Introduction

Emotional advertising is a powerful tool in modern marketing, influencing how consumers perceive and categorise products. This study delves into the cognitive processes behind this phenomenon, focusing on perceptual decision-making (PDM) and visual discrimination (VD) tasks.

Research Questions

1. How do the emotional valence (low positive vs. high positive) and arousal levels (high vs. low) of advertisement backgrounds influence the reaction time and accuracy in categorising products as luxury or basic?

2. How are the emotional valence (low positive vs. high positive) and arousal levels (high vs. low); and product types as luxury and basic effects reflected in total fixation duration and pupil diameter changes?

Stimuli

The stimuli featuring basic and luxury products in high arousal–high valence emotional backgrounds.

The stimuli featuring basic and luxury products in low arousal–low valence emotional backgrounds.

The stimuli featuring basic and luxury products in high arousal–low valence emotional backgrounds.

The stimuli featuring basic and luxury products in low arousal–high valence emotional backgrounds.

Design

- 2(Product: Basic vs Luxury) x 2 (Background: High vs Low Arousal) x 2 (Background: High vs Low Valence)

within-subjects design.

Dependent Variables:

- Reaction Time
- Response Accuracy
- Pupil Diameter
- Total Fixation Duration for the Product
- Total Fixation Duration for the Background
- Preference

56 participants took part in the experiment (6 participants were removed before analysing the data)

Experiment

Research, 52(4), 546–555. The emotional impact of advertisements on product categorisation

Results

Reaction Time

Response Accuracy

Total Fixation Duration for the Product

Total Fixation Duration for the Background

Pupil Diameter

Preference

Discussion

This study demonstrates that luxury products not only capture attention more quickly but also maintain viewer engagement longer than basic products, particularly when presented against high-arousal and high-valence backgrounds. Notable findings include faster reaction times, higher accuracy rates, and increased fixation on luxury items, coupled with significant pupil diameter—indicative of greater emotional engagement. Preference for luxury items was also markedly higher in all environments. These insights emphasise the strategic importance of aligning product type with suitably arousing and positive advertising contexts to enhance consumer interaction and appeal.

References

