

MDDM

Masters in
Data-Driven Marketing

The Role of Emotional Advertising in Consumer Decision-Making

How the use of subconscious stimuli in advertising and the establishment of emotional relationships with consumers help brands grow faster.

João Pedro Pereira Teixeira Botelho

Dissertation

presented as partial requirement for obtaining a Master's Degree in *Data-Driven Marketing*

NOVA Information Management School

Instituto Superior de Estatística e Gestão de Informação

Universidade Nova de Lisboa

NOVA Information Management School
Instituto Superior de Estatística e Gestão de Informação
Universidade Nova de Lisboa

The Role of Emotional Advertising in Consumer Decision-Making

How the use of subconscious stimuli in advertising and the establishment of emotional relationships with consumers help brands grow faster.

by

João Pedro Pereira Teixeira Botelho

Master Thesis presented as partial requirement for obtaining the Master's degree in Data-Driven Marketing, with a specialization in Marketing Intelligence

Supervised by:

Prof. Teodora Szabo-Douat, Ph. D., Associate Professor at Luxembourg School of Business

July, 2024

STATEMENT OF INTEGRITY

I hereby declare having conducted this academic work with integrity. I confirm that I have not used plagiarism, any form of undue use of information or falsification of results along the process leading to its elaboration. I further declare that I have fully acknowledged the Rules of Conduct and Code of Honor from the NOVA Information Management School.

Setúbal, July 2024

ACKNOWLEDGEMENTS

First, I want to thank my parents for always believing in me and pushing me to be a better person and get a good education. Without their continuous support it would never be possible to even think of getting into this master's degree in NOVA IMS and to them I will always be grateful.

Secondly, I would like to thank my beautiful girlfriend for always being by my side and never letting me give up and not finishing my thesis, as well as all the encouragement words and conversations that she gave me that made me to this day a better man, boyfriend, son, and brother. Without her I wouldn't be half the man that I am.

Then, I would like to thank my sister for always being the wise big sister that always gave me the best pieces of advice I could ask for in life and that I cherish still till this day.

Also, I would like to thank the academic services for all their help provided during some problems encountered during the elaboration of this thesis. The staff were always super nice to me and knew always how to help.

Lastly, but certainly not least, I would like to thank my two beautiful and precious dogs Puka and Simba for their emotional support and always being there for me. Seeing their cute faces always gave me motivation to write my thesis.

ABSTRACT

The focus of this master's thesis study is to investigate, understand and analyse the role that emotional marketing has or could have in the consumer decision-making process. In turn, a literature review was carried out with the aim of approaching Emotional Marketing as a whole, as well as all its aspects which, in co-operation, allow it to influence consumer choices. Based on this approach, several important topics were also studied that enabled this research to be carried out, such as the importance of emotions in advertising and the role that emotional marketing plays in consumer decision-making. To complement the literature review, an analysis was also elaborated of two emotional campaigns created by MEO ("Dá Espaço à partilha/Partilha Casa") and Vodafone ("Começar de Novo"). Subsequently, to complete the study, two types of research methodology were used: quantitative and qualitative. Regarding the quantitative methodology, a questionnaire was prepared using the Qualtrics software to understand people's perceptions of Emotional Marketing, as well as a descriptive analysis of the likes, comments, views, and shares of the emotional campaigns mentioned above. On the other hand, in relation to the qualitative methodology, various projective techniques were carried out (Association and Completion technique) which were inserted into the questionnaire.

Keywords: Emotional Marketing; Consumer decision-making process; Consumer; Emotions; Literature review; Qualitative methodology; Quantitative methodology

Sustainable Development Goals (SDGs)



TABLE OF CONTENTS

STATEMENT OF INTEGRITY	i
ACKNOWLEDGEMENTS	ii
ABSTRACT	iii
LIST OF FIGURES	vi
LIST OF TABLES	vii
LIST OF ACRONYMS AND ABBREVIATIONS	viii
1. Introduction	1
2. Literature Review	3
2.1- Emotional Marketing	4
2.1.1- What it is and its main purpose	4
2.1.2- Consumers Perspective	6
2.1.2.1- How consumers process and respond to the emotions/information they receive through emotional marketing advertisements	7
2.2- The importance that emotions have in advertising	13
2.2.1- Positive vs Negative Emotions	16
2.2.2- The emotional appeals with the most impact.....	17
2.3- The role of emotional advertising in consumer decision-making	19
2.3.1- The stages of consumer’s decision-making process	22
2.4- The analysis of emotional marketing campaigns and their impact on consumers brand awareness: “Vodafone- Começar de Novo” and “MEO- Dá espaço à partilha”	25
2.4.1- “Vodafone- Começar de Novo”	25
2.4.2- “MEO- “Dá espaço à Partilha”	26
3. Research Framework	26
3.1- Objectives, key variables, and Research Questions	26
3.2- Hypothesis and Conceptual Model	27
4- Methodology	28
4.1- Data Collection Methods	28
4.1.1- Quantitative.....	28
4.1.1.1- Questionnaire	28
Measurements	29
4.1.1.2- Descriptive analysis of two emotional marketing campaigns.....	31
4.1.2- Qualitative.....	31
4.1.2.1- Projective Techniques	31

5- Data analysis and Results	32
5.1- Descriptive analysis of two Emotional Marketing campaigns.....	32
5.1.1- MEO- “Dá espaço à partilha/Partilha Casa”	33
5.1.2- Vodafone- “Começar de Novo”	35
5.2- Questionnaire about The Role of Emotional Marketing in Consumer Decision-Making	37
5.2.1- Sample characterisation	37
5.2.2- Significant relationship between categorical variables analysis	38
5.2.3- Hypotheses testing	40
5.2.4- Other variables analysis	43
5.3- Projective Techniques	46
5.3.1- Association.....	46
5.3.2- Completion.....	47
6- Discussions and Conclusions	48
6.1- Limitations and Future Considerations	51
6.2- Expected contributions.....	53
Bibliographical References	54
Appendix A.....	58
Appendix B.....	66

LIST OF FIGURES

Figure 2.1 Volume of sales comparing Ads. (Adapted from Nielsen., 2015).....	6
Figure 2.2 EEG device EEG (electroencephalogram). (Adapted from Mayo Clinic., 2022, May 11).....	9
Figure 2.3 Magnetoencephalography- How it works. (Adapted from Zohuri, B., & McDaniel, P., 2022)	10
Figure 2.4 Areas of the brain responsible for processing the stimuli. (Adapted from Kelly O’Sullivan., 2022, April 25)	11
Figure 2.5 The most used emotional appeals. (Adapted from Kagan., 2017)	17
Figure 2.6 Percentage of consumers who spend up to two times or more on brands they are loyal to. (Adapted from Buvat et al., 2017 p.19).....	20
Figure 2.7 Percentage of consumers who agree with the following statement- I promote a brand I am loyal to among my family and friends. (Adapted from Buvat et al., 2017 p.22).....	21
Figure 2.8 Percentage of consumers who agree with the following statement- I enjoy giving back to a brand just as much as I receive from a brand. (Adapted from Buvat et al., 2017 p.23).....	22
 Figure 3. 1- Conceptual Model. (Elaborated by the author of this thesis).....	 28

LIST OF TABLES

Table 5.1 MEO- D�� esp��o �� partilha Youtube analytics.....	33
Table 5.2 MEO- D�� esp��o �� partilha Instagram Reels analytics.	34
Table 5.3 MEO- D�� esp��o �� partilha Facebook analytics	35
Table 5.4 Vodafone- Come��ar de Novo Youtube analytics.....	35
Table 5.5 Vodafone- Come��ar de Novo Instagram Reels analytics.	36
Table 5.6 Vodafone- Come��ar de Novo Facebook analytics	37
Table 5.7 Mean and Std. Deviation for How likely are you to be influenced by and advertisement into making a purchase?.....	43
Table 5. 8 Net promoter score.....	44

LIST OF ACRONYMS AND ABBREVIATIONS

ADS- Advertisements

CI- Confidence Interval

DF- Degrees of Freedom

DV- Dependent variable

EEG- Electroencephalography

EM- Emotional Marketing

ER- Engagement Rate

FMRI- Functional Magnetic Resonance Imaging

H0- Null Hypothesis

H1- Hypothesis number 1

H2- Hypothesis number 2

H3- Hypothesis number 3

INFO- Information

IT'S- It is

IV- Independent variable

M- Mean

MEG- Magnetoencephalography

NM- Neuromarketing

SD- Standard Deviation

1. Introduction

Nowadays, in the field of study of marketing companies develop a lot of strategies to stay closer to consumers and try to influence their purchase decision and brand awareness. In the past companies used to concentrate their efforts into trying to sell as many products and services as possible to generate the highest amount of profit possible. However, more recently it has changed. Brands nowadays focus on the relationship that the consumer establishes with them and the reactions/emotions they produce when confronted with the product/service (Deshwal, 2015; Escadas et al., 2020).

Furthermore, the strategy of emotional marketing is one of the best strategies for companies to get closer to consumers and build a relationship through emotions. Consequently, emotional marketing provides great purposes: memorability, brand loyalty and Consumer buying behaviour influence (Patel, 2023). Also, it has a very important competitive advantage in comparison with others being that consumers have the tendency in “following” their emotions, in result of an emotional marketing stimuli influence, in detriment of known facts (Panel, 2022).

In continuation, Curtis, Arnaud, and Waguespack (2017) suggested that thanks to certain regions in our brain co-operating, consumers firstly process what happened, then they try to understand the meaning of the emotions they experienced from watching the advertisements (Curtis et al., 2017).

Meanwhile, emotions have a huge role in advertising as they have the ability of influencing consumers into taking action. Emotional advertisements with the right emotional appeals have the capability of changing consumers behaviour and to make them take accountability (Achar et al., 2016). Also, a Consumer Neuroscience Internal Study concluded that, from advertisements that consumers saw, those with the best emotional response generated a growth of 23% in sales volume (Brandt, 2016).

On the other hand, emotions can be divided in two types: negative and positive although both can have similar impact in consumer brand awareness and decision-making (Curtis et al., 2017). If brands want to use positive emotions they have to make sure that those emotions are not forced and correspond to the brands values, mission and objectives, on the other hand if a brand feels that they have the means of solving a serious issue and in the advertisement they use negative emotions to draw attention, consumers

may feel attracted to the brand with the objective of erasing the negative emotions (Rucker, 2017).

Subsequently, brands when they are creating ads tend to appeal to different types of emotions trying to influence consumers into buying their products or services and changing their brand awareness and preference (Vrtana & Krizanova, 2023). There are a lot of emotions that brands can choose from. However, not every emotion will have the same impact on the brand and on the consumers perception about the brand plus the products or services they sell. In a study conducted by Noah Kagan (2017) it was possible to conclude that the top emotions used in advertising are amazement and enjoyment, joy and laughter, and anger (Kagan, 2017).

Also, emotional marketing carries an important value as it allows brands to differentiate from other brands and has the power of influencing consumer decision-making (Kumar & Raju, 2013). This process consists of various steps like problem recognition, search of information, alternatives evaluation, purchase decision and post purchase behaviour (Qazzafi, 2019).

This research had the objective of comprehending the role that Emotional Advertising can have on consumers decision-making, influencing their purchase decision, brand preference and brand awareness. With that being said, two research questions were elaborated to start the study. Those research questions were: *“Can companies change consumers buying behaviour and brand perception through emotional advertising?”* and *“How do advertisements that use positive emotional stimuli impact consumers purchase decisions compared with advertisements that use negative or neutral emotional stimuli?”*.

Moreover, throughout this research, when developing the literature review it was possible to identify a research gap. The research gap identified was about the saturation of emotional campaigns and advertisements that ultimately leads to consumers lack in interest in viewing and paying attention to emotional marketing campaigns making them not so effective.

Since every year around the holidays several companies develop campaigns with similar topics, consumer's start to not be so involved with the brand and the message they are trying to share. Consequently, since a lot of people are tired of watching advertisements and publicity in general, whether it is on their phone, television, computer, tablet, these

campaigns that brands release are starting to lose viewership making them not so effective and reachable as some consumer's start to rate them as "annoying" or "repetitive".

To meet the objective of this research, the main research method utilised was the questionnaire. The questionnaire was developed through Qualtrics and had the goal of understanding the respondent's familiarity with emotional advertising and if they had ever been influenced by an emotional marketing campaign into making changes to their purchase intentions. Also, the questionnaire had the goal of understanding what were the main emotions that the respondents feel when making purchases.

2. Literature Review

This project that has the objective to study the role of emotional advertising in consumer decision-making is divided in four parts. The first part is about Emotional Marketing. Regarding the first part it will be possible to talk about what this field of study really is and its main purpose. Also, in this first part, comprehending the consumers perspective and how they process the emotions/information they receive through the advertisements will be vital.

On the other hand, the second part will be about the importance that emotions have in advertising. This part will allow this study to understand, in better detail, how crucial emotions are and what are the main emotional appeals brands utilize in their advertisements, and the use of emotional appeals during the holidays, being that brands during the holidays always deliver advertisements with several emotional stimuli, to trigger consumers emotions and reactions into buying their products and services.

Moving on to the third part, here is where the main topic of this research will be talked about, "The role of emotional advertising in consumer decision-making". To better understand this topic, it is important to address some subtopics that help grasp the role that emotional marketing may have on consumers decision process. Taking that into consideration, the learning of the stages of consumers decision-making process, will be crucial.

Finally, in the fourth part of this literature review, the analysis of two emotional advertising campaigns will be made to access the consumers reaction to these campaigns

and to understand if their brand awareness changed. The campaigns in question will be, Vodafone- “Começar de Novo” and MEO- “Dá espaço à partilha”.

2.1- Emotional Marketing

In this chapter of this research, it will be addressed a very well documented area in Marketing, which is Emotional Marketing. The reason behind Emotional Advertising being a field of study so important in the present days, is because it is one of the most effective ways for brands to connect with their audience and by doing that, it becomes easier to influence them into a desired outcome like buying the brands products and services (Patel, 2023).

With that being said, in the next sub chapters, it will be stated what Emotional Marketing is, its main purpose and how do consumers process the emotions/information they receive through the advertisements.

2.1.1- What it is and its main purpose

In the past, companies focused on selling their products or services. However, in the present days the focus has changed. Brands nowadays focus on the relationship that the consumer establishes with them and the reactions/emotions they produce when confronted with the product/service (Deshwal, 2015).

Emotional Marketing can be essentially defined as a marketing strategy developed by a company or brand that primarily uses emotions to generate interest (Patel, 2023). Also, emotional marketing can be comprehended as a new approach, where the management of the emotional link between the company and the consumers becomes the main priority (Rytel, 2010). The practice of this field of study as a point of view directly connected with another marketing area, in this case Relational Marketing, makes it possible for a deep and well-established relationship with customers acquired based on emotional stimuli as well as the maintenance of an important competitive market share (Consoli, 2010). Consoli, 2010 also adds that Emotional marketing answers several questions regarding the personal internal motives of the people that make purchases, regarding how they feel emotionally when doing set purchases, as well as how do their mind operate, while being attracted by emotional ads. (Consoli, 2010 p.4).

Additionally, this area of focus emerges as a new concept, being established around contemporary marketing, which has its focus on the importance of constructing an emotional tie between the brand and the consumer (Rytel, 2010).

Furthermore, after explaining the meaning behind EM it is important to talk about its purpose. EM has several purposes that companies can take great advantages from. One of its numerous purposes is that EM is memorable (Patel, 2023). A campaign that delivers a powerful message filled with emotional stimuli, to trigger an emotional reaction, has a higher probability of staying in the mind of the consumer than a “bland” information-based advertisement (Patel, 2023). For Curtis et al., (2017) consumers process the information that they consume and respond to ads that have incorporated emotional stimuli in a different way than ads with messages with no emotional stimuli (Curtis et al., 2017). The authors also conclude that consumers only pay attention to advertisements that have the competence of triggering their emotions (Curtis et al., 2017). Secondly, EM has the ability of *creating brand loyalty*. This purpose has a connection to the previous purpose in the way that if consumers feel a connection to a brand, they will prioritize their products or services to the detriment of competitors brands (Patel, 2023). Last but undoubtedly not least, EM can shape people's buying behaviour (Patel, 2023).

Moreover, EM possesses a very important strategic advantage when comparing to other marketing strategies. This advantage that was mentioned previously, is that consumers have the tendency in “following” their emotions, in result of an emotional marketing stimuli influence, in detriment of known facts when buying products or services (Panel, 2022). This can be extremely advantageous to brands when creating their catalogue of products and services and developing their ads. In most of the time, even if brands state all the benefits and features of their products but maintain an emotional connection with their consumers, the consumers will trust and follow the brand not giving a lot of attention to the product details resulting in a higher conversion rate for the brand (Panel, 2022).

In addition, the field of emotional marketing is interconnected with various marketing areas, one being Neuromarketing. Neuromarketing is an area that focuses on the understanding of the activity of the human brain with the goal of predicting and influencing the consumers purchase decision. Other area that co-operates with emotional marketing is Relationship Marketing. Relationship marketing is a field of marketing that

focuses on the creation of everlasting relationships with customers and customer retention and satisfaction instead of generating revenue.

In conclusion, in a study made by Nielsen Consumer Neuroscience, above average ADS that had a better emotional reaction generated a 23% increase in sales (Patel, 2023 & Brandt, 2016). This information is in [Figure 2.1](#).

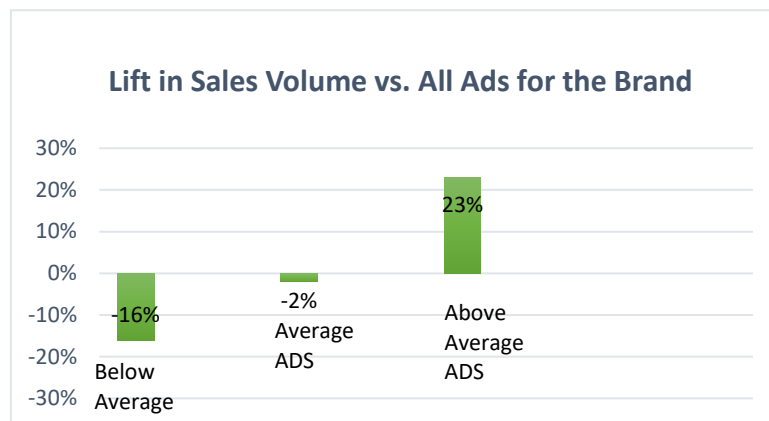


Figure 2.1- Volume of sales comparing Ads. (Adapted from Nielsen., 2015)

2.1.2- Consumers Perspective

In this sub-chapter, the consumers perspective towards emotional marketing is discussed. Consumers usually don't like ads but when their emotions are on display, they feel attracted and produce reactions that may influence their purchase decisions (Curtis et al., 2017). Also, consumers choices are affected by the emotional characteristics of products or services advertised that regulate the relationship that consumers have with brands (Rytel, 2010). With that being said, consumers are very judgemental of emotional advertisements and, when confronted with one, they process the information/emotions straight through the emotional part of the brain and overcome the typical rational part of the brain (Patel, 2023).

On the one hand, with the aim of helping understand consumers' perspective in relation to emotional marketing, comprehending how consumers process the emotions/information they receive through the advertisements will be highly important.

2.1.2.1- How consumers process and respond to the emotions/information they receive through emotional marketing advertisements

Nowadays, everywhere we go we are constantly confronted with large amounts of information in various formats and devices, whether it is via our mobile phone, computer, tablet, television even in the streets (Curtis et al., 2017). For this same reason, it is important to only filter the relevant information that is needed to make a purchase (Curtis et al., 2017).

Furthermore, the emotions that consumers show after reacting to the advertisements happen almost in an automatic way (Curtis et al., 2017).

(Curtis et al., 2017) also suggested that, from another perspective, thanks to regions in our brain co-operating, consumers firstly process what happened, and the reactions that stemmed from what happened, then they finally try to comprehend and understand the meaning of those same emotions experienced from watching an advertisement (Curtis et al., 2017). That same contrast between, at first, naturally rectifying raw emotions felt from watching an advertisement and then interpreting what those emotions might mean plus what do they contribute to the understanding of the content of the ad, is like the difference between the meaning of emotions and feelings. This dissimilarity is connected to the comparison made previously, because while emotions are true reactions to something we are exposed to, feelings are the interpretation that our brain does of those same emotions expressed by people (Brandt, 2016).

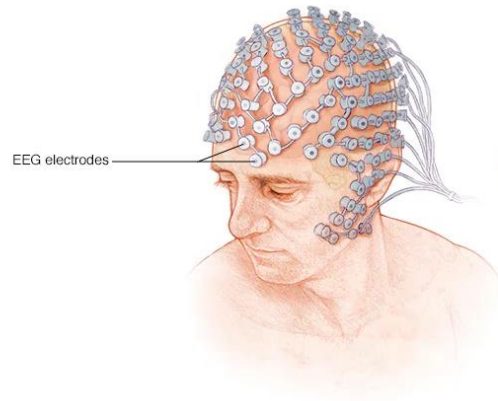
On the other hand, even though it is possible to grasp how consumers process the emotions/information that they receive after being exposed to emotional ads, without resorting to scientific techniques, it is thanks to Neuromarketing that we can understand how the brain of the consumer processes information with better accuracy. Over the time, the right definition of Neuromarketing has been causing some controversy (Fisher et al., 2010). This controversy stems from researchers and professionals in the marketing and psychological area having different opinions whether NM is an academic and scientific field of study or just a business controversy (Fisher et al., 2010).

Taking that into consideration, Neuromarketing can be defined as an area that focuses on the understanding of the activity of the human brain with the goal of predicting and influencing the consumers purchase decision utilizing several equipment's to improve the accuracy of the research, as well as comprehending how consumers process all

different types of stimuli (Khurana et al., 2021). Also, Neuromarketing can be interpreted as an application of neuroscientific studies and all its areas to the field of marketing, specifically those marketing elements that analyse the cognitive and sentimental responses that consumers demonstrate towards brands products and services (Khurana et al., 2021; Sebastian, 2014).

Thanks to this scientific area it is possible to measure how a consumer perceives an advertisement, along with supplying very privileged pieces of information that are not possible to obtain via traditional marketing strategies (Sebastian, 2014). One of the most important indicators that measures the effectiveness of ads is the consumers emotional engagement level. In order to study this indicator, it is important to acknowledge that it is activated first by the consumers emotional excitement level, and the better the experience for a consumer, where a connection with the brand is perceived to be made, as well as positive emotions shown, the higher the emotional engagement level will be (Sebastian, 2014). As previously stated, neuromarketing uses several neuroscientific gadgets that help with the accuracy of the research. With the help of these instruments, it is possible to measure customers brainwaves and their pattern and test if, when watching an advertisement that contains several emotional stimuli, consumers can remember those exact same stimuli (Sebastian, 2014).

Firstly, one of the most used neuroscientific instruments in NM is the EEG, which is short for electroencephalography, and it measures the activity of the brainwaves that emerge in specific areas of the brain, called cortical areas, to know how our brain processes the numerous emotional stimuli that is exposed to (Pradeep, 2010). One of the many advantages of this device is that nowadays it can be controlled via mobile devices without resorting to labs making it a relatively affordable neuromarketing device (Khurana et al., 2021). To simplify, the EEG has the objective of recording the electrical activity of the brain utilising electrodes, like the ones that are possible to observe on [Figure 2.2](#). Ultimately, the more electrodes are used the better and more complete the analysis of the brain's electrical activity will be (Sebastian, 2014). This device also provides an important contribution to the study of peoples sleeping habits to cure and correct a common problem that is sleeping paralysis and other problems related to the brain activity (Khurana et al., 2021).



© MAYO FOUNDATION FOR MEDICAL EDUCATION AND RESEARCH. ALL RIGHTS RESERVED.

Figure 2.2- EEG device EEG (electroencephalogram). (Adapted from Mayo Clinic., 2022, May 11).

Secondly, another instrument used to comprehend how consumers react to stimuli present in emotional advertisements is the fMRI which is short for Functional magnetic resonance imaging. This device has the task of registering the levels of oxygen that are present in the brain's blood flow, and as the EEG it can precisely show an area of the brain affected by the presence of a stimuli (Sebastian, 2014). However, in contrast to the EEG, the previously mentioned instrument doesn't register the data instantly as it has a short delay caused by the time that the blood arrives to the brain when it is activated by a stimulus (Sebastian, 2014 p.755).

Thirdly, the MEG short for magnetoencephalography records the magnetic fields that derive from consumers brain wave activity (Sebastian, 2014). An example of how this method works and how the results from the procedure are retrieved is possible to observe in [Figure 2.3](#). As the author mentions, one of the advantages over the EEG is that it gives more complete and detailed information regarding consumers and test takers cognitive process (Sebastian, 2014).

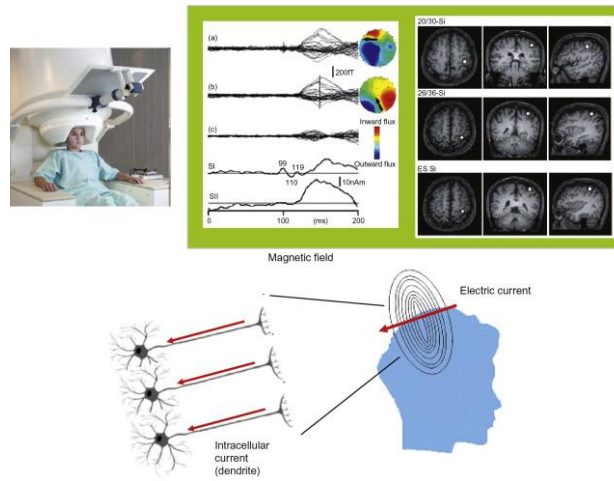


Figure 2.3- Magnetoencephalography- How it works. (Adapted from Zohuri, B., & McDaniel, P., 2022)

Sebastian (2014) tells us that according to the author Du Plessis (2011) that the activity of trying to read and comprehend the consumers feedback to several advertisement's emotional marketing stimuli is another method of measuring the brain activity (Du Plessis, 2011; Sebastian, 2014). This method of understanding the brain activity and how consumers process and respond to the information they receive through the ads they observe, despite being able to measure the brain waves activity isn't very reliable (Sebastian, 2014). It isn't very reliable because the results may vary from person to person.

Finally, one of the most well-known examples of customer stimuli processing methods is the eye-tracking. This method records the movement of our eyes and determines how observant we are to the marketing stimuli we are being shown (Sebastian, 2014). The eye-tracker also has the functional skill of determining, by the time interval of the blink of the eye, if the customer being subjected to the experiment is processing well the information that he is experiencing, which consequently means that the longer the interval between blinks of the eye the better a person is at assimilating the information and has a better focus (Sebastian, 2014). Also, a person that has a longer blinking interval has the better capability of expressing the emotions that they felt when watching and reacting to an emotional advertisement.

Furthermore, to really know and fully grasp how the consumers process the emotions/information they receive through the emotional marketing advertisements it is important to study the areas of the brain that are responsible for the collection and processing of the information. Renvoisé & Morin (2007) have a great approach to this

situation. The authors tell us that the *neocortex* part of the brain, which is the first layer of the brain, is in charge of processing the most complex and rational pieces of information, the *middle part of the brain or limbic brain* has the task of processing all the emotions and feelings that the consumer has and shows, and the *reptilian brain* or *basalganglia* is responsible for making the decisions (Renvoisé & Morin, 2007; Danielle Rousseau, 2022). Through [Figure 2.4](#) is possible to comprehend what was mentioned previously.

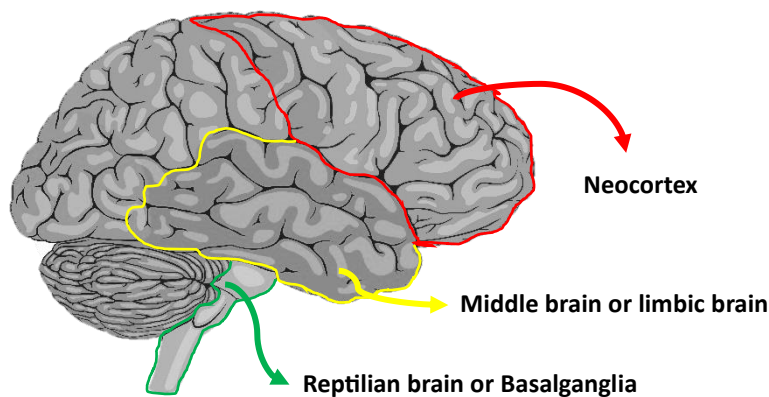


Figure 2.4- Areas of the brain responsible for processing the stimuli.
(Adapted from Kelly O’Sullivan., 2022, April 25)

In continuation, there is also a theory that has a different approach than the one mentioned previously, regarding the way that consumers process and respond the emotions and information that they receive through the several emotional marketing advertisements they see on a regular basis. This theory is about dual brain processing. Consequently, it basically affirms that our brain is divided in two “parts” one called the “Emotional brain” and the other one the “Logical Brain (Patel, 2023).

According to Patel (2023) and Bellini-Leite (2022) the “Emotional brain” or Type 1 is the part of the brain that makes consumers think and act quick, as well as processing the pieces of information that they are exposed to in an effortless and unconsciously way leading to, sometimes, irrational decisions (Patel, 2023). In contrast, the “Logical Brain” or Type 2 is associated with making consumers think about what they just saw and rationalize calmly and give decisions based on logic to the stimuli they were exposed to, as well as decisions with detailed intentions and information about what those stimuli meant and what kind of emotions motivated interest (Patel, 2023). Most of the

times the actions caused by the “Logical Brain” are sequences of the information first processed by the “Emotional Brain” (Patel, 2023).

The general assumption, according to Shmerling (2022), is that people who are believed to be right brained tend to think a lot in a way that they describe things experienced in an intuitive and subjective way (Shmerling, 2022). On the other hand, people who are believed to be left-brained tend to be more calculative with what they are saying and provide details about information that they have been exposed to (Shmerling, 2022)

Although this analogy of left brain or right brain maybe accepted and widely used it may not be hundred percent accurate and correct. *Shmerling* (2022) mentions that a study conducted by the Utah University in 2013, where they ran more than a thousand brain scans of young people with ages comprehended between 7 years old and 29 years old, showed that there were not any signs of the brain being divided in two regions (Shmerling, 2022).

Purchases after consumers were exposed to emotional stimuli, that produced positive reactions and generated positive emotions, are linked with an emotional thinking where consumers give rapid and unconscious responses to the information they gathered, making it harder for brands to cater to those group of people (Bellini-Leite, 2022; Shmerling, 2022; Patel, 2023). On the contrary, purchases after consumers were exposed to more serious stimuli in the advertisements that, ultimately, generated serious emotions are linked to a rational thinking where consumers process the information more carefully and give more detailed responses to what they just saw, facilitating the brands work when preparing advertisements for their products or services (Bellini-Leite, 2022; Shmerling, 2022; Patel, 2023).

In conclusion, consumers process and respond to the emotions and information they receive through the emotional marketing advertisements in different ways. Some react in an emotional way making irrational decisions sometimes linked with impulsive buys, and some consumers when processing the information that they have been exposed to act in a rational way generating more complexed emotions and reactions to the multiple stimuli (Patel, 2023). Furthermore, it is also possible to analyse different areas of the brain that are responsible for knowing how consumers process information. Thanks to neuromarketing and its devices it is possible to measure how a consumer perceives an

advertisement and for the brands its degree of effectiveness, along with supplying very privileged pieces of information that are not possible to obtain via traditional marketing strategies (Sebastian, 2014).

2.2- The importance that emotions have in advertising

In this chapter it will be addressed the importance that emotions have in advertising and how the connection between brands and consumers is very dependent on it. Taking that into account, emotions play a huge role in brands strategies and that consumers emotions can be shaped by advertisements (Curtis et al., 2017).

Additionally, as mentioned in the 2.1.1 subchapter brands used to concentrate their focus and efforts into increasing the sales of their products and services with the objective of generating the highest amount of revenue possible to reinvest. Nowadays, the focus has changed with brands establishing the priority of developing relationships with their customers in hopes of getting to know in dept how the consumer acts and reacts to the products and services and, what emotions they demonstrate so that in the future the brands can develop strategies directly focused to those customers with great accuracy (Deshwal, 2015).

Equally important, it can also be said that emotions influence both the decisions that people make rationally and the decisions that people make irrationally (Brandt, 2016). Also, all our decisions are motivated by emotions (Brandt, 2016).

Before starting to talk about the importance of emotions in advertising it is as important to first have a grasp about what an emotion really is. According to the American Psychological Association, “*emotions are reactions to something experienced usually an advertisement and are linked to transformations, both psychological and behavioural*” (American Psychological Association, n.d.). An emotion can be also defined as an unconscious response to marketing stimuli, as well as a form of communication between people and their feelings being that feelings are rationalizations of set emotions (Deshwal, 2015; Brandt, 2016; Vrtana & Krizanovna, 2023).

Firstly, one of the signs of the evident importance of emotions in advertising is that they help consumers maintain their focus and be aware of the brands purpose, encouraging consumers to act and acquire their products/services (Curtis et al., 2017).

Besides that, for *Curtis et al., (2017)* advertising when done correctly has the power of making consumers react and produce emotions and give their formulated opinion to what they just saw, which respectively can influence consumers when they are doing a purchase decision (Curtis et al., 2017). And with the right emotional stimuli being placed in the ads the probability of a consumer engaging with a brand is very high.

Secondly, consumers are more likely to pay attention to certain pieces of information and interact with advertisements that include strong emotional appeals, in contrast to “bland” information centred advertisements that do not display a single emotional appeal (Curtis et al., 2017). Taken this into consideration, the higher the number of emotional stimuli capable of influencing consumers the better the ad will be perceived.

On the other hand, emotions can have a role of shifting people into being the best they can and take accountability. For example, if a sunscreen company displays in its advertisement various emotions related to self-awareness the viewers will act into their own hands and the percentage of sunscreen users will increase (Achar et al., 2016). Also, emotions can have the power of changing consumers behaviour, for example an advertisement that has sad emotional appeals and shows, in some cases people crying or showing discomfort, can make people feel sorry and empathy for those people and even donate to the charity that made the advertisement if that’s the case (Achar et al., 2016).

Furthermore, a Consumer Neuroscience Internal Study in 2015 from 100 ads and 25 different brands concluded that the advertisements that consumers saw, those with the best emotional response represented a growth of 23% (twenty three percent) in sales, whereas advertisements where consumers did not produce a good emotional response contributed with a decrease of 16% (sixteen percent) (Brandt, 2016). With this information it is possible to conclude once again that advertisements with well put emotional stimuli have the capability to generate more detailed reactions out of consumers (Brandt, 2016).

Subsequently, if the emotions present in an advertising can create an important impact and end up being effective for the brand launching that advertisement they can be explained via different types of theoretical models (Vrtana & Krizanova, 2023). The first model is the implicit model where the emotions are the main characteristics of the product being shown, the second one being the explicit model where consumers purchase intent

and decisions towards the product or service being shown are shaped by the emotional stimuli and finally the association model that tells us that emotions are brought up because of an association with the brands social concerns (Vrtana & Krizanova, 2023). Vrtana and Krizanova (2023) also add an important message: *“A campaign that creates an intense connection between a customer and a brand or product should adequately generate reactions that can support the customer-business relationship”* (According to a study that addresses the power of emotional advertising appeals, Vrtana & Krizanova, 2023 p. 4).

Moreover, according to Curtis, Arnaud, and Waguespack (2017), the goals of advertisements is to always secure the viewers total attention and influence their purchase intention into buying the products or services (Curtis et al., 2017). With that being said, and advertisement with the right emotional stimuli capable of generating emotions and reactions that influence consumers to interact with the brand is a good advertisement.

In summary, emotions play a very important role in advertising. For example, emotional appeals in advertising help consumers understand the brands purpose as well as taking action and buying their products and services (Curtis et al., 2017). Secondly, consumers are more likely to pay attention and interact to advertisements that display good emotional appeals unlike information centred advertisements that do not display emotional appeals (Curtis et al., 2017). Additionally, emotions also have an important presence in advertising because they can have the power of influencing consumers into changing their behaviour (Achar et al., 2016). For example, a brand that incorporates in their ad for a charity negative emotions like sadness and show children crying have very high chances that consumers will feel empathy and donate to the charity (Achar et al., 2016). Finally, advertisements that generate a good emotional response can make up to 23% (twenty-three percent) volume of sales as a Consumer Neuroscience Internal Study in 2015 describes (Brandt, 2016).

2.2.1- Positive vs Negative Emotions

Companies when they are developing their advertisements must choose from a wide range what are the emotional stimuli that will create the most impact and will influence the consumer into buying their products or services. Out of all emotions, it is possible to divide them into two groups, positive emotions, and negative emotions, although both have the same impact in consumer brand awareness and decision-making (Curtis et al., 2017).

Subsequently, although the use of emotions in advertising have the chance to better connect with consumers and encourage them into buying products or services, sometimes to advertise a product or a service it is not necessary the usage of emotional appeals as consumers sometimes only want to know the properties and advantages of set products or services (Rucker, 2017). However, if brands think it's fitting to make an advertisement appealing to several emotions it is important to choose whether to use positive or negative emotions (Rucker, 2017). If a brand wants to use positive emotions they have to make sure that the emotions are not forced and align well with the brands mission and objectives, on the other hand if a brand feels that they have the means of solving a serious issue and in the advertisement they use negative emotions to draw attention, consumers may feel attracted to the brand with the objective of erasing the negative emotions (Rucker, 2017).

Furthermore, if companies utilize positive emotions such as arouse, playfulness, happiness, satisfaction, and many more they increase the chances of viewers feeling optimistic and satisfied with the ad leading to a higher interest in the rest of the advertisement and the brand itself (Curtis et al., 2017). Consequently, these emotions previously mentioned relate to a higher brand awareness and have more probability of being remembered by consumers as well as creating positive feelings in the minds of consumers (Panda, Panda & Mishra, 2013). Also, positive emotions can lead to a higher availability of buying the products or services (Panda et al., 2013). Patel (2023) also adds that emotions that make the consumer feel happy and positive can contribute to the growth of sales (Patel, 2023). Positive emotions can also be associated with reaching a goal or self-realization (Curtis et al., 2017).

On the other hand, when it comes to negative emotions the general knowledge is that these negative emotions felt by consumers originate from disliking a product or service (Sharma, Kodhati & Sukhavasi, 2022). Alternatively, negative emotions like

sadness, disgust, depression, guilt, anxiety, and many more may be linked with the impossibility of reaching certain milestone or defined goal (Curtis et al., 2017). Moreover, the use of negative emotions by advertisers can be positive. The correct use of negative emotions can be very beneficial as it can make consumers be more focused about the issues being advertised and appeal to their self-awareness especially on advertisements for road safety, alcohol when driving, social causes and many more (Curtis et al., 2017). On the other hand, if the use of negative emotions is not done correctly consumers may feel scared and discouraged by the message and the poor effectiveness of the advertisement can impact the whole marketing strategy developed by the brand (Vrtana & Krizanova, 2023).

2.2.2- The emotional appeals with the most impact

There are a lot of emotions that brands can choose from. However, not every emotion will have the same impact on the brand and on the consumers perception about the brand plus the products or services they sell (Kagan, 2017).

Taking that into consideration, in a study conducted by Noah Kagan, a marketer, ten thousand articles were analysed to found out which emotions were the most popular amongst other marketers (Kagan, 2017). Therefore, according to [Figure 2.5](#) it is possible to observe what are the main emotional appeals being used by brands (Kagan, 2017).

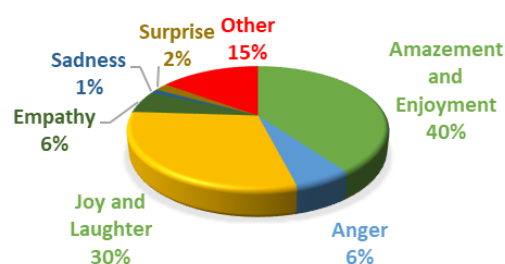


Figure 2.5- The most used emotional appeals.
(Adapted from Kagan., 2017)

Meanwhile, *anxiety and fear* are two very common emotions especially in advertisements for serious matters like animal cruelty, domestic violence, alcohol abuse. Even though these emotions are linked with negativity and the possibility of scaring consumers and forgetting about the brand, they can still be used if wisely (Patel, 2023).

A brand that can incorporate fear and anxiety in their advertisements can make consumers feel more aware of what is being advertised and interact with the brand (Patel, 2023).

Considering [Figure 2.5](#), the most used emotional appeals are *amazement and enjoyment* with 40% (forty percent) usage. These emotions are amongst the most used in emotional advertising. When a consumer feels amazed and is enjoying what he/she is seeing in the advertisement his/her level of focus increases and feels interested in what the brand has to offer (Patel, 2023; Curtis et al., 2017). Patel (2023) also adds that, according to research done by the University of Stanford, the more attentive a customer is the better prepared he/she is to make a purchase decision (Patel, 2023).

Meanwhile, *joy and laughter* are also very common emotions used in advertising by brands. On the word of a study conducted by Oracle, it was discovered that around 88% (eighty-eight percent) of consumers look forward to advertisements that make them smile, 48% (forty-eight percent) can't develop a relationship with a brand if they don't make them laugh and that 90% of consumers have a better chance of recalling the advertisement if it was funny (McNichols, 2022). Consequently, it is possible to say that a brand that explores the idea of using humour have a good possibility that consumers will interact with them and possibly buy their products and services. Consumers when brands use joy in this way get the feeling that the brand cares about serious matters and develop a relationship with them. Also, happiness makes people want to share (Deshwal, 2015)

The use of the emotion *anger* has different kinds of possible approach. It can be perceived firstly as a negative emotion but also it can be a good emotion if applied the correct way (Patel, 2023). Moreover, if a brand over uses this emotion consumers may feel disrespected by the brand and ignore all types of products or services they produce as well as leave negative comments on their social media platforms. However, if a brand can correctly talk about "taboo" topics and introduce this emotional appeal they are able to make consumers feel interested and aware of the situation (Curtis et al., 2017).

2.3- The role of emotional advertising in consumer decision-making

Subsequently, after what has already been discussed throughout this research it is possible to comprehend the several effects that emotions have in advertising and their respective importance, as well as the consequent impact that emotional marketing has on the consumers brand awareness, brand preference and how consumers process the information they encounter through the emotional advertising campaigns that brands elaborate. With that being said, it is possible to comprehend the role that emotional advertising has on consumer's decision-making process.

Firstly, consumers when they are confronted with having to make a purchase decision, they either act rationally or emotionally (Vrtana & Krizanova, 2023). However, consumers most of the times act in an unconscious way and follow their emotions when doing their purchase decisions, opting to skip the step of comparing different products and their characteristics (Vrtana & Krizanova, 2023). For this same reason, brands when developing their advertisements and using emotional stimuli in it, as well as, focusing on the emotions that consumers feel the most, have a higher probability and efficiency of controlling and influencing consumers decision-making process and purchase decision. Brands can develop advertisements and trigger specific emotions to try and make consumers feel accountable about a certain matter and make a decision beneficiating the brand (Achar et al., 2016). For example, sunscreen brands when developing ads, talking about the importance of using sunscreen so you don't get burnt or lowering the odds of having skin cancer, can use specific emotions to trigger a self-accountability reaction that will lead consumers into using sunscreen and buying it from the brand advertising (Achar et al., 2016).

On the other hand, the influence of consumers decision-making by an advertisement that includes subconscious emotional stimuli can also be decided by several direct influencing factors, like personality traits, cultural beliefs, and emotional states of mind (Achar et al., 2016). If an advertising of a product aligns well with an individual's cultural beliefs that individual will build an emotional relationship with set brand and when buying another product or service, they will recall that brand and favour them in detriment of other brands, as well as feel proud that his/her culture is being portrayed positively by a brand (Achar et al., 2016). So, it is possible to conclude in this situation that the more the brands in their advertisements use subconscious emotional

stimuli linked with their intend targets personal and cultural beliefs, the better control and influence brands will have over certain consumers decision-making and brand preference.

However, according to a study by Capgemini in 2017, represented in [Figure 2.6](#) 70% (seventy percent) of consumers that have a high emotional engagement level with brands feel comfortable on spending double the amount or more on brands that they are loyal to and have a relationship with, in detriment with alternative brands that have lower prices (Buvat et al., 2017). This means that brands that build emotional relationships with consumers will always have an important competitive advantage over their market competitors and easily influence consumers decision-making.

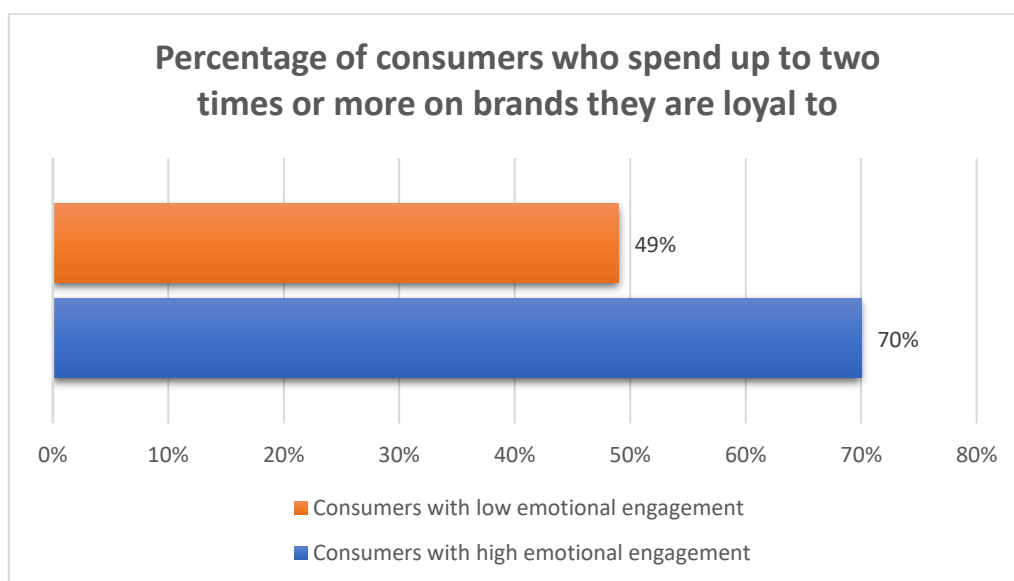


Figure 2.6- Percentage of consumers who spend up to two times or more on brands they are loyal to. (Adapted from Buvat et al., 2017 p.19)

Also, according to the study developed by Capgemini in 2017, mentioned previously, brands that organize and successfully develop an emotional advertising campaign and successfully convey their main message to their targeted consumers, will have a strong influence on their product buying process. Consequently, by successfully engaging with their consumers through the use of emotions, brands will see those consumers acting like brand advocates and promote their products and services to friends and family due to the fact of the emotional bond built with the brand, showing brand loyalty (Buvat et al., 2017 p.22). This information is possible to observe via [Figure 2.7](#).

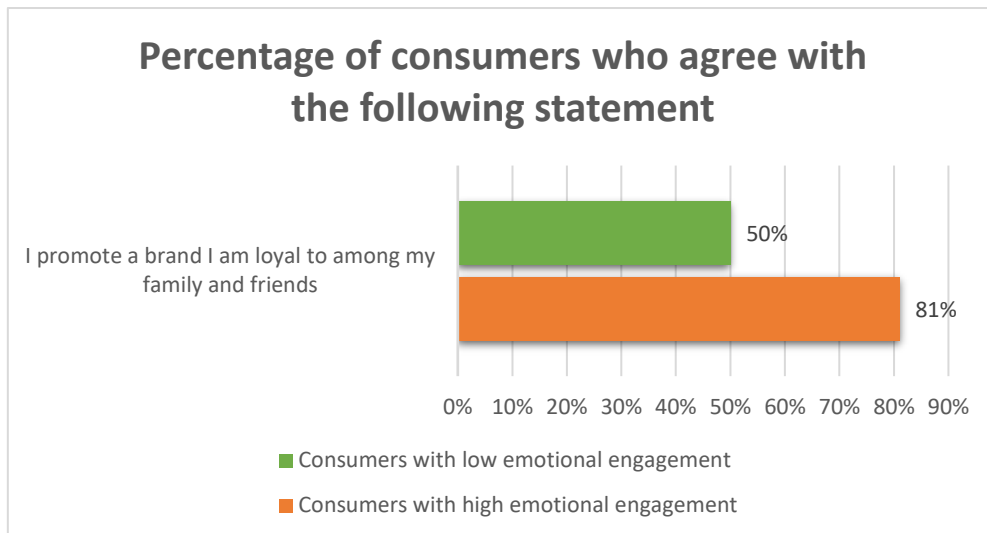


Figure 2.7- Percentage of consumers who agree with the following statement- I promote a brand I am loyal to among my family and friends. (Adapted from Buvat et al., 2017 p.22)

Consumers build such a heavy connection and relatability with brands that they are willing to make sure that other people also hear about the brand (Buvat et al., 2017 p.22).

On the other hand, when consumers sense a connection between a brand and him/herself they immediately think of ways of how they can repay what the brand have done for them, in terms of good deals in products/services, good customer service, good quality of the products or services or even fair advertising, so consequently, consumers that are emotionally engaged appreciate contributing to the brands success as much as they enjoy take advantage of all the opportunities brands provide them (Buvat et al., 2017 p. 23). Regarding what was mentioned, [Figure 2.8](#) shows how, according to Capgemini Digital Transformation Institute survey, The Key to Loyalty, 81% (eighty-one percent) of consumer with high emotional engagement enjoy contributing to the brands success as much as they like receiving from the brand (Buvat et al., 2017 p.23).

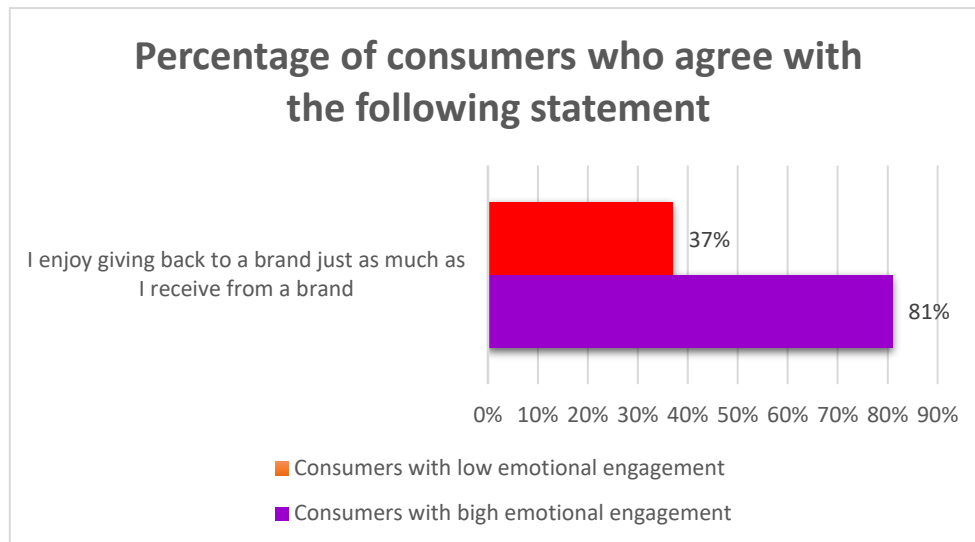


Figure 2.8- Percentage of consumers who agree with the following statement- I enjoy giving back to a brand just as much as I receive from a brand. (Adapted from Buvat et al., 2017 p.23)

Moreover, brands when developing their emotional advertising campaigns either must choose between using positive or negative emotions. The usage of positive emotions can lead to brand recall, satisfaction, realization, and optimism and ultimately enabling the brand to influence consumers into buying their products or services skipping some steps in the decision-making process (Curtis et al., 2017). In contrast, the use of negative emotions can lead to customer dissatisfaction and confusion making the consumer doubtful about that brand not allowing them to control their decision-making process (Curtis et al., 2017).

2.3.1- The stages of consumer's decision-making process

To understand or predict some consumers buying behaviour and to influence them into buying their products or services, it is crucial for companies to comprehend the various steps of the consumers decision-making process (Qazzafi, 2019). Although some consumers, when buying necessities, jump several steps of the decision-making process and go straight to the purchase decision, this model is still very important for companies to analyse and try to influence when consumers are making a purchase that actually requires some thinking and attention (Panwar, Anand, Ali, Singal, 2017).

In continuation, the five steps of this process are: Problem recognition, Searching information, Alternative evaluation, Purchase decision and post-purchase behaviour (Stankevich, 2017).

Firstly, the very first step of this process, which is *Problem recognition*, starts when the consumer realizes that he or she is in the need for something (Stankevich, 2017). In this step consumers sometimes will think of something basic they need, however, to stop that marketers will need to manipulate that basic need and turn it into a want (Stankevich, 2017). For example, when someone is hungry their basic need is to eat food, but a specific type of food may satisfy that need and so, taking that into consideration, companies need to apply their marketing efforts on the types of food consumers will crave to satisfy their needs (Qazzafi, 2019; Stankevich, 2017).

Secondly, after the problem recognition step when the consumer first encountered the need for a product or service, it is time to *search information* about the intended product or service to satisfy their want (Stankevich, 2017). Furthermore, there are two types of information search consumers can resort to, whether is an internal information search or external information search (Stankevich, 2017). Fundamentally, internal information consists of information that the consumer has stored in his memory from previous experiences with products or services, and, in contrast, external information is a type of information that consumers get from watching advertisements, online reviews, opinions from close friends or family or even brochures (Stankevich, 2017).

On the other hand, for Kotler & Keller (2016) there are four groups of information sources consumers can resort to: Personal, which includes family or friends; Commercial sources, which include brand advertisements, web ads, and salespersons; Public, which includes the media; and Experimental, which is when the consumer goes in person to evaluate the product/service (Kotler & Keller, 2016).

Although external sources of information have more content and variety to choose from, consumers rather resort to internal sources (Panwar et al., 2017)

Thirdly, after recognizing his/her need and searching for information the consumers start a process called *Searching for alternatives* (Stankevich, 2017). In this step the consumer starts to compare several products or services based on several factors that he/she thinks is crucial to take into consideration before making a purchase

(Stankevich, 2017). The factors mentioned can be price, location of the store to make set purchase, durability, availability, brand, and many others (Stankevich, 2017). Consequently, for companies the deciding factor that will lead consumers to choose their brands during this step is to make sure their products or services have the best price/quality ratio quality relationship (Stankevich, 2017).

Fourthly, the next step in this process is the most decisive one which is the Purchase decision.

In this step, following up the search for alternatives, the consumer starts to decide himself on which is his preferred product/service (Kotler & Keller, 2016). Consumers, when making their purchase decisions, can also make up to five sub purchase decisions that consists of the brand they are buying, who they are buying from, how many units of the product they are acquiring, when they are buying, and at last how they are going to pay (Kotler & Keller, 2016).

In conclusion, the fifth or last step of the consumer decision-making process is the *post-purchase behaviour*. In this step, according to Stankevich (2017), consumers begin to create an evaluation of the product/service they just bought to make sure if it was the right one and if it matched their needs and wants, as well as the expectations created in the moment of the purchase (Stankevich, 2017). Consequently, after doing their evaluation of the acquisition consumers may feel satisfied or unhappy with what they bought (Qazzafi, 2019).

In addition, if a consumer is satisfied with their purchase, they begin to develop a relationship with the brand and formulate a preference, as well as increasing the odds of buying from that company, and influencing everyone they can into buying from the same brand they bought (Stankevich, 2017). In contrast, consumers that felt disappointed in their purchases may never buy from that brand again and refer to their friends or family that the brand they made a purchase from is not trustworthy (Kotler & Keller, 2016).

2.4- The analysis of emotional marketing campaigns and their impact on consumers brand awareness: “Vodafone- Começar de Novo” and “MEO- Dá espaço à partilha”

In this chapter, an analysis of two emotional marketing campaigns, “Começar de Novo” and “Dá espaço à partilha”, done by Vodafone and MEO respectively, will be made to evaluate the campaigns impact in consumers brand awareness and how the campaigns can impact the consumers perception about social problems like the ones talked about in the advertisements.

2.4.1- “Vodafone- Começar de Novo”

Vodafone in Portugal around the holidays always delivers very impactful advertisements and during Christmas time in 2021 they didn’t become shy of that.

The campaign “Começar de Novo”, around Christmas time in 2021, addressed a very sensitive, but nonetheless very important topic to mention, which is domestic violence (Marketeer, 2021; Durães, 2021). To the sound of Billie Eilish’s song “When the party’s over” this advertisement portrays a woman that decides to escape her violent relationship during Christmas and start a new life, assuming that Christmas is not just a holiday of giving and receiving gifts but a holiday where it is possible to start over, the moto of the campaign (Marketeer, 2021; Durães, 2021).

With the goal of helping domestic violence victims reaching out for help, the telecommunications company, through its foundation (Vodafone Foundation), developed the app “Bright Sky” that provides crucial information to victims and a free helpline via messages with the number 3060 that allows the victims to make private and anonymous calls for help via text message (Marketeer, 2021; Durães, 2021). This last initiative was done with the collaboration of the Commission for Citizenship and Gender Equality or in portuguese “Comissão para a Cidadania e a Igualdade de Género (CIG)” (Marketeer, 2021; Durães, 2021).

2.4.2- “MEO- “Dá espaço à Partilha”

First and foremost, “Dá espaço à Partilha” or “Partilha Casa” was an initiative developed by MEO and the campaign itself was developed with the help of the *Dentsu Creative Portugal* agency, Ministry of Films and filmmaking by Marco Matias (Gaboleiro, 2023; Altice, 2023). It was with responsibility that the Portuguese telecommunications company launched this emotional campaign that meant to cause awareness to two of the most serious problems in the Portuguese society, which are the habitational crisis, in this case student housing, and loneliness of the senior population (Altice, 2023; Gaboleiro, 2023).

With that being said, the emotional campaign tells the story of a young woman who goes to Lisbon studying and ends up sharing a house with an old woman and as time goes by the pair gets along very well and help each other with everyday tasks while eventually developing a relationship (Altice, 2023). Consequently, with “Partilha Casa” MEO had the goal of promoting house sharing between the senior population and young people who are looking for houses while being enrolled in universities, thus contesting the two social problems mentioned above (Altice, 2023; Gaboleiro, 2023).

In continuation, to better implement its initiative MEO launched a website called “*partilhacasa.pt*” where students, seniors, and institutions can register themselves so they can be a part of the program. One of the company’s goals with this website was to attract other programs so that this initiative could be promoted on a larger scale expanding the number of possible candidates (Altice, 2023; Gaboleiro, 2023).

3. Research Framework

3.1- Objectives, key variables, and Research Questions

After the topic for this dissertation research was chosen it was time to start investigating about it and to try and understand which topics were relevant to talk about, to provide accurate contributions. So, taken that into consideration, it was developed two research questions as a starting point of the investigation that ultimately led to the concrete objectives in the research.

The research questions were: “*Can companies change consumers buying behaviour and brand perception through emotional advertising?*” and “*How do advertisements that use*

positive emotional stimuli impact consumers purchase decisions compared with advertisements that use negative or neutral emotional stimuli? ”.

As mentioned after formulating the research questions it was possible to come up with concrete objectives for this research. The objectives for this research are then:

- Comprehending how can brands successfully, through emotional marketing campaigns, influence consumer's buying behaviour and brand preference;
- Study what are the main emotions that lead consumers into purchasing a product or service as people react differently.

In continuation, without a shadow of a doubt one of the most important key variables for this research is consumer's reception to emotional advertisements during their purchase decisions. This variable is important because it dictates the consumer's probability of making a certain purchase of a product or a service under the influence of an emotional advertisement made by the brand of the product or service. Other key variables can also be the main emotions that consumer's express when making their purchase decisions. Therefore, this variable allows companies to develop their emotional advertisements with the most known emotions that consumer's express when thinking of buying a product or service, increasing the advertisement efficiency.

3.2- Hypothesis and Conceptual Model

After establishing the objectives for this research alongside the research questions it was possible to formulate three hypotheses, always keeping in mind what the main objectives for this thesis research are. The hypotheses that were developed are:

- **H1**- Emotional advertisements make consumers feel a connection with a brand, whereas non-emotional ads make consumers feel not connected with a brand;
- **H2**- Emotional marketing has the capability of influencing the consumers perception of a brand;
- **H3**- Consumers have a higher probability of changing their purchase decisions based on an emotional advertisement that they saw in contrast of not watching an emotional advertisement.

Furthermore, posterior of the understanding of the relationships between the independent variable and the dependent variable in the hypotheses, a conceptual model was created to portray the connections between H1 and all the other hypotheses, as well as the connection between the IV and the DV. With that being said, the *Conceptual Model* was created as represented in [Figure 3. 1- Conceptual Model. \(Elaborated by the author of this thesis\)](#)

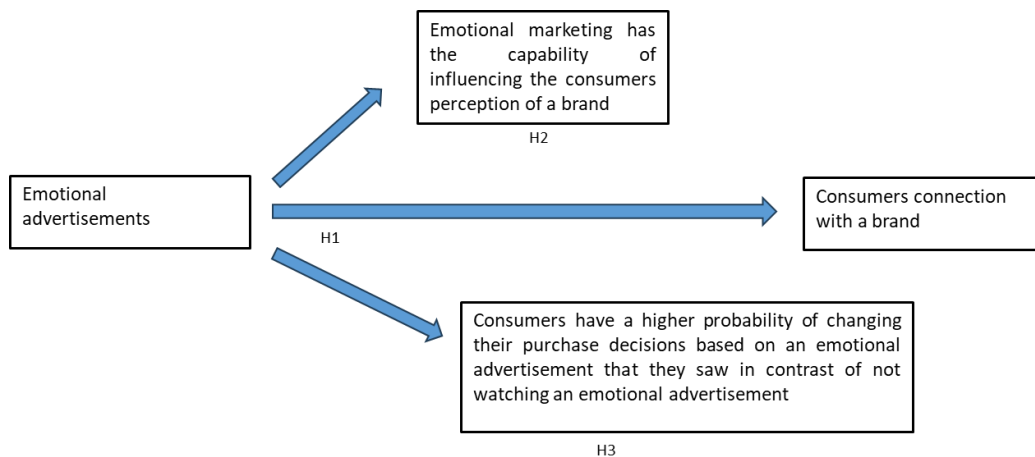


Figure 3. 1- Conceptual Model. (Elaborated by the author of this thesis)

4- Methodology

4.1- Data Collection Methods

4.1.1- Quantitative

4.1.1.1- Questionnaire

Firstly, to have a personal understanding of how people viewed emotional marketing as a strategy and as a factor during their decision-making process, towards the purchase of a product or a service, as well as the comprehension of how consumer's display their emotions during or after a purchase, an online questionnaire was developed. This questionnaire is the first quantitative methodology method used in this research.

In continuation, the questionnaire used in this research was an electronic questionnaire developed in the Qualtrics platform. Part of the questions present in the questionnaire were inspired by some present in the literature review and adapted to the topic of this research. The survey was originally developed in English but later translated to Portuguese.

Furthermore, in the introduction page of the questionnaire the respondents were warned about the main objectives of the study and were ensured that the questionnaire was totally anonymous, and the answers were only going to be used for academic purposes. Also, the respondents were warned that there were no right, or wrong answers and they could leave the study without any consequences if they wanted.

Gender was coded according to the normal genders that exist (Male, Female, Third gender/non-binary). Age was measured in years through different age groups.

In continuation, the questionnaire was prepared to be answered in a time frame between 7 to 10 minutes.

Also, to reach the target audience, the questionnaire was shared with family, friends and fellow colleagues who were also developing their master's thesis. Moreover, it was shared via e-mail, WhatsApp Messages, Instagram stories and private messages. Overall, the main target for this questionnaire were people with ages between 18 and 65 who were familiar with Emotional Marketing and its variables. There was no country, education, job occupation or gender barrier as it was open to everybody if they were familiar with Emotional Marketing.

Measurements

The participants of this study were measured according to the results present on the Qualtrics survey. After cleaning the data and deleting all the invalid answers the total came down to 78 answers.

Regarding the age of the participants, it was measured in years old using different age groups with similar gaps between them, for example: 18-24 years old; 25-34 years old; 35-44 years old.

When it comes to Education it was measured using a basic academic progression ranking system, from no school degree completed to Doctorate so that every respondent could give an answer. In terms of Employment History, it was measured, also, with a common ranking system from retired to student-worker.

The demographical indicator of Gender was measured with four different options, which were "Male, Female, Non-binary/Third gender, and Prefer not to say", to make sure that every respondent of the survey was comfortable enough to answer this personal indicator.

Furthermore, in terms of country of origin it was measured using the country of Portugal as the main option and an open box with “Other”. This was because the survey was mainly shared with Portuguese speaking people. However, as it was also shared in WhatsApp groups where fellow students of different nationalities are present, the addition of the “Other” answer box allowed those students to indicate their nationality.

On the other hand, the time frame to answer the questionnaire was, obviously, measured in minutes with a total time frame between 7 to 10 minutes.

To measure consumers opinion on normal and emotional advertisements, they were asked to answer on a 7-point Likert scale (1: Not at all likely to 7: Extremely likely) if they think that the messages that are present in emotional advertisements are either: Fake; Misleading; True; Emotional; Inspiring or Informational. Also, the respondents were also asked to answer, on a 10-point Net promoter scale (1: Not at all likely to 10: Extremely likely), the likelihood of being influenced by an advertisement into making a purchase.

Then, to measure the consumer’s comprehension of emotional marketing and it’s connections with consumer’s, the respondents were asked to elaborate on a 5-point Likert scale (1: Strongly Disagree to 5: Strongly Agree) if they think that Emotional marketing can influence a consumer to choose a brand; if Emotional ads are more likely to influence a consumer than other types of advertisements; if Emotional Marketing can increase consumer’s brand awareness and if Emotional advertisements can help consumer’s make their decisions.

On the other hand, to study what are the factors that consumer’s consider when making a purchase decision, the respondents were asked to rank from their most important priority=1 to their least important priority=5 the most important factors to consider when making a purchase decision (Price; Quality; Utility; Name of the brand; post-purchase satisfaction).

Finally, the respondents were asked to answer on a 5-point scale (1: Strongly Disagree to 5: Strongly Agree) if they think that the act of emotional purchasing varies from gender to gender. Furthermore, this question had the purpose of trying to study the emotions of consumers and how the respondents would answer. Also, to better understand consumers emotions, the respondents were asked to answer if they had ever made a purchase based on their emotions (Sharma et al., 2022). Furthermore, the respondents

were also asked to pick between “Upset, Scared, Nervous, Apprehensive, Confused, Happy, and Excited” to explain when they are making a purchase how do they usually feel (Zsido et al., 2020).

4.1.1.2- Descriptive analysis of two emotional marketing campaigns

In this quantitative data collection method, a descriptive analysis of the social media feedback, including likes, comments, views, and overall feedback, of the two emotional advertisements campaigns (“MEO- Dá espaço à partilha or Partilha Casa” and “Vodafone- Começar de Novo”) was made. This quantitative analysis has the objective of comprehending the point of view of a consumer towards an emotional advertising campaign. To have a better understanding feedback wise, the platforms where the descriptive analysis will take place were YouTube, Facebook, and Instagram Reels.

4.1.2- Qualitative

4.1.2.1- Projective Techniques

Subsequently, in terms of qualitative research the methodology chosen to better achieve the objective implemented for this research was the usage of Projective Techniques. Furthermore, there are several types of projective techniques, however for this research only the Association and Completion techniques will be used.

Firstly, regarding the Association technique it is going to be utilized to study what people first associate with when confronted with certain words related to the main topic of this thesis. In this study the words chosen, for people to write what they first associate, are for example: *Emotional Marketing, Process of choosing a product/service, Advertisements and Emotional buying*.

In continuation, the Completion technique is going to be used in this research to observe what people answer when confronted with several unfinished sentences regarding a certain topic. In this research, the examples of unfinished sentences for people to complete are: *The brand that you associate the most to emotional marketing ads is _____; After watching an advertisement the main emotion that you feel is _____; A brand that does emotional marketing ads is a(n) _____ brand.*

Consequently, the projective techniques mentioned above are going to be present in the questionnaire. When the respondents first open the questionnaire, after watching the advertisements (MEO or Vodafone), and indicate what are the main emotions present in the advertisement, they will be confronted with the projective techniques. Since the questionnaire is where the methodology would have more input putting the projective techniques in the questionnaire brings great advantages.

Finally, the utilization of this qualitative research method will allow to have a first-hand understanding of how people view emotional marketing's role on consumer decision-making and how it can influence consumer's purchase decision, brand preference and brand awareness.

5- Data analysis and Results

5.1- Descriptive analysis of two Emotional Marketing campaigns

As previously mentioned, one of the methodologies used in this research was the descriptive analysis of the feedback of two emotional marketing campaigns, one developed by MEO- “Dá espaço à partilha/Partilha Casa” and the other by Vodafone- “Começar de Novo” both addressing very important topics such as student accommodation and senior population loneliness, as well as domestic violence respectively.

Furthermore, to elaborate an analysis of both campaigns it was established three social media platforms (YouTube, Instagram reels and Facebook) where the companies shared their campaigns, as well as five important variables such as the number of views, likes, comments, consumer feedback, number of shares and the engagement rate of the publication, each campaign had in the social media platforms mentioned above.

5.1.1- MEO- “Dá espaço à partilha/Partilha Casa”

YouTube

Firstly, in YouTube this emotional marketing campaign developed by MEO was uploaded to the platform on the 28th of November 2023 which is around the holidays.

Subsequently, this emotional advertisement, having addressed a very important subject, contributed to the accumulation of 1.7 million views (one million and seven hundred thousand views), over one thousand likes and 130 comments (one-hundred and thirty comments) as seen in [Table 5.1](#).

Table 5.1- MEO- Dá espaço à partilha Youtube analytics

YouTube Analytics	
Views	1.7M
Likes	1k
Comments	130
Engagement rate	Unknown for the video but the channel has an estimate 0.34% engagement rate

On the other hand, although in YouTube it is not possible to see other channels number of shares, therefore it is not possible to accurately calculate MEO’s “Dá espaço à partilha” video engagement rate, MEO’s YouTube channel has an estimate 0.34% engagement rate.

Furthermore, upon the high number of views the consumer feedback was very positive with common comments like “Great advertisement that made me cry”, “Great soundtrack”, “Very well produced”, “The best Christmas advertisement”.

Instagram Reels

Moreover, Instagram being a platform with a higher user percentage in contrast to You Tube leads MEO into having a superior number of followers in this social media platform with 336 thousand (three-hundred thousand followers). Also, Instagram being one of the social media platforms more used by young people, who are part of the social problem presented in the advertisement, made sense for MEO to post an Instagram Reel to reach a bigger audience.

With that being said, the Instagram Reel of MEO's "Dá espaço à partilha" accumulated an astonishing 4.9 million views (four million nine-hundred thousand views), 26.9 thousand likes (twenty-six thousand and nine-hundred likes), 1.037 thousand comments (one-thousand and thirty-seven comments) and over 2.78 thousand shares (two-thousand seventy-hundred shares) as [Table 5.2](#) shows.

Table 5.2- MEO- Dá espaço à partilha Instagram Reels analytics.

Instagram Reels Analytics	
Views	4.9 M
Likes	26.9k
Comments	1.037k
Shares	2.78k
Engagement rate	~ 0.623%

However, even though this Instagram Reels post had 4.9 million views it's low number of likes (26.9k) comparing to the number of followers of MEO's Instagram account (336k) makes up for a lower engagement rate on this Instagram reels (~0.623%). Nevertheless, the support on this social media post was very positive with comments like the ones on You Tube.

Facebook

Equally important, MEO also decided to share their emotional marketing campaign on Facebook. This social media channel being more known for having an older demographic of users also has a respectable amount of younger people using it resulting in MEO having over 1.4 million followers (one-million four-hundred thousand followers)

Additionally, it was possible to analyse that MEO's "Dá Espaço à Partilha" emotional advertisement post on Facebook gained over 557 thousand views (five-hundred and fifty-seven thousand views), 3 thousand likes (three thousand likes), 487 comments (four-hundred and eighty-seven comments), as well as 742 shares (seven-hundred and forty-two shares) as represented in [Table 5.3](#):

Table 5.3- MEO- Dá espaço à partilha Facebook analytics

Facebook Analytics	
Views	557k
Likes	3k
Comments	487
Shares	742
Engagement rate	~0.76 %

Even though, this emotional advertisement has fewer views, likes, comments and shares on Facebook than on Instagram reels the engagement rate is higher in the Facebook post (ER= 0.76%> 0.62%).

5.1.2- Vodafone- “Começar de Novo”

YouTube

Firstly, this emotional marketing campaign was initially uploaded to Vodafone’s You Tube channel on the 8th of December in 2021 around Christmas time as Vodafone is very well-known for their emotional campaigns around the holidays.

In continuation, taken into consideration that Vodafone has a very good reputation when it comes to advertisements around the holidays and the fact that this specific one is centred around a very serious subject, which is domestic violence, their You Tube video views was a combining factor of what was mentioned having collected around 1.3 million views (one-million and three-hundred thousand views), 2.3 thousand likes (two-thousand and three-hundred likes) and 283 comments (two-hundred and eighty-three comments) as reported in [Table 5.4](#).

Table 5.4- Vodafone- Começar de Novo Youtube analytics

YouTube Analytics	
Views	1.3M
Likes	2.3k
Comments	283
Engagement rate	Unknown for the video but the channel has an estimate 0.11% engagement rate

Just like MEO's "Dá partilha à casa", in Vodafone's "Começar de Novo" YouTube video it was not possible to analyse the number of shares to have an accurate estimative of the engagement rate, so with every other variable the engagement rate was approximately 0.11%.

Nevertheless, the feedback was very positive with comments such as: "After this advertisement I am going to change to Vodafone", "Great message", "Congrats Vodafone", "Like always a very impactful Christmas advertisement", and many more.

Instagram Reels

Regarding this platform, Vodafone's emotional marketing advertisement accomplished close to one million views with 919 thousand views (nine-hundred nineteen-thousand views). In this platform, Vodafone surpassed MEO in likes with 31.9 thousand (thirty-one thousand and nine hundred) vs 26.9 thousand likes (twenty-six thousand and nine-hundred likes), as well as in number of comments with 1.94 thousand (one-thousand nine-hundred and forty) vs 1.037 thousand comments (one-thousand thirty-seven comments) as documented and analysed in [Table 5.5](#). For MEO's analytics see [Table 5.2](#).

Table 5.5- Vodafone- Começar de Novo Instagram Reels analytics.

Instagram Reels Analytics	
Views	919k
Likes	31.9k
Comments	1.94k
Shares	Unknown

Not being possible to know the number of shares in this platform it was not possible to calculate an engagement rate.

Facebook

As well as MEO, Facebook by having a mixed demographic of young and old people allowed Vodafone to gather a huge following of 1 million (one million).

Although, having 400 thousand (four-hundred thousand) less Facebook followers than MEO, Vodafone has a higher number of views with 815.6 thousand (eight-hundred fifteen thousand and six-hundred), likes with 6.1 thousand (six-thousand and hundred),

comments with 1.3 thousand (one-thousand and three-hundred) and number of shares with 2.4 thousand (two-thousand four-hundred), as it is possible to observe in [Table 5.6](#)

Table 5.6- Vodafone- Começar de Novo Facebook analytics

Facebook Analytics	
Views	815.6k
Likes	6.1k
Comments	1.3k
Shares	2.4k
Engagement rate	~1.20%

Furthermore, Vodafone was able to achieve a good engagement rate (1.20%) on their Facebook post.

5.2- Questionnaire about The Role of Emotional Marketing in Consumer Decision-Making

5.2.1- Sample characterisation

Firstly, this questionnaire upon its development using Qualtrics was shared with friends, family, and fellow colleagues also on their journey of developing a master's thesis. After downloading the data set and exporting it to SPSS it was possible to observe that there were incomplete answers and invalid answers which led to a data cleaning process. After the data cleaning process, it was possible to get to 78 (seventy-eight) valid answers.

Subsequently, after knowing what the number of valid answers was and cleaning the data it is possible to analyse the data present in SPSS.

Furthermore, the sample size that after cleaning the data was concluded to be 78 (seventy-eight), was ranged with age groups between 18 and 65+ years old. Most of the sample was a part of the younger demographic (18-24 years old) with 62.8 % (n= 49) and of female gender with 67.9%. The mean of the age groups was between 18-24 and 25-34. To have a more accurate mean of ages it was created a new age variable called `age_midpoint` that computed the already existing results from the age groups into

midpoints. With that being said the mean was 26.6 years old and the standard deviation was 9.2 (M=26.6, SD=9.24).

Regarding current occupation, most of the sample has an employed status with 33.3% (n= 26) and the second highest current occupation is student-worker with 30.8% (n= 24), followed close with student with 24.4% (n= 19).

Continuously, in the highest degree completed by the sample, the majority has a bachelor's degree with 62.8% (n= 49) in contrast to the lowest academic degree completed by the sample, which is Highschool degree, with 12.8% (n= 10).

On the other hand, the questionnaire was shared the most with people from Portugal, and that resulted in 87.2% (n= 68) of the sample being from Portugal. The other 12.8% (n= 10) represented people from other countries like, Brazil, Chile, Greece, Guine Bissau, Kazakhstan, Nigeria, and Romania.

Moreover, the sample's emotional advertisement comfortability was measured with No, Sometimes, and Yes possibilities of responses. Most of the sample 74.4% (n= 58) said they were comfortable watching emotional advertisements, in contrast to the 2.6% (n= 2) that are not comfortable and the 23.1% (n= 18) that sometimes are.

Also, the sample was enquired on if Emotional Marketing had ever positively or negatively influenced their perception of a brand. With that being said, it was possible to analyse that 43.6% of the sample (n= 34) had answered "Yes, positively" and 32.1% (n= 25) had answered "Probably yes".

5.2.2- Significant relationship between categorical variables analysis

Emotional advertisements visualization and Gender

Firstly, to know if two variables have a significant relationship between them, one of the best tests to perform is the Chi-Square test.

Continuously, one of the first relationship that was tested was the one between the visualization of emotional advertisements and gender, to comprehend if the visualization of emotional advertisements was connected to a specific gender.

The next step was to analyse the Chi-Square Tests table to see if the p value (value of significance) was higher or lower than 5%. So, after analysing the table it was possible to see that $p = 0.535$, therefore $p > 0.05$ ([Table A.1- "Emotional Ad visualization * Gender"](#)).

Also, it is possible to infer that the visualization of emotional advertisements and being male or female do not have a significant relationship, and both are independent of each other.

Purchase based on emotions and Emotional advertisements visualization

Moreover, the next relationship tested was the one between the possibility of having made a purchase based on emotions and the visualization of emotional advertisements.

In continuation, the next step to analyse the relationship of these two variables was to do the Chi-Square test. Having made the test it was possible to observe that $p = 0.372$ and therefore, $p > .05$ ([Table A.2- "Have you ever made a purchase based on your emotions? * Emotional Ad visualization"](#)).

On the other hand, it is possible to infer that there isn't a significant relationship between having made or not a purchase based on emotions and the visualization or not visualization of emotional advertisements, as well as both variables being independent of each other.

Emotional Marketing positively or negatively influencing consumers perception of a brand and Connection with a brand after watching an emotional advertisement

In this association between variables, it was tested and analysed the relationship between consumers perception of a brand being positively or negatively influenced by emotional advertisements and connection with a brand after watching an emotional advertisement.

Taken that into consideration, it was performed a Chi-Square test to analyse the level of significance between the two variables that would allow to analyse if there was or not a significant relationship. By looking at the test results it was possible to determine that $p = 0.003$ and therefore, $p < 0.05$ ([Table A.3- "Emotional Marketing positively or negatively influencing a perception of a brand * Connection with a brand"](#)).

In continuation, it is possible to conclude that there is a statistically significant relationship between consumers perception of a brand being positively or negatively influenced by emotional advertisements and having a connection with a brand after watching and emotional advertisement, being the variables dependent of each other.

5.2.3- Hypotheses testing

H1- Emotional advertisements make consumers build a connection with a brand, whereas non-emotional ads make consumers feel not connected with a brand

In the first place, to build a conceptual model, it is important to develop the hypotheses that composes it and to test them it's important to develop some variables testing.

Continuously, in the case of H1- *Emotional advertisements make consumers build a connection with a brand, whereas non-emotional ads make consumers feel not connected with a brand*, it was performed a One- Sample T test to analyse how the samples mean compares to the population mean.

Before performing the test, it is important to take in consideration the following hypothesis:

- **H1-** Emotional advertisements make consumers build a connection with a brand, whereas non-emotional ads make consumes feel not connected with a brand.

After that, it was time to put the variable in the Test Variable box and the midpoint (2) in the Test Value box and analyse the One- Sample T test table.

The first step is to look at the mean of "Connection with a brand" and compare it to the population average as the midpoint was 2 ($M = 2.42$ vs $M = 2.0$). Then, by looking at the p value, it is possible to infer that $p = <0.001$ which confirms that $p < 0.05$. Also, the value of t is equal to 4.998 as the degrees of freedom to 77, and the standard deviation amounts to 0.748. The Confidence Interval of the Difference has an upper value of 0.59 and a lower value of 0.25 ([Table A.4- "One- Sample T- test for H1- Emotional advertisements make consumers build a connection with a brand, whereas non-emotional ads make consumers feel not connected with a brand".](#))

With that being said, taken into consideration that $p < 0.05$ it is possible to confirm that Emotional advertisements indeed make consumers build a relationship with

brands, whereas non-emotional ads make consumers feel not connected with a brand also confirming H1.

On the other hand, it can also be concluded that the mean of the possibility of emotional advertisements making consumers build a connection with a brand ($M=2.42$, $SD=0.748$) was higher than the population “normal” possibility of emotional advertisements making consumers build a connection with a brand of 2.0, a statistically significant mean difference of 0.42, 95% CI (0.25 to 0.59), $t(77)=4.998$, $p<0.001$.

H2- Emotional marketing has the capability of influencing the consumers perception of a brand

As the example where it was analysed if H1 was valid or not, to confirm H2 it was also elaborated a One-Sample T-Test. The hypothesis, which its variables were submitted to the statistical test mentioned earlier, is:

- **H2-** Emotional marketing has the capability of influencing the consumers perception of a brand.

The next step to reach a conclusion was to put the variable in the Test Variable box and perform the test and the midpoint, in this case 3, in the Test Value box.

Continuously, after SPSS generated the table, it was necessary to firstly look at the samples mean and compare it to the population's mean, as its midpoint was 3 ($M=4.09$ vs $M=3.0$) it also tells us that the samples mean is higher than the population mean, while having a mean difference of 1.090. Then, it was relevant to look at the p value. After analysing the table, $p<0.001$ which in turn equals to $p<0.05$. Furthermore, the value of t was 8.039, the degrees of freedom 77 and the standard deviation 1.1197. In terms of the Confidence Interval of the Difference, it had an upper value of 1.36 and a lower value of 0.82 ([Table A.5- "One-Sample T-test for H2- Emotional marketing has the capability of influencing the consumers perception of a brand"](#)).

Moreover, after viewing that $p<0.05$ it is possible to confirm that Emotional Marketing has the capability of influencing the consumers perception of a brand, making H2 possible.

Also, it can be concluded after analysing the data that the mean capability of Emotional marketing influencing the consumers perception of a brand ($M= 4.09$, $SD= 1.197$) was higher than the population “normal” mean capability of Emotional marketing influencing the consumers perception of a brand ($M= 4.09$ vs $M= 3.0$), a statistically mean difference of 1.090, 95% CI (0.82 to 1.36), $t(77)= 8.039$, $p= <0.001 = p<0.05$.

H3- Consumers have a higher probability of changing their purchase decisions based on an emotional advertisement that they saw in contrast of not watching an emotional advertisement.

Firstly, in contrast to the other two hypotheses to study H3 and to see if it was possible to confirm it or not it was developed a One-Way ANOVA test to examine the difference among means. Next, the hypothesis that guided the analysis to confirm if H3 was possible to confirm is as follow:

- **H3-** There is a significant difference amongst the means of both groups.

Continuously, after the definition of the hypothesis, the next important step was to put the groups in their respective columns and run the ANOVA test. After running this statistical test, one of the steps to get to a conclusion was to look at the p value as $p= 0.846$, which in turn allowed to understand that $p>0.05$. With this test, it also became possible to analyse that that $Df= 2,75$ and $F= 0.168$ ([Table A.6- "One-way ANOVA for H3- Consumers have a higher probability of changing their purchase decisions based on an emotional advertisement that they saw in contrast of not watching an emotional advertisement"](#)).

On the other hand, to get a more in dept analysis to sustain the final conclusion, whether H3 will be confirmed or not, by comparing the means between both groups it was possible to analyse that the Emotional advertisement visualization group has a higher mean ($M= 2.72$, $SD= 0.507$) then the purchase decision change based on an emotional ad consumers saw ($M= 1.62$, $SD= 0.490$) ([Table A.7- "Means between groups \(Emotional Ad visualization and Purchase Decision change\)"](#)). With that being said, after analysing that the p value is higher than 0.05 it is not possible to confirm that there is no significant difference between the means of both groups, and it doesn't allow to confirm H3.

Likewise, it can also be analysed the following: $M_{\text{Emotional Ad visualization}}= 2.72$, $SD= 0.507$ vs $M_{\text{Purchase decision change}}= 1.62$, $SD= 0.490$; $F(2,75)= 0.168$, $p= 0.846$.

5.2.4- Other variables analysis

How likely are you to be influenced by an advertisement into making a purchase?

In this questionnaire, it was used a net promoter score to analyse the consumers likelihood of being influenced by an advertisement into making a purchase.

By looking at [Table 5.7](#) it is possible to analyse that the mean between all the values is 6 and the standard deviation is 2.256.

Table 5.7- Mean and Std. Deviation for How likely are you to be influenced by and advertisement into making a purchase?

How likely are you to be influenced by na advertisement into making a purchase?	
N	78
Mean	6.00
Std. Deviation	2.256

The mean being 6 means that average respondents fall into the detractor category not being very likely to be influenced by an advertisement into making a purchase. Also, it is possible to analyse that according to [Table 5.8](#) that the value 6, 7, and 8 had each 14 people responding. Also, the response “Not at all likely” had one of the lowest frequency scores with just 2 and “Extremely likely” had 5. On the other hand, 43 people responded negatively and 35 people responded positively, confirming the negative net promoter score.

Table 5. 8- Net promoter score

How likely are you to be influenced by an advertisement into making a purchase?				
	Frequency	Percent	Valid Percent	Cumulative Percent
Not at all likely	2	2.6	2.6	2.6
2	4	5.1	5.1	7.7
3	7	9.0	9.0	16.7
4	3	3.8	3.8	20.5
5	13	16.7	16.7	37.2
6	14	17.9	17.9	55.1
7	14	17.9	17.9	73.1
8	14	17.9	17.9	91.0
9	2	2.6	2.6	93.6
Extremely likely	5	6.4	6.4	100
Total	78	100	100	

The messages that are present in emotional advertisements probably are:

In this question, the respondents were asked to respond in a scale from 1 (Not all likely) to 7 (Extremely likely) if the messages that are present in emotional advertisements are either: Fake, Misleading, True, Emotional, Inspiring, or Informational.

According to [Table A.8- "The messages that are present in emotional advertisements probably are."](#)

the variable with the highest mean was “Emotional” ($M= 6.17$, $SD= 1.121$), which means that the respondents picked “Emotional” the most when compared with the other options. Furthermore, the variables that were picked the least were “Fake” ($M= 2.96$, $SD= 1.533$) and “Misleading” ($M= 2.83$, $SD= 1.615$), as it is possible to analyse that these two variables were the ones with the lowest means. Also, the variable with the highest standard deviation was “Misleading” ($SD= 1.615$) meaning it was the one that its values varied the most when compared with the remaining variables, in contrast the variable with the lowest standard deviation was “True” ($SD= 1.063$) meaning it was the one that its values fluctuated the least. Moreover, “Emotional, True, Inspiring, and Informational” were the most picked.

When you are making a purchase decision what are the most important factors for you?

In this question, the respondents were asked to rank from 1 to 5, 1 being their most important priority and 5 their least important priority, the following factors when making a purchase decision: Price, Quality, Utility, Name of the brand, and post-purchase satisfaction.

After analysing the frequencies table, it was possible to infer that the factor with the highest mean was “Name of the brand” ($M = 4.12$, $SD = 1.319$). Also, by looking at the frequencies table it is possible to comprehend what was the most common ranking order of most important factors. The ranking order was: 1- Price, 2- Quality, 3- Utility, 4- Post-purchase satisfaction, 5- Name of the brand. On one hand, “Name of the brand” was also the factor with the highest standard deviation ($SD = 1.319$), which means that this factors values fluctuated the most in comparison with other factors ([Table A.9- "When you are making a purchase what are the most important factors for you?"](#))

On the other hand, 38.5% ($N = 30$) of the respondents said “Price” was their most important factor, 39.7% ($N = 31$) of the respondents chose “Quality” as their second most valuable factor, 28.2% ($N = 22$) chose “Utility” as their third most important factor, 60.3% ($N = 47$) chose "Name of the brand" as their fifth most important factor, and finally 48.7% ($N = 38$) chose "Post-purchase satisfaction" as their fourth most valuable factor when making a purchase decision. With that being said, it confirms the ranking order mentioned above.

Have you ever made or changed a purchase decision regarding a purchase based on an emotional advertisement that you saw? / What was the reason behind it?

Firstly, the respondents were asked if they had ever made or changed a purchase decision based on an emotional ad they saw. The respondents who answered no were redirected to the next question, however the respondents that said yes where then asked what the reason behind it was: “The advertisements message, The emotional stimuli present in the advertisements, The reputation that the company advertising has in the market”. By looking at the frequencies table it was possible to comprehend that 61.5% ($N = 48$) of the respondents answered no, and 38.5% ($N = 30$) said yes, confirming that the

majority responded negatively ($M= 1.62$, $SD= 0.490$) ([Table A.10- "Have you ever made or changed a decision regarding a purchase based on an emotional advertisement that you saw?"](#))

Then, after analysing the frequencies table of the reasons behind the respondents having made or changed a purchase decision based on an emotional ad they saw it was possible to affirm that “The emotional stimuli present in the advertisements” ($M= 2.00$) was the most popular reason ($N= 16$) and the least chosen reason was “The reputation that the company advertising has in the market” ($M= 3.00$, $N= 7$) ([Table A.11- "What was the reason behind it?"](#))

When you are making a purchase how do you usually feel?

In this question of the survey, the respondents were asked to answer how they usually feel when making a purchase between the following feelings: “Upset, Scared, Nervous, Apprehensive, Confused, Happy, Excited”.

Furthermore, after running a frequency analysis it was possible to determine that most people answered that when making a purchase they usually feel “Excited” ($N= 55$, $M=7$). Secondly, the second highest emotion felt by the respondents when making a purchase was “Happy” ($N=45$, $M= 6$). In contrast, the emotion that registered the lowest number of respondents was “Scared” ($N=1$, $M= 2$). It can also be concluded that, by the variables having the same value between them that the standard deviation was 0 ([Table A.12- "When you are making a purchase how do you usually feel?"](#)).

5.3- Projective Techniques

5.3.1- Association

As previously mentioned, these projective techniques were introduced in the questionnaire. To have a wider group of answers it was applied both Association and Completion techniques.

Firstly, the Association technique was divided into three words for the respondents to write what they associate that word with what first came to their mind. The chosen words were: “Emotional Marketing, Process of choosing a product/service, Advertisements, and Emotional buying”.

Regarding *Emotional Marketing*, most of the respondents associated with “feelings, emotions, brands, manipulation, advertisements, strategy”, and many more ([Table A.13- "Association- Emotional Marketing"](#)). When it comes to the *Process of choosing a product/service*, the respondents associated the most with “choices, decisions, options, information search, price, price/quality relationship, selection, stressful”, between many more ([Table A.14- "Association- Process of choosing a product/service"](#)). On the other hand, when it came to *Advertisements* the respondents gave negative answers as they associated the most with “annoyance, food, strategy, interesting, informative, marketing, publicity, tv, sales”, and many more as [Table A.15- “Association- Advertisements"](#) proves it. Finally, *Emotional buying* had a wide variety of answers ranging from “brands, consumerism, impulsiveness, impulsive buying, impulsive, persuasion to satisfaction, necessities, food, quickness, clothes”, and many more like [Table A.16- "Association- Emotional Buying"](#) allows to analyse.

5.3.2- Completion

First, this projective technique was planned so the respondents of the questionnaire completed three sentences regarding the theme of this research. The sentences that were elaborated were: “The brand that you associate the most to emotional marketing ads is _____; After watching an advertisement the main emotion that you feel is _____; A brand that does emotional marketing ads is a(n) _____ brand.

Taking into consideration the first phrase to complete, most of the respondents’ answered brands that are very well-known in their industry for the advertisements that they develop, and for the history each brand has. Consequently, the brands that were written the most were: “Coca Cola, Dove, Nike, NOS, and Vodafone” ([Table A.17- "Completion- The brand that you associate the most to emotional marketing is _____"](#))

Secondly, the next one that consumers encountered was to answer what was, after watching an advertisement, the main emotion that they felt. The most common answers were: “Curiosity, Happiness, Interest, Sadness, Empathy, and many more”. Also, many of the respondents answered that it depends on the type of advertisement being shown ([Table A. 18- "Completion- After watching an advertisement the main emotion that you feel is _____"](#))

Thirdly and at last, the respondents encountered a phrase to complete where they had to answer what type of brand is a brand that does emotional marketing advertisements. The answers provided showed all the possible responses to the blank space in the phrase. Continuously, the most common answers that were possible to analyse were: “Strategic, Intelligent, Normal, Smart, Emotional and Serious, with a close relationship with the consumer, with a good communication strategy, and many more as shown by [Table A.19- "Completion- A brand that does emotional marketing ads is a\(n\) _____ brand.](#)

6- Discussions and Conclusions

This research involved a mixed approach with both quantitative and qualitative methodologies so that it was possible to better understand the role that emotional advertising has in consumers decision-making. Nowadays, consumers when watching television, on their mobile phones, or when watching the news are confronted with multiple advertisements especially emotional ones. Taking that into consideration, as consumers when they see an advertisement become easily influenced by them and make decisions based on them, it is important to know how consumers decision-making regarding purchases are being affected by emotional advertisements.

To study and analyse what was mentioned above, it was carried out a descriptive analysis of two emotional marketing campaigns, “Dá espaço à Partilha” by MEO and “Começar de Novo” by Vodafone where it was analysed the number of likes, comments, shares, views and overall feedback in three social media platforms (Facebook, Instagram Reels, and YouTube) to comprehend how consumers reacted to emotional advertising campaigns. It was possible to conclude that MEO’s campaign being more recent made it more popular across all channels when compared with Vodafone’s campaign. Also, it was conducted some projective techniques both Association and Completion to evaluate people’s perception of emotional advertising and its various aspects related for example to decision-making.

However, the main methodology that was used to support this research was the questionnaire developed through Qualtrics. The questionnaire helped understanding in a better way how the respondents viewed Emotional Marketing and if it had affected their decision-making.

Before developing the questionnaire, it was established three hypotheses that later would be crucial in the data analysis from the questionnaire. After developing the hypotheses, it was formed the Conceptual Model that would dictate the relationship between the hypotheses.

Furthermore, after characterising the sample and before testing the hypotheses it was made some variable relationship analysis to get a better understanding if some variables had a significant relationship between them or not. The first relationship analysis was between Emotional advertisements visualization and Gender. After conducting a Chi-Square test it was possible to conclude that by the value of p being higher than 5% that the visualization of emotional advertisements and being male or female do not have a significant relationship, being the two variables independent of each other.

The next relationship that was analysed was about the Purchase based on emotions and Emotional advertisements visualization. After performing the Chi-Square test, once again the p value was higher than the level of significance (5%), which meant that there is not a significant relationship between having made or not a purchase based on emotions and the visualization of emotional advertisements.

The final relationship that was analysed was between Emotional Marketing positively or negatively influencing consumers perception of a brand and Connection with a brand after watching an emotional advertising. By conducting the Chi-Square test it was possible to analyse that the p value was lower than 0.05 meaning that there is a significant relationship between consumers perception of a brand being positively or negatively influenced by emotional advertisements and having a connection with a brand after watching an emotional advertisement, being the variables dependent of each other.

Moreover, with the hypotheses testing it was possible to conclude several things.

H1 was accepted meaning that emotional advertisements truly make consumers build a relationship with brands, whereas non-emotional ads make consumers feel not connected with brands. On the one hand, consumers' willingness of watching emotional advertisements affects the way that they connect and build relationships with brands. Continuously, H2 was also accepted being possible to conclude that Emotional Marketing has the capability of influencing the consumers perception of a brand. On the other hand, consumers connecting and building relationships with brands allows them to formulate a

perception of the brand. In turn, H3 was rejected making it possible to conclude that there is no statistically significant difference in the probability of consumers changing their purchase decisions between those who watched an emotional advertisement and those who did not.

In continuation, to comprehend how can emotional advertising influence consumers decision-making, it was also performed an analysis of other variables. The first one that was performed was about how likely were the respondents of the survey to be influenced by an advertisement into making a purchase, in a net promoter score rank from 1 to 10. After checking the mean of the variable, it was possible to conclude that it being 6 that the respondents are in the detractor category, which also means that they are not very likely to being influenced by an advertisement.

The next variable analysed was about the messages that are present in emotional advertisements. The options were set as Fake, Misleading, True, Emotional, Inspiring, or Informational and the value with the highest mean was “Emotional”, which is possible to conclude that the majority believes that the messages that are present in emotional advertisements are “Emotional”.

The respondents were also asked to rank from 1 to 5 what are their most important factors when making a purchase. Consequently, after developing frequencies test it was possible to conclude that, by looking at the means of each variable as well as the percentages, that the preferred order of most important factors were 1- Price, 2- Quality, 3- Utility, 4- Post-purchase satisfaction, and 5- Name of the brand.

Finally, it was possible to conclude that, from running a frequencies test on if the respondents have ever made or changed a purchase decision based on an emotional advertisement that they saw, that the majority did not change or decided based on an emotional ad they visualized. This also helps conclude that although emotional advertisements make consumers feel more connected with the brand through their stimuli, some people not feel that way and are unfazed by all the emotional stimuli present in the ads thus not making a purchase decision based on an emotional ad.

However, those who did it responded that the reason behind it was the “emotional stimuli present in the advertisements”.

In summary, emotional marketing has a very important role in consumers decision-making, although many consumers either do not watch emotional advertisements or are not fazed by them. Nevertheless, those who are influenced often associate emotional marketing to emotions and feelings and the feeling of building an emotional relationship with a brand excites consumers and makes them believe that the brands will only develop products and services that are suitable to them.

Moreover, those consumers that are influenced by emotional advertisements and have emotional relationships with brands, when making a purchase decision often recall the brands advertisements and skip several steps in the decision-making process going with the product or service of the brand, they have a relationship with. Furthermore, Emotional Marketing has a strong potential taken into consideration that consumers often like to express their feelings and emotions and brands can take advantage of that and build advertisements with all the consumers most common emotions to maximize efficiency.

6.1- Limitations and Future Considerations

Firstly, while developing this research it was possible to encounter some limitations.

One of the first limitations encountered was about the low number of valid answers retracted from the survey. Upon exporting the data from Qualtrics to SPSS the total number of respondents of the questionnaire were 166 (one-hundred and sixty-six), however after cleaning the data and deleting all the uncompleted responses to the survey, as well as all the other invalid responses, the number of valid answers suffered a drastic decrease from 166 to 78. This number of valid responses diffculted the data analysis as such low number of responses didn't allow to take very in-depth conclusions as well as, in-depth variable relationship analysis. Also, this low number of valid responses, represented the respondent's indifference or importance allocated to the survey, which in addition put in jeopardy the veracity and credibility of answers.

Furthermore, other limitation of this study was the fact that the questionnaire was in its majority shared using online methods such as e-mail and social media. With this, it limited the collection and quality of responses. Nowadays, people do not like answering surveys as they find them boring or not relevant and that contributed to some survey answers not being very authentic as people wanted to finish it as fast as possible.

In the literature review, it was mentioned the emotional appeals with the most impact, however the study conducted in one of the research papers was from a particular sample of respondents. This could pose as a limitation because the results of the study, in this subtopic of the research, couldn't be generalized as emotions are something particular to individuals and vary from person to person making it hard to provide 100% accuracy on what are the emotional appeals with the most impact.

Finally, most of the respondents did not make or change a purchase decision based on an emotional advertisement that they saw, which having the objective of this research in mind, accounts for a limitation. This fact makes that the respondents that answered negatively may not be a part of the targeted sample and twist the results obtained and potentially not allow to make a general assumption. Moreover, it also becomes difficult to elaborate accurate conclusions

Continuously, considered the limitations of this research there are several future research considerations that are proposed.

Firstly, explaining thoroughly the main goal of the questionnaire and ensuring question clarity will help the respondents understand what they are answering and reducing the potential for early abandonments or invalid responses. Also, conducting a study with a larger sample of respondents could help achieve more accurate and conclusive results.

Next, exploring the utilization of new methods to share a questionnaire would allow for a more diverse and larger sample of respondents. Consequently, by using new methods it would broaden the quality and diversity of the responses, as well as allowing more accurate conclusions, complementing the recommendation mentioned above.

Furthermore, future research could benefit from conducting a more comprehensive and general approach with a much larger sample so that it is possible to generalize what are the most impactful emotions for people. Nevertheless, to get more generalized/non-bias responses the elaboration of questions focused on the types of emotions that exist would allow the respondents to give honest answers, thus allowing to generalize.

Last but certainly not least, making an impediment analysis of the respondents that answered negatively regarding having made a purchase decision based on an emotional advertisement that they saw, would be beneficial to find out the reasons as why some people feel that way so that it can be corrected and turn a negative into a positive.

6.2- Expected contributions

This research is expected to contribute to a better understanding of the role that emotional advertising has in the consumers decision-making, brand awareness, brand preference and to comprehend how a consumer can be emotionally attracted to an advertisement and the main stimuli that made them feel attracted. Also, this research is aiming to know what are the main emotions that trigger a reaction in the consumers brain. By conducting some variable relationship analysis and other variables analysis, this research hopes to contribute to the exposure of a research gap in emotional advertising, which is the consumers disinterest in watching emotional advertisements, as well as the saturation of emotional ads every year. Ultimately, this study is expected to contribute to the finding of optimal ways that companies can use to successfully influence consumers decision-making.

Bibliographical References

Achar, C., So, J., Agrawal, N., & Duhachek, A. (2016). What we feel and why we buy: the influence of emotions on consumer decision-making. In *Current Opinion in Psychology*, 10, 166–170. Retrieved from: <https://doi.org/10.1016/j.copsyc.2016.01.009>

Adhikary, A. (2014). Advertising: A Fusion Process between Consumer and Product. In *Procedia Economics and Finance*, 11, 230–238. Retrieved from: [https://doi.org/10.1016/s2212-5671\(14\)00191-9](https://doi.org/10.1016/s2212-5671(14)00191-9)

Altice. (2023, November 28). *Partilha Casa: um projeto nacional que une gerações*. In ALTICE. Retrieved from: <https://www.altice.pt/pt/media/comunicados/2023/novembro/partilha-casa>

American Psychological Association. (n.d.). Emotions. In American Psychological Association. Retrieved from: <https://www.apa.org/topics/emotions>

American Psychological Association. (2018). Projective Technique. In *APA Dictionary of Psychology*. Retrieved from: <https://dictionary.apa.org/projective-technique>

Bellini-Leite, S. C. (2022). Dual Process Theory: Embodied and Predictive; Symbolic and Classical. In *Frontiers in Psychology*, 13. Retrieved from: <https://doi.org/10.3389/fpsyg.2022.805386>

Brandt, D. (2016). EMOTIONS GIVE A LIFT TO ADVERTISING. In Nielsen. Retrieved from: <https://www.nielsen.com/insights/2016/whats-next-emotions-give-a-lift-to-advertising/#>

Brown, S. (2010, December). Likert scale examples for surveys. In Iowa State University Extension. Retrieved from: <https://www.extension.iastate.edu/documents/anr/likertscaleexamplesforsurveys.pdf>

Buvat, J., Slatter, M., Jacobs, K., Hewett, S., Taylor, M., Cherian, S., & Capgemini. (2017). Loyalty Deciphered- How Emotions Drive Genuine Engagement. In Capgemini. Retrieved from: https://www.capgemini.com/wp-content/uploads/2017/11/dti_loyalty-deciphered_29nov17_final.pdf

Consoli, D. (2010). A New Concept of Marketing: The Emotional Marketing (Vol. 1, Issue 1). In *Brand Research in Accounting, Negotiation and Distribution*, 1, 52-59. Retrieved from: <https://www.edusoft.ro/brain/index.php/brand/article/view/76/170>

Curtis, T., Arnaud, A., & Waguespack, B. P. (2017). Advertising Effect on Consumer Emotions, Judgements, and Purchase Intent. In *Asian Journal of Business Research*, 7(2). Retrieved from: <https://doi.org/10.14707/ajbr.170037>

Deshwal, P. (2015). EMOTIONAL MARKETING: SHARING THE HEART OF CONSUMERS. In *International Journal of Advanced Research in Management and Social Sciences*: 4(11). Retrieved from: <https://garph.co.uk/IJARMSS-vol4-no11.html>

- Dove. (2022, October 31). Real beauty sketches. In Dove. Retrieved from: <https://www.dove.com/us/en/stories/campaigns/real-beauty-sketches.html>
- Durães, P. (2021, December 9). *Vodafone mostra que Natal também pode ser tempo de acabar com a violência doméstica (com vídeo)*. In Meios E Publicidade. Retrieved from: <https://www.meiosepublicidade.pt/2021/12/09/vodafone-mostra-que-natal-tambem-pode-ser-tempo-de-acabar-com-a-violencia-domestica-com-video>
- Escadas, M., Jalali, M. S., & Farhangmehr, M. (2020). What goes around comes around: The integrated role of emotions on consumer ethical decision-making. In Journal of Consumer Behaviour, 19(5), 409–422. Retrieved from: <https://doi.org/10.1002/cb.1847>
- Evcimen, O. (2020, May 27). Download Colorful Human Brain Parts for free. In Vecteezy. Retrieved from: <https://www.vecteezy.com/vector-art/1166073-colorful-human-brain-parts>
- Fisher, Carl Erik MD; Chin, Lisa EdD, JD, MA, MPH; Klitzman, Robert MD. (2010). Defining neuromarketing: Practices and professional challenges. In Harvard Review of Psychiatry (Vol. 18, Issue 4, pp. 230–237). Retrieved from: <https://doi.org/10.3109/10673229.2010.496623>
- Gaboleiro, A. (2023, November 28). *MEO lança iniciativa que promove a partilha de casa entre jovens e seniores*. In Imagens De Marca. Retrieved from: <https://www.imagensdemarca.pt/artigo/meo-lanca-iniciativa-que-promove-a-partilha-de-casa-entre-jovens-e-seniores/>
- Guerreiro, J., Rita, P., & Trigueiros, D. (2015). Attention, emotions and cause-related marketing effectiveness. In European Journal of Marketing, 49(11–12), 1728–1750. Retrieved from: <https://doi.org/10.1108/EJM-09-2014-0543>
- Kagan, N. (2017, November 28). How to Create Viral Content: 10 Insights from 100 Million Articles. In Noah Kagan. Retrieved from: <https://noahkagan.com/why-content-goes-viral-what-analyzing-100-millions-articles-taught-us/?hvid=41eiUq>
- Kotler, P., & Keller, K. (2016). *Marketing Management* (15th ed.). Pearson Education Inc.
- Kumar, D. P., Raju, K. V. (2013). The Role of Advertising in Consumer Decision Making (Vol. 14, Issue 4). In IOSR Journal of Business and Management. Retrieved from: <http://dx.doi.org/10.9790/487X-1443745>
- Kumar Panda, T., & Mishra, K. (2013). Does Emotional Appeal Work in Advertising? The Rationality Behind Using Emotional Appeal to Create Favorable Brand Attitude. In The IUP Journal of Brand Management. 7-23. Retrieved from: https://www.iupindia.in/1306/Brand%20Management/Does_Emotional_Appeal_Work.html

Marketeer. (2021, December 9). “*Começar de novo*”: violência doméstica em foco na campanha de Natal da Vodafone. In Marketeer. Retrieved from: <https://marketeer.sapo.pt/comecar-de-novo-campanha-de-natal-da-vodafone-aborda-a-violencia-domestica/>

McNichols, M. (2022, June 22). Why funny advertising campaigns make you stand out (and why some business leaders avoid them). In Oracle Advertising Blog. Retrieved from: <https://blogs.oracle.com/advertising/post/funny-advertising>

Nguyen, J. (2016, December 9). How holiday marketing uses Christmas feels to get you buying. In Forbes. Retrieved from: <https://www.forbes.com/sites/nguyenjames/2016/12/09/holiday-marketing-demystified-5-psychological-principles-to-create-a-winning-campaign/>

Expert Panel (2021, November 15). 15 Effective examples of emotional marketing Brands can learn from. In Forbes. Retrieved from: <https://www.forbes.com/sites/forbescommunicationscouncil/2021/11/15/15-effective-examples-of-emotional-marketing-brands-can-learn-from/?sh=69ba779e64b4>

Expert Panel (2022, December 6). 15 Brand-Boosting Benefits of Emotional Marketing. In Forbes. Retrieved from: <https://www.forbes.com/sites/forbescommunicationscouncil/2022/12/06/15-brand-boosting-benefits-of-emotional-marketing/?sh=215c0d687a53>

Panwar, D., Anand, S., Ali, F., & Singal, K. (2019). Consumer Decision Making Process Models and their Applications to Market Strategy. In *International Management Review* (Vol. 15, Issue 1). Retrieved from: <http://americanscholarspress.us/journals/IMR/pdf/IMR-1-2019/IMR-v15n1art3.pdf>

Patel, N. (2023, January 13). Expert’s Guide to Emotional Marketing. In Neil Patel. Retrieved from: <https://neilpatel.com/blog/emotions-for-content-marketing/>

Pradeep, A. K. (2010). The buying brain: Secrets for selling to the subconscious mind. John Wiley & Sons. EEG (electroencephalogram) - Mayo Clinic. (2022, May 11). In Mayo Clinic. Retrieved from: <https://www.mayoclinic.org/tests-procedures/eeg/about/pac-20393875>

Punniyamoorthy, R., Arulmoli, R. (2019). Brand Connecting With People in the Aspect of Emotional Advertising Towards Societal Benefits and Awareness. In *International Journal of Innovative Technology and Exploring Engineering*, 8(7C2), 299–304. Retrieved from: <https://www.ijitee.org/wpcontent/uploads/papers/v8i7c2/G10670587C219.pdf>

Qazzafi, S. (2019). CONSUMER BUYING DECISION PROCESS TOWARD PRODUCTS. In *International Journal of Scientific Research and Engineering Development*, 2, 130–134. Retrieved from: <https://www.researchgate.net/publication/336047692>

Renvoisé P., & Morin, C. (2007). Neuromarketing: Understanding the “Buy Buttons” in Your Customer’s Brain. In Thomas Nelson Inc.

- Rucker, D. (2017, October 5). Emotion in advertising: The difference between a spark and a backfire. In Forbes. Retrieved from: <https://www.forbes.com/sites/derekruker/2017/10/05/emotion-in-advertising-the-difference-between-a-spark-and-a-backfire/>
- Rytel, T. (2010). Emotional marketing concept: The new marketing shift in the postmodern era. In Business: Theory and Practice, 11(1), 30–38. Retrieved from: <https://doi.org/10.3846/btp.2010.04>
- Sebastian, V. (2014). Neuromarketing and Evaluation of Cognitive and Emotional Responses of Consumers to Marketing Stimuli. In Procedia - Social and Behavioral Sciences, 127, 753–757. Retrieved from: <https://doi.org/10.1016/j.sbspro.2014.03.349>
- Sharma, K., Kodhati, P., Sukhavasi, S (2022). EMOTIONAL MARKETING ON CONSUMER BEHAVIOUR-PERCEPTION STUDY. In International Journal on Customer Relations, 10(2), 01–08. Retrieved from: <http://www.publishingindia.com/ijcr/55/emotional-marketing-on-consumer-behaviour-perception-study/32024/76871/>
- Shmerling, R. H., MD. (2022, March 24). Right brain/left brain, right? In Harvard Health. Retrieved from: <https://www.health.harvard.edu/blog/right-brainleft-brain-right-2017082512222>
- Stankevich, A. (2017). Explaining the Consumer Decision-Making Process: Critical Literature Review. In Journal of international business research and marketing, 2(6), 7–14. Retrieved from: <https://doi.org/10.18775/jibrm.1849-8558.2015.26.3001>
- The Coca-Cola Company. (2009, January 21). “Open Happiness” and Enjoy Life’s Simple Pleasures with Coca-Cola. In The Coca-Cola Company. Retrieved from: <https://investors.coca-colacompany.com/news-events/press-releases/detail/328/open-happiness-and-enjoy-lifes-simple-pleasures-with>
- The Neurobiology of Trauma, Kelly O’Sullivan. (2022, April 25). In Boston University. Retrieved from: <https://sites.bu.edu/daniellerousseau/2022/04/25/the-neurobiology-of-trauma/>
- University of South Carolina, Dornsife, D., & Dornsife, D. (2023, November 17). Thinking vs Feeling: Psychology of Advertising. In USC Dornsife. Retrieved from: <https://appliedpsychologydegree.usc.edu/blog/thinking-vs-feeling-the-psychology-of-advertising>
- Vrtana, D., & Krizanova, A. (2023). The Power of Emotional Advertising Appeals: Examining Their Influence on Consumer Purchasing Behavior and Brand–Customer Relationship. In Sustainability, 15(18), 13337. Retrieved from: <https://doi.org/10.3390/su151813337>
- V. Khurana et al., (2021). A Survey on Neuromarketing Using EEG Signals. In IEEE Transactions on Cognitive and Developmental Systems, 13(4), 732–749. <https://doi.org/10.1109/TCDS.2021.3065200>

Appendix A

Table A.1- "Emotional Ad visualization * Gender"

Emotional Ad visualization * Gender Crosstabulation				
Count				
		Gender		
		Male	Female	Total
Emotional Ad visualization	No	0	2	2
	Sometimes	5	13	18
	Yes	20	38	58
Total		25	53	78

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	1,252 ^a	2	,535
Likelihood Ratio	1,856	2	,395
Linear-by-Linear Association	,964	1	,326
N of Valid Cases	78		

a. 2 cells (33,3%) have expected count less than 5. The minimum expected count is ,64.

Table A.2- "Have you ever made a purchase based on your emotions? * Emotional Ad visualization"

Have you ever made a purchase based on your emotions? * Emotional Ad visualization Crosstabulation					
Count					
		Emotional Ad visualization			
		No	Sometimes	Yes	Total
Have you ever made a purchase based on your emotions?	Yes	1	15	50	66
	No	1	3	8	12
Total		2	18	58	78

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	1,976 ^a	2	,372
Likelihood Ratio	1,444	2	,486
Linear-by-Linear Association	1,000	1	,317
N of Valid Cases	78		

a. 3 cells (50,0%) have expected count less than 5. The minimum expected count is ,31.

Table A.3- "Emotional Marketing positively or negatively influencing a perception of a brand * Connection with a brand"

Emotional Marketing positively or negatively influencing a perception of a brand * Connection with a brand Crosstabulation

Count		Connection with a brand			Total
		No	Maybe	Yes	
Emotional Marketing positively or negatively influencing a perception of a brand	No	3	0	2	5
	Probably not	1	3	0	4
	Might or might not	3	2	3	8
	Probably yes	4	9	12	25
	Yes, Positively	1	6	27	34
	Yes, Negatively	0	1	1	2
Total		12	21	45	78

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	26,379 ^a	10	,003
Likelihood Ratio	27,241	10	,002
Linear-by-Linear Association	14,626	1	<,001
N of Valid Cases	78		

a. 13 cells (72,2%) have expected count less than 5. The minimum expected count is ,31.

Table A.4- "One- Sample T- test for H1- Emotional advertisements make consumers build a connection with a brand, whereas non-emotional ads make consumers feel not connected with a brand".

T-Test

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
Connection with a brand	78	2,42	,748	,085

One-Sample Test

		Test Value = 2			95% Confidence Interval of the Difference	
	t	df	Significance One-Sided p	Significance Two-Sided p	Mean Difference	
Connection with a brand	4,998	77	<,001	<,001	,423	Lower .25 Upper ,59

Table A.5- "One-Sample T-test for H2- Emotional marketing has the capability of influencing the consumers perception of a brand"

➔ **T-Test**

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
Has Emotional Marketing ever positively or negatively influenced your perception of a brand?	78	4,09	1,197	,136

One-Sample Test

Test Value = 3

	t	df	Significance		Mean Difference	95% Confidence Interval of the Difference	
			One-Sided p	Two-Sided p		Lower	Upper
Has Emotional Marketing ever positively or negatively influenced your perception of a brand?	8,039	77	<,001	<,001	1,090	,82	1,36

Table A.6- "One-way ANOVA for H3- Consumers have a higher probability of changing their purchase decisions based on an emotional advertisement that they saw in contrast of not watching an emotional advertisement"

Oneway

ANOVA					
Purchase decision change					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	,082	2	,041	,168	,846
Within Groups	18,379	75	,245		
Total	18,462	77			

Table A.7- "Means between groups (Emotional Ad visualization and Purchase Decision change)"

Frequencies

Statistics			
		Emotional Ad visualization	Purchase decision change
N	Valid	78	78
	Missing	0	0
Mean		2,72	1,62
Std. Deviation		,507	,490

Table A.8- "The messages that are present in emotional advertisements probably are."

		Statistics					
		The messages that are present in emotional advertisements probably are: - Fake	The messages that are present in emotional advertisements probably are: - Misleading	The messages that are present in emotional advertisements probably are: - True	The messages that are present in emotional advertisements probably are: - Emotional	The messages that are present in emotional advertisements probably are: - Inspiring	The messages that are present in emotional advertisements probably are: - Informational
N	Valid	78	78	78	78	78	78
	Missing	0	0	0	0	0	0
Mean		2,96	2,83	5,32	6,17	5,87	5,21
Mode		2 ^a	2	6	7	6	6
Std. Deviation		1,533	1,615	1,063	1,121	1,199	1,606

a. Multiple modes exist. The smallest value is shown

Table A.9- "When you are making a purchase what are the most important factors for you?"

Frequencies

		Statistics				
		When you are making a purchase decision what are the most important factors for you? Please rank these factors in order from your most important priority= 1 to your least important priority= 5 - Price	When you are making a purchase decision what are the most important factors for you? Please rank these factors in order from your most important priority= 1 to your least important priority= 5 - Quality	When you are making a purchase decision what are the most important factors for you? Please rank these factors in order from your most important priority= 1 to your least important priority= 5 - Utility	When you are making a purchase decision what are the most important factors for you? Please rank these factors in order from your most important priority= 1 to your least important priority= 5 - Name of the brand	When you are making a purchase decision what are the most important factors for you? Please rank these factors in order from your most important priority= 1 to your least important priority= 5 - Post-purchase satisfaction
N	Valid	78	78	78	78	78
	Missing	0	0	0	0	0
Mean		2,23	2,31	2,67	4,12	3,68
Mode		1	2	3	5	4
Std. Deviation		1,227	1,036	1,213	1,319	1,190

Table A.10- "Have you ever made or changed a decision regarding a purchase based on an emotional advertisement that you saw?"

		Statistics
Have you ever made or changed a decision regarding a purchase based on an emotional advertisement that you saw?		
N	Valid	78
	Missing	0
Mean		1,62
Mode		2
Std. Deviation		,490

Have you ever made or changed a decision regarding a purchase based on an emotional advertisement that you saw?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	30	38,5	38,5	38,5
	No	48	61,5	61,5	100,0
	Total	78	100,0	100,0	

Table A.11- "What was the reason behind it?"

Frequencies

		Statistics		
		What was the reason behind it? The advertisement's message	What was the reason behind it? The emotional stimuli present in the advertisements	What was the reason behind it? The reputation that the company advertising has in the market
N	Valid	13	16	7
	Missing	65	62	71
Mean		1,00	2,00	3,00
Mode		1	2	3
Std. Deviation		,000	,000	,000

Table A.12- "When you are making a purchase how do you usually feel?"

Frequencies

		Statistics						
		When you are making a purchase how do you usually feel? Upset	When you are making a purchase how do you usually feel? Scared	When you are making a purchase how do you usually feel? Nervous	When you are making a purchase how do you usually feel? Aprehensive	When you are making a purchase how do you usually feel? Confused	When you are making a purchase how do you usually feel? Happy	When you are making a purchase how do you usually feel? Excited
N	Valid	7	1	11	14	4	45	55
	Missing	71	77	67	64	74	33	23
Mean		1,00	2,00	3,00	4,00	5,00	6,00	7,00
Mode		1	2	3	4	5	6	7
Std. Deviation		,000		,000	,000	,000	,000	,000

Table A.13- "Association- Emotional Marketing"

Association- Emotional Marketing	
Types of answers	Frequency
Advertisements	5
Coca-Cola	4
Emotions	7
Manipulation/Emotional manipulation	4
Empathy	2
Feelings	5
Persuasion	2
Psychology	2
Efficient	1
Storytelling	1

Table A.14- "Association- Process of choosing a product/service"

Association- Process of choosing a product/service

Types of answers	Frequency
Choices	3
Decisions	4
Price	6
Price/Quality relationship	4
Empathy	2
Selection	4
Stressful	1
Thinking	2
Information search	2
Consideration	2

Table A.15- "Association- Advertisements"

Association- Advertisements

Types of answers	Frequency
Annoying	5
Food	1
Publicity	6
Television	4
Marketing	3
Selection	4
Interesting	2
Sales	3
Promotion/Product promotion	3
Nike	3
Vodafone	2

Table A.16- "Association- Emotional Buying"

Association- Emotional Buying	
Types of answers	Frequency
Apple	1
Coca-Cola	1
Consumerism	5
Impulsiveness	3
Impulsive/Impulsive purchases	7
Persuasion	1
Satisfaction	1
Necessity/Necessities	3
Food	3
Quickness	1
Clothes	4

Table A.17- "Completion- The brand that you associate the most to emotional marketing is _____"

Completion- The brand that you associate the most to emotional marketing is _____	
Types of answers	Frequency
Coca-Cola	15
Dove	5
Nike	3
Nos	5
Vodafone	14
McDonalds	2
UNICEF	3
Well ´s	2
Disney	2

Table A. 18- "Completion- After watching an advertisement the main emotion that you feel is _____"

Completion- After watching an advertisement the main emotion that you feel is _____	
Types of answers	Frequency
Curiosity	3
Happiness	5
Interest	4
Sadness	2
Empathy	5
Indifference	4
Boredom	3
It depends on the ad	7
Sad	2
Neutral	2

Table A.19- "Completion- A brand that does emotional marketing ads is a(n)_____brand

Completion- A brand that does emotional marketing ads is a(n)_____brand	
Types of answers	Frequency
Strategic	4
Intelligent	20
Normal	2
Smart	3
Emotional and serious	2
With a close relationship with the consumer	1
With a good communication strategy	1
Normal	2
Worried	3
Good/Good and responsive	2
Concerned	1

Appendix B

Appendix- Questionnaire

Projective Techniques

Association

Please write in the spaces what is the first thing that comes to your mind when you think of these words below:

Emotional Marketing_____

Process of choosing a product/service_____

Advertisements_____

Emotional Buying_____

Completion

Please complete the sentences with your opinion:

The brand that you associate the most to emotional marketing ads is_____

After watching an advertisement, the main emotion that you feel is_____

A brand that does emotional marketing ads is a(n)_____brand

Advertisement 1

In this advertisement, MEO intends to promote house sharing between young college students who are looking for accommodation and senior citizens who are lonely and enjoy company, in an attempt to fight against the social struggles of student housing and loneliness of the senior population. Please watch the advertisement and answer the questions below:

Meo dá espaço à partilha- <https://www.youtube.com/watch?v=NjtKbbm115I>

Q1.

What were the main emotions that you observed in this advertisement?

Q2.

After watching the advertisement and understanding its main message are you willing to change telecommunications operator?

- ☐ No

- Maybe
- Yes

Advertisement 2

In this advertisement, Vodafone has the objective of making a call to action about one of the most serious and unfortunate problems in our society, which is domestic violence. Please watch the advertisement and answer the questions below:

Vodafone- "Começar de

Novo"- <https://www.youtube.com/watch?v=00AsCazXKhk&list=PPSV>

Q3.

What were the main emotions that you observed in this advertisement?

Q4.

After watching the advertisement and understanding its main message are you willing to change telecommunications operator?

- No
- Maybe
- Yes

Advertisements

Q5 (Kumar & Raju, 2013).

How likely are you to be influenced by an advertisement into making a purchase?

0. Not at all likely 1. 2. 3. 4. 5. 6. 7. 8. 9. 10. Extremely likely

○ ○ ○ ○ ○ ○ ○ ○ ○ ○ ○

Q6.

Are you comfortable watching emotional advertisements

- ☐ No
 - ☐ Sometimes
 - ☐ Yes
-

Q7.

The messages that are present in emotional advertisements probably are:

	1. Not at all likely	2. Unlikely	3. More or less unlikely	4. Neutral	5. More or less likely	6. Likely	7. Extremely likely
Fake	☐	☐	☐	☐	☐	☐	☐
Misleading	☐	☐	☐	☐	☐	☐	☐
True	☐	☐	☐	☐	☐	☐	☐
Emotional	☐	☐	☐	☐	☐	☐	☐
Inspiring	☐	☐	☐	☐	☐	☐	☐
Informational	☐	☐	☐	☐	☐	☐	☐

Q8.

Do you believe that emotional advertisements are good information sources to better understand the brands mission and objectives?

- ☐ No
- ☐ Probably not
- ☐ Might or might not
- ☐ Probably yes
- ☐ Yes

Emotional Marketing and its connection with consumers

Q9.

Please answer these statements below:

	1. Strongly Disagree	2. Disagree	3. Neither Disagree nor Agree	4. Agree	5. Strongly Agree
Emotional Marketing can influence a consumer to choose a brand	☐	☐	☐	☐	☐
Emotional ads are more likely to influence a consumer than other types of advertisements	☐	☐	☐	☐	☐
Emotional Marketing can increase consumer's brand awareness	☐	☐	☐	☐	☐
Emotional advertisements can help consumer's make their decisions	☐	☐	☐	☐	☐

Q10.

Has Emotional Marketing ever positively or negatively influenced your perception of a brand?

- ☐ No
- ☐ Probably not
- ☐ Might or might not
- ☐ Probably yes
- ☐ Yes, Positively
- ☐ Yes, Negatively

Q11.

Have you ever felt a connection with a brand after watching an emotional advertisement?

- ☐ No
- ☐ Maybe
- ☐ Yes

Consumer Decision-Making

Q12.

When you are making a purchase decision what are the most important factors for you?
Please rank these factors in order from your most important priority= 1 to your least important priority= 5

- _____ Price
- _____ Quality
- _____ Utility
- _____ Name of the brand
- _____ Post-purchase satisfaction

Q13.

Have you ever made or changed a decision regarding a purchase based on an emotional advertisement that you saw?

- ☐ Yes
- ☐ No

Q14. *(If have you ever made or changed a decision regarding a purchase based on an emotional advertisement... = Yes)*

- ☐ The advertisements message
- ☐ The emotional stimuli present in the advertisements
- ☐ The reputation that the company advertising has in the market

Consumers emotions

Q15 (Sharma et al., 2022).

Have you ever made a purchase based on your emotions?

- ☐ Yes
- ☐ No

Q16 (Zsido et al., 2020).

When you are making a purchase how do you usually feel?

- ☐ Upset
- ☐ Scared
- ☐ Nervous
- ☐ Apprehensive
- ☐ Confused
- ☐ Happy
- ☐ Excited

Q17 (Sharma et al., 2022).

Emotional purchases vary from gender to gender (1= Strongly Disagree, and 5= Strongly Agree)

	1. Strongly disagree	2. Disagree	3. Neither disagree nor agree	4. Agree	5. Strongly agree
Women do more emotional purchases than men	☐	☐	☐	☐	☐
Men do more emotional purchases than Women	☐	☐	☐	☐	☐
Both genders do the same amount of emotional purchases	☐	☐	☐	☐	☐
Emotional purchases do not vary from gender to gender	☐	☐	☐	☐	☐

Q18.

What type of purchases do you associate with positive emotions?

- ☐ Food/groceries
- ☐ Clothes
- ☐ Electronics
- ☐ Cars/Motorcycles
- ☐ Video games
- ☐ Movie/Sports tickets
- ☐ House products

Q19.

Do you think that the use of negative emotions can be a competitive advantage to attract consumers to more serious matters?

- ☐ No
- ☐ Probably not
- ☐ Might or might not
- ☐ Probably yes
- ☐ Yes

Demographics

Age

Please indicate your age:

- ☐ 18-24 years old
- ☐ 25-34 years old
- ☐ 35-44 years old
- ☐ 45-54 years old
- ☐ 55-64 years old
- ☐ 65+

Gender

Please indicate your gender:

- ☐ Male
- ☐ Female
- ☐ Non-binary/ third gender
- ☐ Prefer not to say

Education

Please indicate the highest degree you have completed:

- ☐ No school degree completed
- ☐ High school graduate
- ☐ Bachelor's degree
- ☐ Master or Postgraduate degree
- ☐ Doctorate

Employment History

What is your current occupation?

- ☐ Retired
- ☐ Employed
- ☐ Unemployed
- ☐ Self-Employed
- ☐ Student
- ☐ Student-Worker

Nationality

- ☐ Portugal
- ☐ Other (Please write above)
