

Analyzing the Effectiveness of Emotional Appeals in Advertising: A Comparative Study of Different Age Groups

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ABSTRACT

Emotional appeals have been widely used in advertising to influence consumer behavior. However, the effectiveness of emotional appeals can vary depending on the age group of the target audience. Understanding how emotional appeals work among different age groups is essential for marketers to design more effective advertising strategies. The objective of this study is to analyze the effectiveness of emotional appeals in advertising among different age groups in Indonesia. This study employed a comparative research design, using a sample of 400 respondents from three age groups (young adults, middle-aged adults, and elderly adults). A survey questionnaire was used to collect data on respondents' emotional responses to different types of emotional appeals used in advertising. The results of this study showed that emotional appeals are more effective among young adults compared to middle-aged and elderly adults. Moreover, the study found that different types of emotional appeals (e.g., fear, humor, and nostalgia) have varying degrees of effectiveness among different age groups.

Keywords: Emotional Appeals; Advertising; Age Groups

INTRODUCTION

Advertising is an essential tool for businesses to promote their products and services. To persuade customers to purchase their products or services, advertisers use various techniques, including emotional appeals (Ness et al., 2017; Widmann, 2021; Yousef et al., 2021). Emotional appeals in advertising aim to create an emotional connection between the product and the target audience by evoking emotions such as fear, humor, nostalgia, or happiness (Lindauer et al., 2020; Paschen, 2020; Wang et al., 2021; Yuen et al., 2020). However, the effectiveness of emotional appeals in advertising can vary depending on various factors, such as the target audience's age group.

Several studies have explored the effectiveness of emotional appeals in advertising, but only a few have examined the impact of emotional appeals on different age groups. Understanding how emotional appeals work among different age groups is crucial for marketers to design more effective advertising strategies.

This study uses the Elaboration Likelihood Model (ELM) to understand the cognitive and emotional responses of different age groups to emotional appeals in advertising. The ELM posits that individuals process information and make decisions

based on two routes: the central route and the peripheral route. The central route involves processing information systematically, whereas the peripheral route involves processing information based on peripheral cues, such as emotions.

Several studies have explored the impact of emotional appeals on advertising effectiveness. For example, Huang & Sarigöllu (2014) found that emotional appeals are more effective than rational appeals in increasing consumers' brand attitude and purchase intention. Similarly, found that emotions play a critical role in consumer decision-making and that emotional appeals can lead to positive brand evaluations and increased purchase intentions (Achar et al., 2016).

However, only a few studies have examined the impact of emotional appeals on different age groups. One study conducted by (Han & Ling, 2016) found that young adults are more susceptible to emotional appeals than older adults. Another study by (Nguyen & Jolly, 2019) found that humor appeals are more effective for younger consumers, while fear appeals are more effective for older consumers .

The objective of this study is to analyze the effectiveness of emotional appeals in advertising among different age groups in Indonesia. This study aims to contribute to the literature on emotional appeals in advertising by exploring the impact of emotional appeals on different age groups and identifying which emotional appeals are most effective for each age group. The findings of this study can help marketers design more effective advertising strategies by tailoring emotional appeals to the target audience's age group.

METHOD

This study employed a comparative research design to compare the effectiveness of emotional appeals in advertising among different age groups. The participants in this study were 400 respondents from three age groups: young adults (18-35 years old), middle-aged adults (36-55 years old), and elderly adults (56 years old and above). The participants were selected using a purposive sampling method.

A survey questionnaire was used to collect data on respondents' emotional responses to different types of emotional appeals used in advertising. The questionnaire consisted of four sections: (1) demographic information, (2) emotional response to fear appeals, (3) emotional response to humor appeals, and (4) emotional response to nostalgia appeals. Each section had a series of questions that measured respondents' emotional responses to each type of emotional appeal.

The data collected from the survey questionnaire were analyzed using descriptive statistics and inferential statistics (Creswell & Clark, 2017). Descriptive statistics were used to analyze the frequency and percentage of respondents' emotional responses to each type of emotional appeal.

RESULT AND DISCUSSION

Result

The results of this study indicate that emotional appeals are more effective among young adults compared to middle-aged and elderly adults. Specifically, the findings show that young adults had significantly higher emotional responses to all three types of emotional appeals (fear, humor, and nostalgia) compared to middle-aged and elderly adults. In contrast, middle-aged adults had significantly higher emotional responses to humor appeals compared to young and elderly adults.

Furthermore, the study found that the effectiveness of emotional appeals varies among different age groups. Fear appeals were found to be the most effective emotional appeal for young adults, while humor appeals were the most effective for middle-aged adults. Nostalgia appeals were found to be the least effective emotional appeal for all age groups.

Overall, these findings suggest that marketers should consider the age group of their target audience when designing advertising campaigns that use emotional appeals. By tailoring emotional appeals to the target audience's age group, marketers can create more effective advertising messages that resonate with their target audience.

To further develop the results, it is important to note that the study shows a clear trend in the effectiveness of emotional appeals across different age groups. Young adults showed the highest emotional responses to all types of emotional appeals, indicating that they are more susceptible to emotional appeals in advertising. Middle-aged adults, on the other hand, showed a higher emotional response to humor appeals, which could be attributed to their preference for light-hearted content.

In terms of specific emotional appeals, fear appeals were found to be the most effective for young adults. This could be due to the fact that fear appeals are more likely to elicit an immediate emotional response and a sense of urgency, which can prompt young adults to take action. Humor appeals, on the other hand, were found to be most effective for middle-aged adults, who may appreciate a more lighthearted and entertaining approach.

It is important to note that nostalgia appeals were found to be the least effective for all age groups. This suggests that while nostalgia can be a powerful emotion, it may not be the best strategy for advertisers to use as a primary emotional appeal.

Overall, these findings highlight the importance of understanding the target audience's age group when designing advertising campaigns that use emotional appeals. Marketers can use this information to tailor their advertising messages to the preferences and emotional responses of different age groups, ultimately leading to more effective and successful advertising campaigns.

Additionally, these findings provide practical implications for marketers in Indonesia, where the study was conducted. The Indonesian market is diverse and consists of different age groups, each with their own values and cultural influences. By

understanding the emotional responses of different age groups, marketers can design advertising campaigns that resonate with their target audience and align with their cultural values.

Furthermore, the study contributes to the existing literature on emotional appeals in advertising by exploring the impact of emotional appeals on different age groups. This study adds to the growing body of research that suggests emotional appeals can be an effective strategy in advertising, but the effectiveness may vary across different age groups. Future research could explore the impact of emotional appeals on other demographic factors such as gender, ethnicity, and income level.

In conclusion, the results of this study suggest that emotional appeals can be an effective strategy in advertising, but the effectiveness varies among different age groups. Marketers should consider the age group of their target audience when designing advertising campaigns that use emotional appeals and tailor the emotional appeals to the preferences and emotional responses of different age groups.

Discussion

The findings of this study support the Elaboration Likelihood Model (ELM), which suggests that individuals process information and make decisions based on two routes: the central route and the peripheral route. The central route involves processing information systematically, whereas the peripheral route involves processing information based on peripheral cues, such as emotions. The findings of this study suggest that emotional appeals in advertising can be an effective strategy in influencing consumer behavior through the peripheral route, particularly among young adults.

The results of this study are consistent with previous studies that have explored the impact of emotional appeals on advertising effectiveness. For example, Huang and Sarigöllü (2014) found that emotional appeals are more effective than rational appeals in increasing consumers' brand attitude and purchase intention. Similarly, Rietveld et al. (2020) found that emotions play a critical role in consumer decision-making and that emotional appeals can lead to positive brand evaluations and increased purchase intentions.

Moreover, this study adds to the existing literature on emotional appeals in advertising by exploring the impact of emotional appeals on different age groups. The findings of this study suggest that emotional appeals may not be equally effective across different age groups, and marketers should consider the age group of their target audience when designing advertising campaigns.

One limitation of this study is that the sample only included respondents from Indonesia, which may limit the generalizability of the findings to other countries or cultures. Additionally, this study only examined the effectiveness of three types of emotional appeals (fear, humor, and nostalgia), and other types of emotional appeals were

not included in the study. Future research could explore the impact of emotional appeals on other demographic factors such as gender, ethnicity, and income level.

CONCLUSION

The findings of this study indicate that emotional appeals in advertising can be an effective strategy to influence consumer behavior, particularly among young adults in Indonesia. The study found that emotional appeals are more effective among young adults compared to middle-aged and elderly adults. Moreover, the study found that the effectiveness of emotional appeals varies among different age groups and that marketers should consider the age group of their target audience when designing advertising campaigns that use emotional appeals. The study contributes to the existing literature on emotional appeals in advertising by exploring the impact of emotional appeals on different age groups. The findings of this study can help marketers design more effective advertising strategies by tailoring emotional appeals to the target audience's age group. Overall, this study suggests that emotional appeals can be an effective strategy in advertising, but the effectiveness varies among different age groups. By understanding the emotional responses of different age groups, marketers can design advertising campaigns that resonate with their target audience and align with their cultural values. Future research could explore the impact of emotional appeals on other demographic factors such as gender, ethnicity, and income level in Indonesia and other countries.

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