

The Emotional Communication Effectiveness of Advertising on Consumer Behavior

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Abstract:

Emotion is the core of the relationship between the recipient and the brand as it influences conscious decisions and drives unconscious decisions. It is a neurobiological response, which is an extremely important component of the whole life. Thus, emotion plays an important role in survival and extends to reach the safety and well-being of society, so emotion plays a pivotal role in regulating the behavior of the recipient. Emotion occupies an important position in advertising, as it is seen as an important component of creativity, and the emotional response to an advertisement is a vital part of the successful communication process. So basically successful advertising depends on emotion. The emotional response always highlights a kind of biological change in the behavior of the recipient, and the emotional response is the one that leads the feelings, the feeling is a response to the emotion, and here comes the role of feelings, which is the mental sensory perception of the behavioral change resulting from the emotion. **Objective:** The research aims to study emotion and its importance in advertising as the essence of the recipient's relationship with the brand. Employing emotion in a way that contributes positively to enhancing the value of the brand and its implicit associations with the recipient. **Results:** Among the most important findings of the researcher, first, emotion has a direct impact on the decision-making of the forum, who feels first and thinks second, because emotional thinking works much faster than logical thinking. Second, emotion is powerful indicators of the multiple situations the recipient is exposed to through their ability to detect positive or negative emotions. **Methodology:** The research followed the descriptive analytical method to study the effect of emotional communication in advertising on the behavior of the recipient and display models of advertisements.

Keywords:

Brand - Emotion - Feeling

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Citation: Maysoon Qutp et al. (2022), The Emotional Communication Effectiveness of Advertising on Consumer Behavior, International Design Journal, Vol. 12 No. 6, pp 271-280

Paper History:

Paper received 5th August 2022, Accepted 16th September 2022, Published 1st of November 2022