








# HOW EMOTIONS IMPACT CONSUMER BEHAVIOR AND AD EFFECTIVENESS

Dumbstruck's web-based platform combines over 50 years of research in psychology, advertising, and cognitive science with our advanced machine learning algorithms to ensure clients receive the highest levels of accuracy, intelligence, and scientific integrity while using our platform. Check out our Emotions & Trends Guide, which highlights key discoveries and trends found in neurological studies that examined the effects emotions have on consumer behavior, brand association, and intent to purchase.

EMOTION:	HOW IT IMPACTS RESPONSE/BEHAVIOR:	EMOTIONAL TRENDS LINKED TO AD EFFECTIVENESS:
<p><b>Positive Emotions</b></p> 	<ul style="list-style-type: none"><li>✓ Improve ad recall and create positive judgements of the ad content.</li><li>✓ Increase a viewer's trust in a brand or message, making them more likely to purchase.</li><li>✓ Positive emotions toward a brand have far greater influence on consumer loyalty than trust and other judgments, which are based on a brand's attributes.</li><li>✓ The emotion of "likeability" is the measure most predictive of whether an advertisement will increase a brand's sales.</li><li>✓ 80% of an ad's memorability is also tied to its likeability.</li></ul>	<ul style="list-style-type: none"><li>✓ A distinct peak in positivity at the beginning of a video ad ensures viewers remain interested. This pattern also indicates there is a higher probability that viewers will share the video.</li><li>✓ Positive emotions evoked at the end of a video increase ad recall, and are most predictive of video sharing.</li><li>✓ Positive emotions evoked after the viewer is aware of the brand increases purchase intent.</li><li>✓ When there is a spike in positivity right before text is shown on the screen, the viewer is more likely to read and retain the information.</li><li>✓ A consistent, gradual upward slope in positivity that peaks at the end of a video is an ideal model for most videos, as this pattern usually indicates the viewer is consistently engaged and is at a peak in positivity as the video ends and branding is displayed.</li></ul>

EMOTION:	HOW IT IMPACTS RESPONSE/BEHAVIOR:	EMOTIONAL TRENDS LINKED TO AD EFFECTIVENESS:
<p><b>JOY</b></p> 	<ul style="list-style-type: none"> <li>✔ Influences viewers to keep watching a video.</li> <li>✔ Indicates interest and high video completion rates.</li> <li>✔ Unless a video is specifically targeting another emotion, joy is often the main factor in measuring the overall success/effectiveness of a video.</li> <li>✔ Peaks in joy at or immediately after key moments of brand messaging in a video are tied to the comprehension and retention of the messaging.</li> </ul>	<ul style="list-style-type: none"> <li>✔ High levels of joy, especially at the end of a video ad, indicate viewers have formed positive associations with the brand.</li> <li>✔ A peak-and-stable pattern of joy indicates high overall attention.</li> <li>✔ A peak-valley-peak repetition of joy is associated with the highest expected viewership - meaning viewers are less likely to get bored, or adapt to novelty.</li> <li>✔ High levels of joy and surprise - particularly a high level of surprise at the beginning of an ad - followed by a longer period of joy, indicate high attention and high motivation to keep watching.</li> <li>✔ Ads retain attention better if they deliver several snippets of joy in succession than if they deliver a sustained period of joy.</li> </ul>
<p><b>SURPRISE</b></p> 	<ul style="list-style-type: none"> <li>✔ Motivates viewers to take action.</li> <li>✔ Is associated with interest, curiosity, wonder, and joy.</li> <li>✔ Is the most effective way of capturing attention, while joy is best for increasing retention.</li> </ul>	<ul style="list-style-type: none"> <li>✔ Surprise followed by joy is associated with delight, satisfaction, and intent to purchase.</li> <li>✔ A spike in surprise within the first 5 seconds of a video significantly increases the likelihood that viewers will watch the entire video.</li> </ul>

EMOTION:	HOW IT IMPACTS RESPONSE/BEHAVIOR:	EMOTIONAL TRENDS LINKED TO AD EFFECTIVENESS:
<p><b>FEAR</b></p> 	<ul style="list-style-type: none"> <li>✔ Fear can stimulate greater brand attachment.</li> <li>✔ Fear as persuasion works only when viewers are told how to reduce the fear.</li> <li>✔ Too much fear is associated with reduced persuasive impact because viewers may stop paying attention or use other subconscious defensive strategies.</li> </ul>	<ul style="list-style-type: none"> <li>✔ An increase in fear can be highly persuasive.</li> <li>✔ An increase and then decrease in fear may indicate a fear-then-relief pattern, in which a problem and then solution are identified. This is more effective than static fear and has been tied to increased purchase intent and overall positive association with a brand.</li> </ul>
<p><b>DISGUST</b></p> 	<ul style="list-style-type: none"> <li>✔ Feeling of avoidance.</li> <li>✔ Disgust enhances the persuasive effects of fear because disgust invokes a feeling of wanting to take immediate action (e.g. increased intent to purchase).</li> </ul>	<ul style="list-style-type: none"> <li>✔ An increase in disgust and fear followed by a decrease in each emotion can often be associated with a fear-then-relief pattern, which has been shown to increase purchase intent.</li> <li>✔ An increase in disgust and fear can also be used to keep viewer discomfort high in order to motivate the viewer to take an action that will relieve that discomfort.</li> </ul>
<p><b>POSITIVE &amp; NEGATIVE EMOTIONS</b></p>  	<ul style="list-style-type: none"> <li>✔ An ad that produces high positive or negative emotions has a higher chance of going viral.</li> <li>✔ Data shows that 70% of viewers who experienced an intense emotional response to an ad were very likely to buy the product.</li> </ul>	<ul style="list-style-type: none"> <li>✔ Spikes in positivity after low levels of negativity indicate viewers were expressing particularly strong positive emotions.</li> <li>✔ High levels of positive emotion near the end of a video ad indicate the viewer experienced an overall positive feeling towards the ad and has built a positive association with the brand.</li> <li>✔ High levels of negative emotion near the end of a video ad indicate the viewer experienced an overall negative feeling towards the ad and has built a negative association with the brand.</li> </ul>