

Original Paper

Emotional Persuasive Techniques in the Advertisements on the Coca-Cola Soft Drink Brand of the Coca-Cola Beverage Company

Raphael Francis Otieno^{1*}

¹ Kisumu, Kenya

Received: September 7, 2021 Accepted: September 30, 2021 Online Published: October 23, 2021
doi:10.22158/eltls.v3n3p62 URL: <http://dx.doi.org/10.22158/eltls.v3n3p62>

Abstract

Advertising is a structured tool of marketing that is persuasive in nature. The persuasive nature of the language used in advertising is meant to boost patronage of a product, service or even an idea. Consumers' emotions have a significant influence on purchase and consumption decisions for a wide variety of products including food products. This paper looks at the emotional persuasive techniques used in advertisements of the Coca-Cola soft drink brand of the Coca-Cola Beverage Company. Summative Content Analysis methods of data collection, interpretation and analysis have been used in this study. A sample of five (5) advertisements of the Coca-Cola soft drink brand were obtained from You Tube and analysed for their emotional content. The findings reveal that both lexico-grammatical devices and rhetorical devices are used as emotional appeal techniques in the advertisements. It is the advertising appeal that triggers emotion and grabs the consumers' attention.

Keywords

emotions, advertising, persuasion, food products, content analysis

1. Introduction

Language as one of the major tools of thought communicates ideas, emotions and desires. Advertising employs persuasive techniques to catch the consumers' interests and to persuade them to buy products. Kruti and Alan (2009) assert that persuasive advertising is intended to induce people to buy. For this inducement to be maintained, the advertisement must persuade the prospective buyers to believe in the product or service and its benefits to them. It is the persuasive nature of the language used in the advertisement that the prospective consumer bases his choice on. Jones (1990, p. 237) describes advertising as an activity which "...increases people's knowledge and changes people's attitudes."

“Regardless of their content and the techniques they employ, most [advertising] messages share a common final goal: persuading target consumers to adopt a particular product, service, or idea” (Meyers-Levy & Malaviya, 1999, p. 45). The language of persuasion is, therefore, crucial for successful advertising.

The Oxford Compact English Dictionary’s general definition of persuade is “*cause someone to believe, convince*” (Oxford Compact English Dictionary, 1996, p. 746). More eloquently, the Longman Dictionary defines persuasion as “to move by argument, reasoning, or pleading to a belief, position, or course of action” (Longman Dictionary, 1984, p. 1096). This definition places emphasis on argument, reasoning or pleading and this suggests that persuasion is using “...language-like representations that capture the ideational content of the mind.” (Eysenck & Keane, 2000, p. 246). This identifies persuasion as an information processing activity, in which thoughts are actively manipulated to create new beliefs and attitudes.

The definition of persuasion as an information processing activity corresponds closely to the Central Route of the Elaboration Likelihood Model (ELM) of persuasion. The ELM (Petty & Cacioppo, 1980) is a dual process theory describing the change of attitudes. It operationalises motivation and involvement and develops two routes for persuasion: a more strongly persuasive Central Route and a less strongly persuasive Peripheral Route. A requirement for Central Route processing is the motivation to process the message on the part of the consumer, which leads to a more careful and thoughtful consideration of the true merits of the information presented and, therefore, more enduring attitude changes. The Central and Peripheral routes differ according to “the extent to which the attitude change that results ... is due to active thinking” (Petty & Cacioppo, 1996, p. 256). But the “active thinking” definition is not the only definition of persuasion. The Oxford Dictionary also defines persuasion as “*to induce, lure, attract, entice*”. (op.cit.). The definition implies that a verbal or rational process is not necessarily needed for persuasion to take place, as the words used (induce, lure, attract, entice) all relate more to feelings and emotions as they do to thinking. This suggests that persuasion can be rational, or emotional, or both rational and emotional. This paper discusses the emotional persuasive techniques used in advertisements of Coca-Cola soft drink brand of the Coca-Cola Beverage Company.

2. Literature Review

Research on affect has long focused on the valence perspective, examining how judgment is influenced by the positive or negative valence of an affective state (Schwartz & Clore, 1983). The work generally shows an affect congruence effect whereby positive affect leads to positive evaluative judgments and negative affect leads to negative evaluative judgments (Wegener, Petty, & Smith, 1995). For instance, when people are in a positive affective state, they believe positive events are more likely to occur (Wegener, Petty, & Klein, 1994) and make more optimistic judgments than those in a negative affective state (Forgas & Moylan, 1987). Emotions engendered by media content are bound to affect

consumers since emotions have been shown to influence judgment and decision-making (Adaval, 2001; Cohen & Andrade, 2004; Raghunathan & Pham, 1999).

Lavidge and Steiner (1961), in their model of advertising, advocate three sequential components of advertising effectiveness-Cognitive (the realm of thought), Affective (the realm of emotions), and Conative (the realm of motives). They describe a sequence of Awareness (cognitive) → Knowledge (cognitive) → Liking (affective) → Preference (affective) → Conviction (conative) → Purchase (conative). Even though this model considered affect a consequence of cognition, limited to the decision-making area of liking and preference, they still saw emotion operating alongside information processing.

Berlyne (1964) saw arousal as critical for learning to take place. Berlyne's thinking was developed by Kroeber-Riel into his "Activation Theory" (1979, 1984), which held that "the emotional content of a stimulus induces "phasic" activation (arousal) and activation promotes information processing" (1984: 152). This was further extended by Ray & Batra (1983) who postulated that " ...affective advertising may ... be more effective ... because it is attended to more, processed more, evaluated more favourably, and remembered more" (1983, p. 544). The idea is that emotion actively facilitates information processing. Jones (2002, p. 36) described effective advertising as a "... rational idea enclosed as it were in an **emotional envelope**." Smit, Van Meurs and Neijens (2006) opined that the power of emotion in advertising arises from the feelings towards the advertisement itself. Shimp (1981) advocated that attitude towards an advertisement can be "transferred" to and influence attitude towards a brand when category involvement is low. That is, if brand decision is not critical, advertisement liking can become brand liking. Even though this idea has been criticised, Gresham, and Shimp (1985) state that in advertising agencies, the link appears to be unquestioned. Kover Goldberg & James in a study of creativity and effectiveness which interviewed both consumers and an advertisement agency staff, found that "copywriters believe the connection with advertising is always emotional" (1995, p. 34) and that "positive affect is elicited by the advertising (and) is then transferred to the brand or product advertised" (1995, p. 37).

Damasio (1994), referencing cases where rational decision-making capability is impaired, shows that emotions and feelings act as a gatekeeper to decisions, providing a bridge between the rational activity of the neo-cortex and the non-rational (limbic) functions of the sub-cortex. He concludes that cognition is "hard-wired" (sic) via the emotions, and that feelings are, therefore, capable of impeding cognition and even driving decisions in the face of negative cognition.

In emotion and attention, experiments by Damasio have shown that emotions are processed autonomically, that is, independent of will (2000, p. 55) and are always formed pre-cognitively (2000, p. 281). He finds that emotions and feelings are formed in what is called the "proto-self" (sic), whereas thoughts are formed in what is known as core consciousness. He shows that activity in the proto-self always precedes activity in core consciousness. He also finds that whilst cognitive processing depends on working memory, processing of feelings and emotions is independent of working memory (2000, p.

122).

Damasio's findings demonstrate that emotions moderate all decisions and that emotions can be responsible for driving decisions on their own. Damasio's theory that feelings drive intuitive decision-making has been validated empirically by Shiv and Fedhorikhin (1999), who by constraining decision making time, were able to encourage the choice of chocolate cake over fruit salad and vice versa. In other words, when time is limited, our choices are likely to be driven by our feelings rather than by logic or rationality. All this underscores the role of emotions in advertisements.

Bornstein (1989) goes a step further, and provides evidence that emotion is more effective when it is processed subconsciously. Initially, using a meta-analysis of mere exposure research, he found that emotional attitudes are greatly enhanced in subliminal exposure; "... exposure to subliminal stimuli actually results in attitude enhancement greater than that produced by briefly presented recognisable stimuli" (1989, p. 278). Bornstein (1992) confirms that the less aware consumers are of emotional elements in advertising, the better they are likely to work because the viewer has less opportunity to rationally evaluate, contradict, and weaken their potency of the stimuli. Emotional content in advertising is thus used to increase attention and to support message communication. The better processing of emotional content at low levels of attention explains why emotion is able to influence consumer behaviour without appearing to be a strong form of persuasion.

Elliott (1998) presents a conceptual model of emotion-driven choice as an alternative to information-processing model. He suggests it is possible to "emotionalise" product categories using advertising. He cites examples of instant coffee and ice cream which he says have been "...repositioned successfully as products with romantic/sexual connotation" (1998, p. 105). To him, emotion-driven choice will be non-linear and faster than reason based decision-making. Pham (1998) later experimentally finds that feelings-based judgments are not only faster but "more stable and consistent ...and... more predictive of the number and valance of people's thoughts" (Pham et al., 2001, p. 167)

In conclusion, language in advertisement appeals to emotion or to logic in order to stimulate desire. Emotional content is itself a persuasive communication mechanism, which appears to work better when less cognitive resource is used and less attention is paid. Persuasive advertising, therefore, employs a variety of persuasive techniques to hold and to sustain consumers' interests.

3. Methodology

The study derived its data from You Tube advertisements of the Coca-Cola soft drink brand of the Coca-Cola Beverage Company. The brand is one of the heavily advertised drinks of the company. The focus of this paper, however, is on the content of the advertisements and not the number of consumers who have access to the advertisements.

Although advertisement is a "dynamic synthesis of many components" (Cook, 1992, p.3) with most advertisements having both the textual and the visual messages, this paper devotes itself specifically to

the textual component of the advertisement message. Text, which is linguistic sign, is taken by this study, as does Bakanauskas (2004, p. 77) as the most important element of an advertisement. The study, therefore, built a corpus of five (5) English advertisements of the Coca-Cola soft drink brand of the Coca-Cola Beverage Company which were then analysed for their emotional content. The paper, however, does not deny that the textual component works in combination with the visual and the acoustic components to affect the consumers' choice.

The study used the Summative approach to Qualitative Content Analysis as a research technique. The summative approach to content analysis is fundamentally different from conventional and directed content analysis approaches in the sense that rather than analyse the data as a whole, the text is often approached as single words or in relation to particular content. An analysis of the patterns leads to an interpretation of the contextual meaning of specific terms or content. As Budd, Thorp, and Donohew (1967), Lindkvist (1981), McTavish and Pirro (1990) and Tesch (1990) say, research using qualitative content analysis focuses on the characteristics of language as communication with attention to the content or contextual meaning of the text. Therefore, using a summative approach to qualitative content analysis, emotionally charged words/content in the text were identified and analysed. The study, rather than carry out manifest content analysis, focusing on counting the frequency of specific words or content (Kondracki & Wellman, 2002) thereby making the analysis quantitative, went beyond that since a summative approach to qualitative content analysis goes beyond mere word counts to include Latent Content Analysis. Latent content analysis, the process of interpretation of content (Holsti, 1969) was thus used in this study to discover the underlying meanings of the words. Through a detailed survey of all the advertisements, various emotional persuasive words of the language of advertising were identified and analysed. The analysis provided basic insights into how the words/content were actually used to appeal to the emotions of the consumers. As Babbie (1992), Catanzaro (1988) and Morse & Field (1995) state, the focus of Latent Content Analysis is on discovering underlying meanings of the words or the content.

4. Result

The analysis reveals that the advertisements utilized lexico-grammatical devices to heighten the emotionality of the product. Words, especially adjectives, were manipulated to create a positive impression of the product in order to make the ad messages persuasive. The words used have a high emotive impact on the consumer since they appeal to their emotions. The analysis further reveals that rhetorical devices as well as figures of repetition and omission were used to enhance the emotive impact of the advertisements thereby making the ads more persuasive.

5. Discussion

The language of advertising is connotative. The advertisement below brings out the nourishing connotations of the Coca-Cola soft drink.

- New Coca-Cola Zero Sugar
- Improve the Taste
- Delicious and Refreshing
- And as we said before
- With Improved Taste
- So...
- Best Coca-Cola Ever?
- I need to Try it First.

In the preceding advertisement, the customer is called upon to feel the improved taste of the drink which is “delicious” and “refreshing.” Its appeal is further enhanced by the idea that it is “new” and “is zero sugar,” an appeal to those who may be diabetic. The advertisement uses the adjectives “new,” “zero,” “delicious,” “refreshing,” “best,” to enhance the appeal of the product to the customers. The ad has used the adjectives to bring out the super-qualities of the advertised product. The emotionality and the evaluation of the product is thus brought out through the lexico-grammatical device which appeals to the feelings of the consumers, making the message more persuasive. Adjectives, one of the English language word classes have, therefore, been manipulated in order to make the message persuasive. Such a persuasive technique has been used to create a positive impression of the product through evaluation and emotional appeal.

Use of adjectives is continued in the following advertisement:

- Coca-Cola: The Great Meal
- Together Tastes Better
- Meals are Tastier with Coca-Cola. Taste the Feeling.

The words “great,” “better,” “tastier,” are used to show the qualities of the Coca-Cola drink. The words “better” and “tastier” even bring out the idea of comparison to other products which are unnamed. Still, Coca-Cola is better and tastier. The consumer is, therefore, encouraged to taste the feeling, the word “feeling” itself appealing to emotion. The study notes that this advertisement captures a family gathering and meals are, therefore, better and tastier when they are taken together with the Coca-Cola drink. The advertisement strongly appeals to the sense of family togetherness. The soft drink thus acts as an additive to the meal in the sense that meals taken together as a family and with Coca-Cola are tastier than those without. This is indeed persuasive as it calls upon consumers who would want to take their meals without the Coca-Cola soft drink to include it for a better and tastier feeling. This would guarantee them a great meal.

The manipulation of the parts of speech continues in the following advert:

- Cocacola: “Turn Up Your Rhythm.”
- We Refresh Your Minds. We Add A Little Magic.

The refreshing nature of the Coca-Cola drink is brought out not through adjectives as seen in the

previous advertisement but through a verb. The present tense “refresh” (as opposed to past “refreshed” or future aspect “will refresh”) characterizes a habitual action, which in turn expresses a positive feeling thereby bringing out the benefits of the product. It brings out an intimate relationship between the product and the customer by commenting on an immediately accompanying action. The verb “refresh” is soon followed by an unusual word in this context “magic” to suggest that “we refresh your minds by adding not much but just a little magic.”

The noun “magic,” with its origin in Greek, means the power to influence events by use of mysterious or supernatural powers. In relation to this advertisement, this mysterious power is added into the drink to enable it refresh the mind. The appeal by this word is powerful and resonates with the advert “Turn Up Your Rhythm. We Refresh Your Minds. We Add A Little Magic.” The consumers need this mysterious and apparently supernatural power to refresh themselves and to turn up their “rhythm” when it is low. Persuaders can trigger emotional reactions by using words with powerful positive connotations such as the word “magic.” This is a deliberate emotion filled word calculated to have an effect on the consumer.

Many words used in advertisements relate to the feelings of the user. In a long Coca-Cola advertisement involving travelling both on land and in water, the following were discernible: “*Dear Santa Claus, please bring Daddy home for Christmas. This Christmas, give something only you can give.*” The word “home” carries a high emotive overtone. Home is where we retire after a hard day’s work, after the everyday hustles. It has a pleasant connotation of comfortability and an impression of a family setting which raises emotion in the mind of the consumer. The ad uses the word “home” to associate their product in your mind with the fulfillment of a basic human need: shelter. Home is thus both a physical and an emotional need. It seems it is only “you” who can provide Coca-Cola to provide such a need, especially during such a festive season as Christmas. That makes the consumer special.

Santa Claus (Father Christmas) is an example of the success of emotional persuasion employed by Coca-Cola Beverage Company. The use of this icon has run for a long period and has achieved a high level of repetition identified in Ehrenberg’s (1974) Reinforcement model. The emotive impact of this icon still lives on. The bottomline in this advertisement is that the Coca-cola soft drink gives one the energy to endure the struggles of everyday life and finally, it takes you home to re-unite with your family. A happy re-union with the family is thus brought about by and celebrated with the Coca-Cola soft drink.

The comfort and the relaxation mood created by the word “home” and family is also brought out by the advertisement “Coke and Meals 2021 Bhutan.”

- Turn food into a meal with Coca-Cola
- Food can be more than just food
- Turn a quick bite into a family night
- Turn a roll into laughter
- Turn food into a meal

• Taste the feeling.

Food is any nutritious substance that people or animals eat or drink in order to maintain life and growth. It is any substance consumed to provide nutritional support for an organism. A meal, on the other hand, is an eating occasion that takes place at a certain time and place, especially home and includes prepared food. The presence of the Coca-Cola drink thus turns food into a meal. The meal can then be turned into a family night. This draws attention to togetherness of a family. This ad thus calls the family together into an enjoyable gathering that involves happiness. The consumer is, therefore, called upon to taste the feeling of both the drink and that of having a meal with the family. This advertisement attests to an emotional need that is as important as the physical one: the need to be together with the family, the need to belong and to enjoy a great moment of happiness with the family as they take food turned into a meal by the Coca-Cola soft drink. The power of the drink to transform “food into a meal” is brought out through the repetition of the word “turn....” The soft drink is thus portrayed as having a transformative effect.

Rhetorical devices have been used in the Coca-Cola ads to appeal to the emotional state of consumers. Rhetorical devices can be divided into two: schemes and tropes. Both schemes and tropes are figures of speech. A scheme is an artful deviation from the ordinary arrangement of words (Baldick, 1996, p. 199). It is a creative alteration in the usual order of words. Consider the following advertisement:

- Taste the Feeling of Summer with Coca-Cola (Boracay Island, the Philippines)
- Thousands of Beach Goers Got to #TastetheFeeling of Summer
- And Create **Special** Moments with CocaCola
- CocaCola with the **Beach**
- Beach with **Friends**
- Friends with **Smiles**
- Smiles with CocaCola
- CocaCola with Ice
- Ice with Kilig
- Kilig with **Fun**
- Fun with CocaCola
- CocaCola with **Thrills**
- Thrills with Strangers
- Strangers with CocaCola
- CocaCola with **Waves**
- Waves with **Refresh**
- Refresh with CocaCola
- CocaCola with **Journeys**

- Journeys with **Sunsets**
- Sunsets with **You**
- You with CocaCola
- Taste the Feeling

In this advertisement, figures of repetition have been used to enhance the emotive impact of the ad. There is repetition of key words that appeal to the emotion of the consumer. The words carry high emotional value which contributes to the persuasion of the consumers.

Words have been repeated in the advertisement for emphasis and to hold the attention of the consumer. The kind of repetition in this advertisement is referred to as anadiplosis. Deriving its origin from Greek, anadiplosis is a scheme of repetition repeating the last word of one phrase, clause or sentence at the beginning of the next. It is meant to draw the attention of the consumer to a specific thing or concept. In this case, the repetition draws the attention of the consumer to the Coca-Cola drink and its positive qualities. Large numbers of repetitive devices used in this advertisement impress the consumers through the constant emphasis of key words and ideas.

The repetition in the ad has a rhythmic effect on the consumer. The rhythm has an effect on the mind of the consumer and makes the repetition memorable. For instance, the repetition of the word “with” to connect the repeated words to the newly introduced ones has a rhythmic emotional effect on the consumers thereby making the ad memorable. Words such as beach, waves, friends, smiles, fun, and thrills are deliberately used repeatedly to evoke positive images and feelings in order to influence the consumers’ emotions.

Further, the emotive factor is derived by the use of the adjective “special” in the introductory part “Create special moments with CocaCola.” This is followed by such positive words as “beach, friends, smiles, fun, thrills, waves, refresh, journeys, sunsets.” The emotional experience of having CocaCola in a beach with refreshing waves comes to a halt at the end of the day with “You.” This reference makes the consumer special: he is left to enjoy the beautiful sunset rays with the CocaCola drink.

Although repetition sometimes indicates poverty of linguistic resource, it can, as we see in the ad, have its own kind of eloquence.

Besides figures of repetition, figures of omission have been used in the ads for effect. In the following advertisement, ellipsis and preterition are two examples of such figures.

- New Coca-Cola Zero Sugar
- Improve the Taste
- Delicious and Refreshing
- And as we said before
- With Improved Taste
- So...
- Best Coca-Cola Ever?
- I need to Try it First

Preterition, a rhetorical device of mentioning something by professing to omit it, has been used. Preterition involves incomplete sentences with endings marked by dots. It has been used in this ad to draw the attention of consumers to the product and to arouse their imagination thus affecting their emotions.

While a scheme is an artful deviation from the ordinary arrangement of words (Baldick, 1996, p. 199), a trope, on the other hand, is an artful deviation from the principal signification of a word (Baldick, 1996, p. 230). Smetoniènè (2001, p. 101) notes that advertisers use a variety of tropes to express ideas in an imaginative and more economical way. This in turn contributes to enhancing the effect of persuasion. Tropes such as metaphor, personification, rhetorical questions, similes and hyperboles heighten the effect of persuasion. Consider the following advert:

- New Coca-Cola Zero Sugar
- Improve the Taste
- Delicious and Refreshing
- And as we said before
- With Improved Taste
- So...
- Best Coca-Cola Ever?
- I need to Try it First

A rhetorical question “Best Coca-Cola Ever?” has been employed in the preceding advertisement. The rhetorical question imparts a heightened dramatic quality to the language because it transfers into an unaccustomed context the contextual implications of a question which directly involves a participant other than the writer. It is actually a positive question whose dramatic effect arises from a feeling that the question demands an answer and is not provided with one since the answer is perceived to be obvious. The appeal of this ad is, therefore, rich and deep. It appeals to the consumer to see the rich, delicious and refreshing content of the Coca-Cola drink.

The study notes that the ads used in this study were accompanied with photographic imagery which equally carried emotional overtones that were meant to promote the product.

6. Conclusion

Functions of language often overlap, creating the multifunctionality of texts. However, there is always the dominant function. Advertisements are appeal-oriented texts with the predominant function of persuasion. Persuasion emphasizes seeking the most effective way of influencing the attitude and the behaviour of the recipient to enable the recipient view the message from the perspective of the originator of the message.

Advertisers persuade consumers to buy their products and services through their use of language. Believing the advertiser depends on whether he uses his language wisely or not. To achieve his aims, he must apply imaginative, original, and fresh language. Therefore, the language of advertisement must be

novel and fresh to attract consumers” attention, win their trust and sway their thinking. This has been effectively achieved by the corpus in this study.

Emotional connotative meanings, which are mostly used by advertisers, are connected with pleasantries. Words are, therefore, linked with images and features of the products being advertised. In this study, various parts of speech, in particular adjectives, have been manipulated for persuasive purposes. This confirms that linguistic devices are used for persuasion. Advertisements thus depend a great deal on adjectives for effect. The technique has been used to create a positive impression of the advertised product through emotional advertising appeal.

Appeals are the strategies an advertiser uses to present a product or service. Advertising appeal is the igniting force which stimulates the consumer mindset towards the products or services. It has been used in the ads in this paper to trigger emotion and grab the attention of the consumers thereby influencing the way they view the product. The appeals have been presented in terms of taste qualities.

Rhetorical devices have been used to appeal to the emotional state of the consumer. Both schemes and tropes have been employed as figures of speech to enhance the emotive impact of the advertisements and hence persuasion.

7. Acknowledgement

I am deeply grateful to the authors cited in this article. Their valuable articles on this topic provided a lot of insight to me as I worked on this paper. I am also grateful to the Coca-Cola Beverage Company for having made available the ads. Without them, this article would not have seen the light of day.

References

- Adaval, R. (2001). Sometimes It Just Feels Right: The Differential Weighting of Affect-Consistent and Affect-Inconsistent Product Information. *Journal of Consumer Research*, 28(1), 1-17. <https://doi.org/10.1086/321944>
- Babbie, E. (1992). *The practice of social research*. New York: Macmillan.
- Bakanauskas, A. (2004). *Marketingo komunikacija*. VDU leidykla, Kaunas.
- Baldick, C. (1996). *The Concise Oxford Dictionary of Literary Terms*. Oxford University Press, Oxford/New York.
- Berlyne, D.E. (1964). Emotional Aspects of Learning. *Annual Review of Psychology*, 15, 115-142. <https://doi.org/10.1146/annurev.ps.15.020164.000555>
- Bornstein, R. F. (1992). Subliminal Mere Exposure Effects. In R. F. Bornstein, & T. S. Pittman (Eds.), *Perception without awareness: Cognitive, clinical, and social perspectives* (pp. 191-210). Guilford: New York.
- Bornstein, R. F. (1989). Exposure and Affect: Overview and Meta-Analysis of Research, 1968-1987. *Psychological Bulletin*, 106(2), 265-289. <https://doi.org/10.1037/0033-2909.106.2.265>
- Budd, R. W., Thorp, R. K., & Donohew, L. (1967). *Content analysis of communications*. New York:

- Macmillan.
- Catanzaro, M. (1988). Using qualitative analytical techniques. In N. F. Woods, & M. Catanzaro (Eds.), *Nursing research: Theory and practice* (pp. 437-456). St. Louis, MO: C. V. Mosby.
- Cohen, J. B., & Eduardo, B. A. (2004). Affective Intuition and Task-Contingent Affect Regulation. *Journal of Consumer Research*, 31(September), 358-367. <https://doi.org/10.1086/422114>
- Cook, G. (1992). *The discourse of advertising*. Routledge: London/New York.
- Damasio, A. R. (1994). *Descartes' error: Emotion, reason, and the human brain*. New York, NY: Putnam.
- Ehrenberg, A. S. C. (1974). Repetitive Advertising and the Consumer. *Journal of Advertising Research*, 14(2), 25-34.
- Elliott, R. (1998). A Model of Emotion-Driven Choice. *Journal of Marketing Management*, 14(1-3), 95-108. <https://doi.org/10.1362/026725798784959408>
- Eysenck, M. W., & Keane, M. T. (2000). *Cognitive Psychology* (4th ed.) Psychology Press Ltd, Hove, UK.
- Forgas, J. P., & Moylan, S. (1987). After the Movies-Transient Mood and Social Judgments. *Personality and Social Psychology Bulletin*, 13(4), 467-477. <https://doi.org/10.1177/0146167287134004>
- Gresham, L. G., & Shimp, T. A. (1985). Attitude toward the advertisement and brand attitudes: A classical conditioning perspective. *Journal of Advertising*, 14(1), 10-19. <https://doi.org/10.1080/00913367.1985.10672924>
- Holsti, O. R. (1969). *Content Analysis for the Social Sciences and Humanities*. Reading, MA: Addison-Wesley.
- Jones, J. P. (1990). Advertising: Strong Force or Weak Force? Two Views an Ocean Apart. *International Journal of Advertising*, 9(3), 233-246. <https://doi.org/10.1080/02650487.1990.11107151>
- Jones, J. P. (2002). *The Ultimate Secrets of Advertising*. Sage Publications: Thousand Oaks, CA.
- Kondracki, N. L., & Wellman, N. S. (2002). Content analysis: Review of methods and their applications in nutrition education. *Journal of Nutrition Education and Behavior*, 34, 224-230. [https://doi.org/10.1016/S1499-4046\(06\)60097-3](https://doi.org/10.1016/S1499-4046(06)60097-3)
- Kover, A. J., Goldberg, S. M., & James, W. L. (1995). Creativity vs effectiveness. *Journal of Advertising Research*, 35(6), 29-40
- Kroeber-Riel, W. (1979). Activation Research: Psychobiological Approaches in Consumer Research. *Journal of Consumer Research*, 5(4), 240-250.
- Kroeber-Riel, W. (1984). Effects of emotional pictorial elements in ads analyzed by means of eye movement monitoring, *Advances in Consumer Research*, 11(1), 591-596. <https://doi.org/10.1086/208736>
- Kruti, S., & Allan, D. (2009). *Advertising and Promotions: An IMC Perspective*. New Delhi: Tata

McGraw-Hill.

- Lavidge, R. J., & Steiner, G. A. (1961). A Model for Predictive Measurements of Advertising Effectiveness. *Journal of Marketing*, 25(6), 59-62. <https://doi.org/10.1177/002224296102500611>
- Lindkvist, K. (1981). Approaches to textual analysis. In K. E. Rosengren (Ed.), *Advances in Content Analysis* (pp. 23-41). Beverly Hills, CA: Sage.
- Longman Dictionary of Contemporary English*. (1984). Burnt Mill Essex: Longman.
- McTavish, D. G., & Pirro, E. B. (1990). Contextual content analysis. *Quality and Quantity*, 24, 245-265. <https://doi.org/10.1007/BF00139259>
- Meyers Levy, J., & Malaviya, P. (1999). Consumers' Processing of Persuasive Advertisements: An Integrative Framework of Persuasion Theories. *Journal of Marketing*, 63(special issue), 45-60. <https://doi.org/10.2307/1252100>
- Morse, J. M., & Field, P. A. (1995). *Qualitative research methods for health professionals* (2nd ed.). Thousand Oaks, CA: Sage.
- Oxford Compact English Dictionary* (2nd ed.). (1996). Oxford University Press.
- Petty, R. E., & Cacioppo, J. T. (1986). *Communication and Persuasion: Central and Peripheral Routes to Attitude Change*. Springer: New York. <https://doi.org/10.1007/978-1-4612-4964-1>
- Petty, R. E., & Cacioppo, J. T. (1996). *Attitudes and Persuasion: Classic and contemporary approaches*. Westview Press, Boulder: Colorado.
- Pham, M. T., Cohen, J. B., Pracejus, J. W., & Hughs, G. D. (2001). Affect monitoring and the Primacy of Feelings in judgment. *Journal of Consumer Research*, 28(2), 167-188. <https://doi.org/10.1086/322896>
- Raghunathan, R., & Pham, M. T. (1999). All Negative Moods Are Not Equal: Motivational Influences of Anxiety and Sadness on Decision Making. *Organizational Behavior and Human Decision Processes*, 71(1), 56-77. <https://doi.org/10.1006/obhd.1999.2838>
- Ray, M. L., & Batra, R. (1983). Emotion and Persuasion in Advertising: What we do and don't know about Affect. *Advances in Consumer Research*, 10(1), 543-548.
- Schwarz, N., & Clore, G. L. (1983). Mood, misattribution, and judgments of well-being: Informative and directive functions of affective states. *Journal of Personality and Social Psychology*, 45, 513-523. <https://doi.org/10.1037/0022-3514.45.3.513>
- Shimp, T. A. (1981). Attitude towards the ad as a mediator of consumer brand choice. *Journal of Advertising*, 10(2), 9-15. <https://doi.org/10.1080/00913367.1981.10672756>
- Shiv, B., & Fedorikhin, A. (1999). Heart and Mind in Conflict: The interplay of affect and cognition in consumer decision making. *Journal of Consumer Research*, 26(3), 278-292. <https://doi.org/10.1086/209563>
- Smetonienė, I. (2001). *Garsinės reklamos stilius, Vilniaus universitetas*. Vilnius.
- Smit, E. G., Van Meurs, L., & Neijens, P. C. (2006). Effects of Advertising Likeability: A 10-Year Perspective, *Journal of Advertising Research*, 46(1), 73-83.

<https://doi.org/10.2501/S0021849906060089>

- Tesch, R. (1990). *Qualitative research: Analysis types and software tools*. Bristol, PA: Falmer.
- Wegener, D. T., Petty R. E., & Klein J. D. (1994). Effects of Mood on High Elaboration Attitude-Change-the Mediating Role of Likelihood Judgments. *European Journal of Social Psychology*, 24(1), 25-43. <https://doi.org/10.1002/ejsp.2420240103>
- Wegener, D. T., Petty, R. E., & Smith, S. M. (1995). Positive Mood Can Increase Or Decrease Message Scrutiny: The Hedonic Contingency View Of Mood And Message Processing. *Journal of Personality and Social Psychology*, 69(1), 5-15. <https://doi.org/10.1037/0022-3514.69.1.5>