

# Modern Advertising's Impact on Consumer Emotions

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**Abstract.** People see all kinds of advertisements everywhere: in shopping malls, in the metro, and on mobile phones. Brands want to introduce themselves through adverts, whether it is a brainwashing presentation or a targeted introduction, to make the audience remember but also to find the brand's target users to draw closer. At the same time, according to the development of technology, advertising is no longer only active on paper. However, it has also begun to stand up and become conscious bodies, from pure introduction to storytelling. Everyone browses a lot of pictures or text every day; how to attract an audience among thousands of adverts and whether the impression is deep or not is the key to good or bad adverts. This study explores the emotional relationship between adverts and consumers in the digital age. Brands and companies should consider how digital adverts can lead consumers to the correct emotional values and ways to tell a good story to the audience.

**Keywords:** Digital adverts; Consumer Emotions; Healthy Moods.

## 1. Introduction

Adverts are everywhere nowadays, and in terms of volume, it could be called an explosion. The existence of various forms of advertising provides companies with a large number of ways to contact consumers. From the station platform to the car radio, from television programs to the Internet, people can see a variety of advertising everywhere. Advertising is no longer limited to unilateral output but rather a shift towards interaction, gradually integrating advertising into consumers' lives and subconsciously implanting brand concepts in their lives. Compared with the traditional perception that advertisements are just an introduction to the product, the current trend is that advertisements are more like persuading consumers to remember themselves, highlighting their features, or improving their shortcomings through interactive dialogue with consumers. Consumers' emotions also change with the tendency of adverts. Advertisements are able to mobilize the positive emotions of the audience through images or words to satisfy the specific needs or expectations of the consumers. However, at the same time, they can also tap into the negative emotions in the audience's hearts because of specific images or words, which is also a means to stimulate consumption. The human association function is compelling, and writers are especially good at it. Thus, given a picture, people can often think of the whole story, even all the sounds and smells synchronized in their minds. When an advert fails to satisfy the emotional value of the viewer and fails to give the viewer a thrill, the advert fails to do what it is supposed to do. Incorrect adverts focus on extreme images and promote stereotypes; for example, skinny figures in clothing adverts can cause anxiety in viewers. Appropriate negativity can motivate people to want to change, but prolonged negativity can gradually oppress the spirit and cause harmful effects. Brands and companies should think about how adverts can lead consumers with the correct emotional value and approach.

With the changing times and technology, how to get closer to the audience, how to resonate with the target customers, and how to increase goodwill are all important considerations for companies when creating adverts. Consumers are sometimes rational, and if an advert provides false information or exaggerates something, even a customer's impulse purchase will not help a brand retain that customer. The relationship between adverts and consumers is just like that between people; trust, commitment, and intimacy are critical factors in connecting with each other and increasing goodwill. People are visual creatures and will selectively look at what they want to see but choose not to pay attention anymore because such things do not make them emotional or attracted to what they are missing, so an advert will often be appealing because of its unique presence. At the same time, the

advertisement will also pour into the audience-related emotional value. Each quarter of the fashion advertisement to show the trend will be sought after by the audience. The audience wearing the same elements as the advertisement will feel that they are walking at the forefront of fashion; each time a new model of mobile phone on sale, the audience rushes to buy, the audience even queues up overnight to buy as early as possible, to prove that they are in the forefront of the advertisement can be said that the advertisement is like the pilot, like the lighthouse on the sea at night, like a beacon in the night, like a beacon in the sea, like a beacon in the sea at night. It can be said that advertisement is like a navigator, like a lighthouse on the sea at night, attracting ships to go there. The study discusses the relationship between advertising and consumers in the digital age, which is interdependent and mutually beneficial. The study helps advertisers to think about the future, keep up with technology, use cutting-edge digital technologies to create adverts and use a combination of technologies to tell a good brand story and bring the correct emotional values.

## 2. Purpose and Significance

Advertising is like an intermediary, a medium for introducing various consumer goods and services to the public through textual and pictorial messages. The essence of an advert is a combination of words and pictures; it may be a poster or a video, but in its essence, it is all a form of persuasion, whether it is used as a public service announcement or a commercial advert. One of the main functions of an advert is to create a social relationship between the participants represented and the audience [1]. Advertisements aim to persuade readers to take action now or in the future, acting as an intermediary to convey a message rather than a "face-to-face" communication. Therefore, some advertising-supported corporate media organizations evaluate the success of their content based on audience conditions and feedback and use this to improve or reformulate it. When the market is not yet booming, and the range of products is relatively homogeneous, advertisements often choose to highlight the specific advantages of the product over competitors, making consumers aware of the uniqueness of the branded product and the differences between the products, so that people immediately think of the product when they are faced with a particular situation.

As the variety of products on the market grew, and the differences between products narrowed, advertising focused on differentiating consumers rather than products. Advertising gradually began to focus on market segmentation and how brands could uniquely meet the needs of specific consumer groups. The focus on products varies from one consumer group to another because consumer needs vary according to lifestyle, attitude, and even ability; for example, the weekly expenses of a family that barely ekes out a living are significantly different from those of a family that strives for a high quality of life. Therefore, different types of adverts will use different means of addressing the audience, such as considering placing the product in a specific context or location in the consumer's mind. For example, in a car advert, the label "fast" is compared to "preferred by parents," different labels will naturally attract different groups. At the same time, through the specific environment of the implication of the subtle so that the audience can remember the brand, it also can increase word-of-mouth impression and product sales. Advertising performs four functions in business and society; it is a marketing tool, a messenger, an economic stimulator, and a transmitter of values [2]. Both the consumer and the company can only partially discard its presence.

## 3. Different Category

### 3.1. Paper-based Advertising

Paper advertising, mostly static advertising, tends to be a one-sided output, more like storytelling than dialogue and chat. It is mainly a graphic application, where text is a tool for communication, and so are graphic images, which complement each other. Paper media advertisements have an impact on the viewer mainly through the use of images, including enhancing the viewer's memory of the advertised content and influencing the behavioral intentions of the target user more intuitively. Most

media advertisements rely heavily on visual and verbal messages for their advertising. Because it is a one-sided promotion by a company, visual design plays an essential role in the attractiveness and differentiation of an advert. Visual imagery is often used to attract attention, stimulate curiosity, demonstrate product features and benefits, and establish personality and lifestyle in the minds of the target audience. Visuals are so important that they can even influence the written content of a brand, which in turn affects how people perceive or like the brand. Paper adverts use unique visuals in the illustration section to add interest, attract as many viewers as possible, and catch the eye [3]. Sometimes, specific images are also present to convey a particular feeling to the viewer, such as using positive images to reduce people's attention to something terrible. Cigarette adverts usually contain some images of the outdoors, and this move is an attempt to reduce the impression that cigarettes are bad for health through positive images such as mountains, rivers, and fields [4].

In addition to the use of images of the product itself and the use of drawing unique patterns, producers also use models to introduce various consumer products or services to the public by creating some ideal scene. Analyses of relationships based on gaze, social distance, and perspective show that participants (models) in advertisements are portrayed as being a class above the viewer, who are perceived to be perfect and cause emotions such as envy in the participants. Producers promote their products by using models for product demonstrations, depicting ideal scenarios, and transferring the unique qualities of the models shown in the scenarios to the products to bring the viewer closer to the brand. Potential buyers will identify with the model status and product qualities shown and associate their feelings and images with a particular product while at the same time generating the idea that they can achieve the status of the model's identity in the advertisement by purchasing the product in the advertisement, with the development of visual semiotics theory, images will gradually become not only pictures but also symbolic resources, just like the importance of letters in written expressions. It plays a more prominent role in communication [1]. Words usually provide information about products, services, ideas, and so on to convey ideas and explain the meaning of content for images. The visual elements in an advert usually provide the background for the whole advert and the environment for the product. The viewer's impression of the product is often processed mentally, and the degree of processing depends on the expression of the graphics and text in the advertisement and the existence of print advertisements is similar to a processor. At the same time, this leads to a delay compared to digital advertising; adverts cannot be changed promptly after the printing of errors. Audiences can only choose to recycle and then change or release the new to replace the old, resulting in a certain degree of waste and wear and tear. However, from the point of view of the collection, this paper-media advertisement is a historical record, which is full of the sense of age and also has the significance of commemoration.

### **3.2. Digital Advertising**

Digital advertising is more digital and technological than paper advertising, which has given rise to many new terms, such as interactive advertising messages and virtual advertising worlds. Digital advertising is mostly "intimate," emphasizing empathy and human-centredness towards the user through anthropomorphic agents. Targeted and accurate advertisements are recommended to potential users and can even filter out the concerns and preferences of the current user. User information is collected through the digital network and then refined to describe the individual user, resulting in personalized user information. Such personalization enhances the recognition and effectiveness of advertisements, helps decision-makers gain knowledge about potential users, and effectively reduces egocentric design by designers [5]. In the age of technology, people have become more accustomed to "exchanging" messages rather than passively "receiving" them. As a result, there is a growing direct link between consumers and businesses, starting with interactive advertising, a way of adapting to users' habits by responding quickly and effectively. This approach benefits both companies and individuals: for companies, consumers are willing to learn about the company's products and connect with the company, which will help the brand organize its future direction and trends for better development; for consumers they have more control over their experience. Both the

number of options available to the user and the customizability of the advert has an impact on the perception of the interaction: more options will make the user more likely to favor the brand; recommendations that the user chooses are more likely to keep the viewer tuned in to the brand than blind data pushes [6].

Digital advertising presentation also includes virtual worlds. Engaging and immersing customers in a brand's virtual world allows them to connect with the brand and its products. Manufacturers can use highly interactive anthropomorphic virtual agents to improve the consumer's browsing experience and create emotional value by answering consumer queries, providing advice to help with decision-making, and altering the environment in the virtual world. The virtual worlds are also constructed to help consumers understand the ease of use of the product and even experience the product remotely [7]. Although hedonic value can attract users to join the brand world, it is not enough to drive them to purchase. So, producers must provide utility value and induce virtual purchases to increase their desire to buy by increasing viewer engagement. For example, it can be promoted to engage more people through virtual world photo booths where customers can take photos of the brand's products and share them on real-world social media [8]. People today are more attuned to dynamic audio-visual stimuli and may remember static images to a lesser extent because they are perceived as less attractive. However, when a customer decides to purchase a product, the strength of communication of the relevant product advertisement and the customer's recall of the advertisement can be an influential factor in the decision. Because video adverts are more complex than static adverts, viewers spend more time thinking and digesting the information. When the same information is presented in a video stimulus, it elicits more favorable advertising evaluations, motivations, and behaviors than static stimuli [9].

## 4. Effects of Advertising on Consumer Psychology

### 4.1. Positive Emotions

The impact of advertising on viewers' internal perspectives is two-sided: On the one hand, it can promote positive change, driving and gradually channeling positive emotions in viewers. Positive emotions from advertisements promote a preference for cognitive reasoning, characterized by a lack of attention to stimulus details and a reliance on top-down information processing and cognitive shortcuts. For example, regarding health-related advertising, advertisements perceived as positive, such as optimistic humor and positive depictions of unhealthy behaviors, reduce viewers' fear of the threat of unhealthy behaviors and may even downplay the seriousness of health issues, making it difficult for viewers to focus on specific diseases. Adverts about health can be divided into two categories: promotional and preventive adverts. Promotional advertising favors positive outcomes such as progress, achievement, and aspiration. On the other hand, prevention-oriented adverts tend to avoid losses and adverse outcomes, such as liability and safety. Society distinguishes between these two types of adverts primarily based on the relationship between the viewer and whether or not they perceive a health threat. Promotional adverts are more persuasive than the prevention ones when they do not make the viewer feel threatened or oppressed. They will choose promotional adverts that wake people up to change by triggering feelings of guilt rather than using warnings. Promotional adverts that lead positively through positive images or words trigger guilt in the viewer, which makes the viewer want to change and promotes positive emotions [10].

Promotional adverts prompt positive emotions that lead to a desire to consume (e.g., adverts for health supplements that say they help build a healthier body) and aim to show an excellent possibility to persuade viewers to identify with them. Positive emotions are sometimes brought about by entertainment, which is one of the main essential influences on the value of adverts and attitudes towards adverts, and which affects people's perception or liking of a brand when the receiver of an advert does not yet have a particular preference for a specific type of product and is not yet associated specifically with the product. These adverts have enough entertainment to help associate the brand

with a specific attribute and also help to get closer to the consumer and bring the product closer to the consumer [11].

#### **4.2. Negative Emotions**

Another aspect of advertising is the creation of negative emotions in the viewer. By portraying unattainable, overly perfect goals, including beauty and body image, and promoting "sinful" products (such as alcohol and cigarettes) that may cause physical or psychological harm to the customer, such advertisements can force the viewer to develop a low self-esteem, avoidance, and other negative emotions, and ultimately, environmental degradation. Advertisers have a long history of producing idealized and glorified images of individuals, prompting consumers to consciously or unconsciously compare their images and lives to these 'perfect' displays [12]. Advertisements are changing consumers' mindsets, and even their views are gradually being shaken. Viewers are exposed to surreal and perfect images depicted in advertisements and develop a lack of confidence and dissatisfaction with themselves. It is undeniable that negative emotions can stimulate consumption to some extent. For example, negative emotions like guilt and fear can have a negative impact on attitudes and can cause viewers to question themselves.

However, such questioning can attract the viewer's attention so that the viewer begins to develop an impression of the advert and an intention to learn more about the product because negative emotions encourage cognition. Negative emotions encourage the cognitive process to make the right decision because users want to avoid negative emotions [11]. However, when the viewer's self-view is threatened, prevention-focused advertising messages are persuasive. Findings suggest that negative emotions can trigger consumers' processing of specific items, which can facilitate message learning and evaluation of information about product attributes. Advertisements that can create negative emotions by visually displaying health threats and their consequences tend to use pictures to show descriptions [4]. When pictures help people see the disease state vividly, they will want to change the symptoms if they perceive them to be serious. As a result, viewers will take precautions after learning more about the situation, thus avoiding negative consequences [13]. Adverts that fail to create positive or negative emotions in viewers are failures. People become bored when they lack stimulation or entertainment psychology, and the emergence of boredom as the most influential emotional factor means that even adverts that trigger strong negative emotions may be superior to dull and boring adverts [11]. Dull adverts will only give the viewer the message that it is boring when they see it, and they will not even bother to look at the content, especially now with the increase in the variety of digital adverts. The viewer may even be inclined to turn off the advert. Consumers care a lot about the attention given to the entertainment of an advert. Therefore, how to create emotional memory points and make the viewers emotional is one of the main focuses of manufacturers.

### **5. Conclusion**

In this day and age, with more media and technology to choose from, anything is possible in the form of interactive digital technology. Brands should be more thoughtful about how they design their adverts, including putting themselves in the shoes of the consumer and thinking about how to attract and retain viewers. As options in product categories increase, consumers have more control over brands and expect more from them. Brands need to consider how to engage in a meaningful dialogue with potential target users and how to increase viewer engagement. Ad designers also need to look at how to motivate or evoke further thought about the content from consumers themselves. A trend is often born because other people will copy and quote a particular new idea, and then, as the number of people grows and the influence expands, the idea becomes the new benchmark. Then, the following new idea comes along to become the new trend week after week. Such adverts also tend to invariably become leaders, leading the way in what people are looking for, so the point of view represented by the advert is also essential in that it avoids putting consumers into a negative state or creating an unhealthy trend (such as the obsession with a thin figure, which leads to clothes being made in smaller

and smaller sizes). At the same time, with the explosive growth in the number of mobile ads, ads should also pay attention to ways and means to avoid creating behaviors that make users feel disgusted and disliked, including interrupting users at anytime and anywhere, non-stop ad pop-ups. Advertisers should consider the trend of the times and not only give full play to the advantages of digital advertising but also choose the correct stance to reasonably create advertisements that satisfy the emotional value of viewers and stimulate consumption to lead the point of view while confirming that the advertisement information is accurate and reasonable.

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