Emotions in advertising

Hello,

We are three marketing students - Christoffer, Jakob and Camilla - from Linnaeus University's School of Economics, and we are currently pursuing a Bachelor's degree in Marketing. We are now in the process of gathering data for our bachelor thesis in which your participation would be much appreciated.

This survey will portray different commercial statements with varying emotional appeals which is a message strategy commonly used in marketing. The purpose of emotional appeal is to persuade the reader with the help of emotions in order to generate favourable consumer behaviour - such as higher purchase intention. The emotions used in this survey are based on the basic emotions: Disgust, Happiness, Sadness, Surprise, Anger and Fear. We ask you as participants to imagine hearing or seeing these commercial statements in relation to an advertisement for toothpaste and then answering the questions that follow.

The purpose of this study is solely educational and your answers will be treated as such. Your privacy will therefore be respected and you will remain anonymous. The survey will take no more than 4 minutes to complete. If you have any questions, feel free to contact:

Christoffer cb222wx@student.lnu.se

*Obligatorisk

Keep in mind:

This questionnaire regards which emotion the commercial statements displays, in other words, what you see; not which emotion it makes you feel.

Kindly answer to which degree you agree with the different statements - ranging from 1 (being strongly disagree) to 7 (being strongly agree).
Research has shown the use of toothpaste to have unexpected results, with subjects for example reporting to have more successful work lives as well as a better sex drive.

This commercial statement contains elements depicting surprise. *

This commercial statement depicts surprise more than any other emotion (e.g. happiness, fear). *

This commercial statement conveys surprise. *
It is likely that I would purchase the product presented in the commercial statement. *

1 2 3 4 5 6 7

Strongly Disagree ○ ○ ○ ○ ○ ○ ○ Strongly Agree

It is probable that I would consider to purchase the product in the commercial statement. *

1 2 3 4 5 6 7

Strongly Disagree ○ ○ ○ ○ ○ ○ ○ Strongly Agree

I am eager to purchase the product presented in the commercial statement. *

1 2 3 4 5 6 7

Strongly Disagree ○ ○ ○ ○ ○ ○ ○ Strongly Agree

Keep in mind:

This questionnaire regards which emotion the commercial statements displays, in other words, what you see; not which emotion it makes you feel.

Kindly answer to which degree you agree with the different statements - ranging from 1 (being strongly disagree) to 7 (being strongly agree).
Commercial statement 2

Research has shown the infuriating fact that people who are tricked by media outlets into neglecting dental care disturbingly have higher rates of oral disease.

This commercial statement contains elements depicting anger. *

1 2 3 4 5 6 7

Strongly Disagree ○ ○ ○ ○ ○ ○ ○ Strongly Agree

This commercial statement depicts anger more than any other emotion (e.g. fear, sadness). *

1 2 3 4 5 6 7

Strongly Disagree ○ ○ ○ ○ ○ ○ ○ Strongly Agree

This commercial statement conveys anger. *

1 2 3 4 5 6 7

Strongly Disagree ○ ○ ○ ○ ○ ○ ○ Strongly Agree
It is likely that I would purchase the product presented in the commercial statement. *

1 2 3 4 5 6 7

Strongly Disagree o o o o o o o    Strongly Agree

It is probable that I would consider to purchase the product in the commercial statement. *

1 2 3 4 5 6 7

Strongly Disagree o o o o o o o    Strongly Agree

I am eager to purchase the product presented in the commercial statement. *

1 2 3 4 5 6 7

Strongly Disagree o o o o o o o    Strongly Agree

Keep in mind:

This questionnaire regards which emotion the commercial statements displays, in other words, what you see; not which emotion it makes you feel.

Kindly answer to which degree you agree with the different statements - ranging from 1 (being strongly disagree) to 7 (being strongly agree).
This commercial statement contains elements depicting disgust. *

This commercial statement depicts disgust more than any other emotion (e.g. anger, surprise). *

This commercial statement conveys disgust. *
It is likely that I would purchase the product presented in the commercial statement. *

1 2 3 4 5 6 7

Strongly Disagree ○ ○ ○ ○ ○ ○ ○ Strongly Agree

It is probable that I would consider to purchase the product in the commercial statement. *

1 2 3 4 5 6 7

Strongly Disagree ○ ○ ○ ○ ○ ○ ○ Strongly Agree

I am eager to purchase the product presented in the commercial statement. *

1 2 3 4 5 6 7

Strongly Disagree ○ ○ ○ ○ ○ ○ ○ Strongly Agree

Keep in mind:

This questionnaire regards which emotion the commercial statements displays, in other words, what you see; not which emotion it makes you feel.

Kindly answer to which degree you agree with the different statements - ranging from 1 (being strongly disagree) to 7 (being strongly agree).
This commercial statement contains elements depicting happiness. *

1 2 3 4 5 6 7
Strongly Disagree ⊗ ⊗ ⊗ ⊗ ⊗ ⊗ ⊗ Strongly Agree

This commercial statement depicts happiness more than any other emotion (e.g. fear, surprise). *

1 2 3 4 5 6 7
Strongly Disagree ⊗ ⊗ ⊗ ⊗ ⊗ ⊗ ⊗ Strongly Agree

This commercial statement conveys happiness. *

1 2 3 4 5 6 7
Strongly Disagree ⊗ ⊗ ⊗ ⊗ ⊗ ⊗ ⊗ Strongly Agree
It is likely that I would purchase the product presented in the commercial statement. *

1 2 3 4 5 6 7

Strongly Disagree   ○ ○ ○ ○ ○ ○ ○   Strongly Agree

It is probable that I would consider to purchase the product in the commercial statement. *

1 2 3 4 5 6 7

Strongly Disagree   ○ ○ ○ ○ ○ ○ ○   Strongly Agree

I am eager to purchase the product presented in the commercial statement. *

1 2 3 4 5 6 7

Strongly Disagree   ○ ○ ○ ○ ○ ○ ○   Strongly Agree

Keep in mind:

This questionnaire regards which emotion the commercial statements displays, in other words, what you see; not which emotion it makes you feel.

Kindly answer to which degree you agree with the different statements - ranging from 1 (being strongly disagree) to 7 (being strongly agree).
Research has shown that people who do not use toothpaste alarmingly display greater amounts of plaque which causes gum disease.

This commercial statement contains elements depicting fear. *

1 2 3 4 5 6 7

Strongly Disagree ○ ○ ○ ○ ○ ○ ○ Strongly Agree

This commercial statement depicts fear more than any other emotion (e.g. anger, sadness). *

1 2 3 4 5 6 7

Strongly Disagree ○ ○ ○ ○ ○ ○ ○ Strongly Agree

This commercial statement conveys fear. *

1 2 3 4 5 6 7

Strongly Disagree ○ ○ ○ ○ ○ ○ ○ Strongly Agree
It is likely that I would purchase the product presented in the commercial statement. *

1 2 3 4 5 6 7

Strongly Disagree ○ ○ ○ ○ ○ ○ ○ Strongly Agree

It is probable that I would consider to purchase the product in the commercial statement. *

1 2 3 4 5 6 7

Strongly Disagree ○ ○ ○ ○ ○ ○ ○ Strongly Agree

I am eager to purchase the product presented in the commercial statement. *

1 2 3 4 5 6 7

Strongly Disagree ○ ○ ○ ○ ○ ○ ○ Strongly Agree

Keep in mind:

This questionnaire regards which emotion the commercial statements displays, in other words, what you see; not which emotion it makes you feel.

Kindly answer to which degree you agree with the different statements - ranging from 1 (being strongly disagree) to 7 (being strongly agree).
Research has shown oral cancer being one of the leading causes of death amongst children. Experts are pessimistic about the future.

This commercial statement contains elements depicting sadness. *

1 2 3 4 5 6 7
Strongly Disagree ○ ○ ○ ○ ○ ○ ○ ○ Strongly Agree

This commercial statement depicts sadness more than any other emotion (e.g. anger, fear). *

1 2 3 4 5 6 7
Strongly Disagree ○ ○ ○ ○ ○ ○ ○ ○ Strongly Agree

This commercial statement conveys sadness. *

1 2 3 4 5 6 7
Strongly Disagree ○ ○ ○ ○ ○ ○ ○ ○ Strongly Agree
It is likely that I would purchase the product presented in the commercial statement. *

1 2 3 4 5 6 7

Strongly Disagree 〇 〇 〇 〇 〇 〇 〇

Strongly Agree

It is probable that I would consider to purchase the product in the commercial statement. *

1 2 3 4 5 6 7

Strongly Disagree 〇 〇 〇 〇 〇 〇 〇

Strongly Agree

I am eager to purchase the product presented in the commercial statement. *

1 2 3 4 5 6 7

Strongly Disagree 〇 〇 〇 〇 〇 〇 〇

Strongly Agree

Which gender do you identify with? *

〇 Female

〇 Male

〇 Non-binary
What is your age? *

- Younger than 15
- 15-24
- 25-34
- 35-44
- 45-54
- Older than 55

What is your occupation? *

- Student
- Employed
- Unemployed
- Retired
- Homemaker
- Other
What is your monthly income? (Before tax) *

- Below €1000 (Below 10 000 Swedish Crowns)
- €1000-€1999 (10 000 SEK - 19 999 SEK)
- €2000-€2999 (20 000 SEK - 29 999 SEK)
- €3000-€3999 (30 000 SEK - 39 999 SEK)
- €4000-€4999 (40 000 SEK - 49 999 SEK)
- €5000 and above (50 000 SEK+)
- Prefer not to answer

Formuläret skapades på Linnéuniversitetet. Anmäl otillåten användning - Användarvillkor

Google Formulär

Förifyll svar och klicka på Hämta länk.