

EMOTIONAL QUOTIENT: COMPARING MULTI LEVEL MARKETING AND NON-MULTI LEVEL MARKETING PRINT ADVERTISEMENTS

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I. INTRODUCTION

The topic of emotion in consumer behaviour is as complex and intriguing as the issue of how emotion can be used in advertising. Emotion has been shown to play an important role in advertising and marketing (Edell and Burke, 1987). Emotion towards advertisements creates a possibility for affective components to be placed in an advertisement in order to influence memory of the advertisement, its recall and recognition. This has been illustrated in the Elaboration Likelihood Model (Petty and Cacioppo, 1986). Emotional expression can also affect preferences by making individuals feel good (reaction) and, therefore, their attitude towards the advertisement and the product might be influenced as well. Advertising is of course replete with techniques intended to generate just that. There are funny advertisements, advertisements showing happy events, advertisements showing success, joy and satisfaction (Holman, 1981), all created in order to arouse emotion. Theoretically, emotion can play a variety of roles in consumer decision-making (behaviour) ranging from influencing how or where information is stored in memory to determining product or brand choice (Zajonc and Markus, 1982).