on only one particular ethnic group and age dispersion. As a result, one research gap can be detected – there is no study about how emotional appeals can impact different groups of people. The next gap is that every study is based on only one type of advertisement – print, TV, online, etc. There is no article about all advertisement types, so that can be used for further research. Also, there is a large field for studying emotional appeals from the gender point of view. There is only one study that uses gender-based research. A further gap is found in the actual advertisements. These can not only be international but also local, regional. There is a need to value the impact of emotional appeals in advertising according to the purpose of the advertisement. The final gap can be seen in the companies chosen. Most of the studies were based on fictional advertisements for non-existent firms. Even though some articles were also based on real companies, none of them examined how

the same firm uses emotional appeals in different countries. For example, McDonald's uses a different advertisement in each country. What emotional appeals are used and why? This question can be used as a start for further research.

Conclusion

As confirmed by the author of the chosen studies, emotional appeals are important when discussing their use in advertising. It is useful to know how the exact appeal can be perceived by customers in some market sectors. This can help boost sales and clearly understand the needs and reactions of the customers when using the emotions. This means that this study can be used as a guide for marketers. When building the strategy of using emotional appeals in advertising, the literature review can be helpful because it summarises and describes studies from 2009-2019. As a result, companies can see how exact appeal can impact customers in the exact market sector.

Chosen studies describes different emotional appeals and their usage in everyday life. The main idea is that emotional patterns in advertising is more effective than non-emotional. Also, they describe, which concrete emotional appeal is more suitable in concrete market. For example, fear and guilt is more effective in healthcare, humour and happiness is more likely to be used in travel advertisement etc. For future research those studies can be used as the informative platform, which could be expanded with research of usage of concrete emotional appeal in chosen market for ethnic group, age group or gender.

The study has limitations. First of all, the chosen years of the articles. As have been mentioned before, the reason behind of that is the pandemic situation started in 2020. Most of the articles are concentrated on the pandemic and advertising during this time. As for year 2021, this article was written in the middle of the same year, so it wasn't appealing to include studies published only from the half a year. Another limitation of the study is the number of chosen articles. For deeper analysis there is a need to include more studies.

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