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**EMOTIONAL CONTEXT AND  
EFFECTIVENESS OF TV ADVERTISING**

This study examined the impact of emotional context on effectiveness of TV commercials (TVCs). In two experiments, participants were exposed to either emotionally positive or emotionally negative stimuli before watching a TVC. The effectiveness of the TVC was measured by 4 indicators: Ad recall, attitude toward the ad (Aad), attitude toward the brand (Ab), and purchase intent (PI). Results of Experiment 1 revealed that participants who were pre-exposed to a positive emotional context had a more positive Aad, Ab and a higher PI, when compared to those who were pre-exposed to a negative emotional context. Experiment 2 demonstrated that pre-exposure to the positive emotional context was associated with more positive Ab and a higher PI, while pre-exposure to the negative emotional context led to more negative Aad. In both experiments there was no indication of the influence of the emotional context on Ad recall. However, data from Experiment 2 suggested that both positive and negative emotional contexts positively affected ad recognition, when compared to an emotionally neutral situation. In conclusion, our findings advocate the importance of emotional context in which TVCs are broadcasted to the general public, a fact that has been vastly neglected so far by media planners.

**Key words:** emotional context, ad, effectiveness, media planning

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## Introduction

Advertising is considered effective if it positively affects the change of consumers' attitudes, beliefs and intentions. Traditionally, advertising effectiveness is measured by several indicators: attitude toward the ad (Aad), attitude toward the brand (Ab), purchase intention (PI) and Ad recall (Poels & Dewitte, 2006). Today, global TV advertising budget approaches 200 billion dollars annually (Price Waterhouse Coopers, 2016), and companies spend 80-85% of their promotional budgets on media presence (Kelley, Jugenheimer, & Sheehan, 2015). Thus, media planning that fails to synchronize all relevant elements needed to effectively convey a commercial message to the target audience will cause a huge financial loss for the advertisers (De Pelsmacker, Geuens, & Vermeir, 2004). Current approach to TV media planning is focused on achieving the appropriate amount of gross rating points (GRPs; Baron & Sissors, 2010), and pays no attention to the emotional context in which TVC is embedded. In other words, according to the prevailing approach in the media planning industry, GRP is GRP irrespective of the fact whether it is attained during a broadcast of a romantic comedy, or during a live broadcast of a tsunami's aftermath.

Previous studies showed that there are numerous contextual factors that can affect TVC effectiveness, such as a program content, an advertising clutter, a position of the commercial break, and a position of the TVC in the commercial break (De Pelsmacker, Geuens, & Van den Bergh, 2010). The main reason why media planning does not take these contextual factors into consideration is best explained by the fact that their measurement methodology is still not developed systematically, nor it is widely accepted (Malthouse & Calder, 2010). A special attention has also been paid to advertising effectiveness of a TVC depending on the emotional context in which it is shown. It has been reported that contents preceding advertising can induce positive or negative emotions, which primarily affect the attitude toward the ad (Coulter, 1998; De Pelsmacker et al., 2010). Furthermore, a positive or a negative attitude toward the ad can affect the attitude toward the brand and the purchase intent (Coulter, 1998; Mackenzie, Lutz, & Belch, 1986; Mehta, 2000; Poels & Dewitte, 2006). The emotional context of TVC can be the program in which TVC is presented, or other TVCs in the same commercial break.

Earlier studies on the effect of the emotional context on TVC effectiveness measured by one or more indicators have not provided unequivocal conclusions. The early study by Goldberg and Gorn (1987) showed that TVCs shown after the program which induced positive emotions were seen as more effective and more memorable, in relation to those shown after the program which induced negative emotions. However, their study did not detect the effect of the emotional context on the purchase intent. The research conducted by De Pelsmacker, Geuens, and Anckaert (2002) has also shown that participants had a more positive Aad, and Ad recall following an appreciated TV program. On the other hand, Pavelchak, Antil, and Munch (1988) reported that pre-exposure to either positive or negative program-induced emotions had a negative effect on TVC recall relative to the neu-

tral condition. This finding was explained by interference of intense emotions on memory consolidation regardless of their valence, since there was no difference in Ad recall between the groups that were pre-exposed to either negative or positive program-induced emotions.

The study which experimentally induced positive or negative mood showed that positive mood causes more positive global evaluation of a product, more positive attitude toward the ad and higher purchase intent (Murry, Lastovicka, & Singh, 1992). An extensive study conducted by Lee and Sternthal (1999) showed that respondents with induced positive mood memorized brand names better than those with induced neutral mood.

Pre-exposure to positive music-induced emotions led to more positive evaluations of a TVC relative to pre-exposure to emotionally neutral music (Gorn, Pham, & Sin, 2001). However, this effect was present only when the affective tone of the TVC was neutral, but not when it was positive. Thus, it was concluded that the emotional context affected advertising evaluation only when advertising itself was not clearly emotionally polarized. Poncin and Derbaix (2009) studied the influence of affective tone of TVCs that were aired in the same commercial break. They found that foregoing TVCs which induced moderate and strong emotional reactions enhanced positive emotional reactions, ensuing TVCs that were designed to induce weak or moderate emotional reactions. Likewise, foregoing TVCs which induced strong negative emotions potentiated negative evaluation of the ensuing TVCs.

Obviously, previous studies have not provided a clear-cut agreement regarding the influence of the emotional context on TVC effectiveness. Results of most studies have agreed on the effect of the emotional context on Ad recall and Aad, while the influence of the emotional context on Ab and PI is less clear. Taking this into consideration, the aim of this research was to experimentally study the influence of the emotional context on TVC effectiveness measured by all four effectiveness indicators: Ad recall, Aad, Ab and PI. Emotional context was presented by standard stimuli which were previously proven to cause positive or negative emotional reactions: photographs from the Affective Picture System (IAPS), database (Lang, Bradley, & Cuthbert, 2008), and sounds from the International Affective Digitalized sounds (IADS) database (Bradley & Lang, 1999). Importantly, we tested the effectiveness of emotional manipulation on a TVC that had not been previously publically aired, thus assuring its complete novelty for our subjects. Our starting hypothesis is best summarized by the statement that an advertisement will be more effective if it follows an emotionally positive context than if it follows an emotionally negative context.

## Experiment 1

The main objective of Experiment 1 was to investigate how positive and negative emotional contexts affected advertising effectiveness assessed by Ad recall,

Aad, Ab, and PI. Participants were shown emotionally positive or negative stimuli, which were followed by a TVC. After watching the TVC, participants filled in questionnaires which measured advertising effectiveness.

## Method

**Participants.** Forty students of both sexes, aged 20-23, participated in the Experiment 1. They were randomly assigned to two experimental groups that were pre-exposed to either positive ( $n = 20$ ) or negative ( $n = 20$ ) emotional context before watching the TVC.

**Stimuli and measures. TV commercials.** Before the study, the emotional tone of a 45-second TVC for non-carbonated juice was estimated by an independent panel of 21 referees on three seven-point Likert scales (1 – pleasant, 7 – unpleasant; 1 – attractive, 7 – repulsive; 1 – good, 7 – bad). The results showed that mean value on all 3 scales was 3.94 ( $SD = 1.19$ ), (pleasant – unpleasant 4.47,  $SD = 1.25$ ; attractive – repulsive, 3.70,  $SD = 1.48$ ; good – bad 3.64,  $SD = 1.63$ ), placing the TVC's content in emotionally neutral territory. In addition, following the experimental procedure (see below), participants evaluated how well they knew the brand shown in the TVC on a 5-point scale (1 – not familiar at all, 5 – completely familiar). The mean value was 1.43 ( $SD = 0.64$ ), indicating that the brand was relatively unknown to the participants.

**Mood induction materials.** For the purpose of the study, 8 positive (number 5760, 1460, 1750, 1920, 2040, 2331, 2340, 1710) and 8 negative (number 1120, 1220, 1300, 2120, 2690, 6230, 6300, 6370) photos were selected from the International Affective Picture System (IAPS) database (Lang et al., 2008); and 8 positive (number 151, 111, 813, 601, 110, 809, 221, 815) and 8 negative (134, 116, 106, 275, 291, 289, 276, 275) sounds were selected from the International Affective Digitalized Sounds (IADS) database (Bradley & Lang, 1999). Photos and sounds were chosen by applying the two criteria: affective valence and content diversity. The average value of affective valence for positive photos (on the scale from 1 to 9) was 8.07 ( $SD = 1.29$ ), and for negative photos 3.32 ( $SD = 1.7$ ). The average value of affective valence for positive sounds was 7.05 ( $SD = 1.27$ ), and for negative sounds 2.84 ( $SD = 1.70$ ). The photographs were displayed consecutively on a 15-inch flat monitor screen that was placed in front of every participant, each exposure lasting for 8 seconds. Every positive/negative photograph was paired with a positive/negative sound and displayed for 8 seconds following the order presented above: the photograph 5760 was paired with the sound 151; the photograph 1120 was paired with the sound 134, and so on. In that manner, two videos were created: one with emotionally positive and one with emotionally negative stimuli. Every video lasted for 109 seconds (a series of 8 audio-visual stimuli, each lasting for 8 seconds, plus a 45-second TVC). Auditory stimuli were distributed via headphones (Intex IT-HS301B). Viewing distance from Monitor LG 19.5" LED 20M38 was approximately 80cm.

**Emotion check.** Participants' evaluation of induced emotions was performed after experimental manipulation by using the PANAS psychometric scale (Watson, Clark, & Tellegan, 1988), which contained 5 positive emotions (PE; joy, love, satisfaction, inspiration and pride), and 5 negative emotions (NE; fear, anger, sadness, anxiety and disgust). The participants responded on a 5-point Likert scale (1 – I did not feel it at all, 5 – I was completely immersed in this emotion). The reliability of PE and NE was calculated as Cronbach's  $\alpha = .94$ , and  $\alpha = .93$ , respectively.

**Ad recall scale.** This scale consisted of 18 items, 6 items corresponding to the TVC content and 12 items not corresponding to the TVC content. For example, the participants were asked whether the slogan at the end of the TVC was: "It does matter". The participants were asked to estimate correctness of every item on a 5-point Likert scale (1 – completely disagree, 5 – completely agree). The score for the scale was calculated as the arithmetic mean of the answers to all questions, following rotation of scores of the items with incorrect answers; Cronbach's  $\alpha = .85$ .

**Attitude toward the ad (Aad).** Attitude toward the ad was estimated by answering the question: "Which of the following statements best shows your attitude regarding the TVC you have just seen?". The participants responded to seven 5-point Likert scales that were used in the previous studies (Singh, Balasubramanian, & Chakraborty, 2000; Till & Baack, 2005; Walker & Dubitsky, 1994). The scales were as follows: 1 – the TVC is bad, 5 – the TVC is excellent; 1 – I do not like the TVC, 5 – I like the TVC; 1 – the TVC is annoying, 5 – TVC is not annoying; 1 – the TVC is insulting, 5 – the TVC is not insulting; 1 – the TVC is not interesting, 5 – the TVC is interesting; 1 – the TVC is not true, 5 – the TVC is true; 1 – my attitude toward the TVC is negative, and 5 – my attitude toward the TVC is positive. The score for Aad was calculated as a total mean of all answers on all seven 5-point Likert scales; Cronbach's  $\alpha = .97$ .

**Attitude toward the brand (Ab).** Ab was assessed by answering the question: "Which of the following statements best describes your attitude toward the brand you have just seen in the TVC?". The participants responded to five 5-point Likert scales, which were used in the previous studies (Singh et al., 2000; Till & Baack, 2005). The scales were as follows: 1 – the brand is bad, 5 – the brand is good; 1 – the brand is not of a good quality, 5 – the brand is of an excellent quality; 1 – I do not like the brand, 5 – I like the brand; 1 – I find the brand repulsive, 5 – I find the brand pleasant; and 1 – my attitude toward the brand is negative, 5 – my attitude toward the brand is positive. The score for Ab was calculated as a total mean of all answers on all five 5-point Likert scales; Cronbach's  $\alpha = .92$ .

**Purchase intent (PI).** PI was assessed by responses to five 5-point Likert scale items, as follows: 1 – unlikely, 5 – likely; 1 – improbable, 5 – probably; 1 – impossible, 5 – possible; 1 – definitely not, 5 – definitely; and 1 – uncertainly, 5 – certainly. The score for PI was calculated as the mean of answers on all 5 items; Cronbach's  $\alpha = .94$ .

**Procedure.** The group research was conducted in an e-classroom. Prior to watching the TVC, the group of 20 respondents was pre-exposed to a video containing the positive emotion inducing stimuli (Positive group), and the other group was pre-exposed to a video containing the negative emotion inducing stimuli (Negative group). After watching the TVC, the participants estimated their current emotional state, and filled in questionnaires pertaining to brand familiarity, Ad recall, Aad, Ab, and their PI. The research procedure was anonymous and lasted for 30 minutes.

## Results

**Manipulation check.** The success of experimental manipulation was evidenced by significantly higher PE scores,  $t(38) = 13.91, p < .01$ , and significantly lower NE scores,  $t(38) = 21.83, p < .01$ , of participants from the Positive group, in relation to PE and NE scores of participants from the Negative group.

**Descriptive statistics.** Descriptive statistics for Ad recall, Aad, Ab and PI for 3 treatment groups is summarized in Table 1.

Table 1  
*Descriptive statistics for Ad recall, Aad, Ab and PI*

	Emotional context	<i>N</i>	<i>Min</i>	<i>Max</i>	<i>M</i>	<i>SD</i>	<i>zSk</i>	<i>zKu</i>
Ad recall	Positive	20	4.28	5.00	4.83	0.20	-3.02	1.83
	Negative	20	2.44	5.00	4.61	0.60	-5.57	9.12
Aad	Positive	20	3.57	5.00	4.27	0.42	1.04	-0.40
	Negative	20	2.00	3.71	2.58	0.41	2.06	1.75
Ab	Positive	20	3.40	5.00	3.90	0.43	2.57	1.66
	Negative	20	2.00	3.20	2.64	0.35	-0.53	-1.18
PI	Positive	20	2.80	5.00	3.75	0.56	0.57	-0.12
	Negative	20	1.00	4.80	2.06	0.94	2.82	2.60

*Note.* *n* – sample size, *Min* – minimum, *Max* – maximum, *M* – Mean, *SD* – standard deviation, *zSk* – standardized skewness, *zKu* – standardized kurtosis, Aad – attitude toward the ad, Ab – attitude toward the brand, PI – purchase intent.

**MANOVA results.** A favorable effect of pre-exposure to emotionally positive stimuli was evidenced on Aad,  $F(1, 38) = 165.33, p < .01, \eta^2 = .81$ , Ab,  $F(1, 38) = 103.16, p < .01, \eta^2 = .73$ , and PI,  $F(1, 38) = 47.94, p < .01, \eta^2 = .56$ . However, there was no statistically significant difference between the two treatment groups with respect to Ad recall,  $F(1, 38) = 2.51, p = .12, \eta^2 = .06$ .

## Discussion

Experiment 1 has validated our experimental manipulation intended for induction of positive and negative emotions. Furthermore, it has supported our starting hypothesis that a TVC will be more effective if it is displayed in an emotionally positive context in relation to the same TVC that has been displayed in an emotionally negative context. Absence of the treatment effect on Ad recall has been most likely due to a nearly perfect success of both treatment groups. Therefore, it is quite possible that treatment-related differences could be detected by utilizing different or additional measures of Ad recall. Additionally, the outcome of Experiment 1 is somewhat inconclusive, since it is not clear whether the observed difference between the two treatment groups should be attributed to beneficial effects of the positive emotional context or to harmful effects of the negative emotional context.

## Experiment 2

### Overview

Experiment 2 was designed as a partial replication, refinement and extension of Experiment 1 with the intention to overcome methodological constraints of the two-group comparison and imperfections of group testing. The third treatment group consisting of participants watching the TVC without pre-exposure to any emotion inducing context was added to the experimental design. Also, respondents were tested individually in a better controlled laboratory setting, devoid of external noise and intra-group interference. Measurement of outcome variables was also modified in order to achieve more accurate group differentiation. Psychometric scales measuring Ad recall, Aad and Ab were partially modified, and a new procedure for measuring speed and accuracy of recognition of visual contents of the TVC was used in Experiment 2.

## Method

**Participants.** Seventy university students of both sexes, aged 20-23, were randomly assigned to 3 treatment groups. The first treatment group was pre-exposed to emotionally positive context (Positive group;  $n = 25$ ), the second treatment group was pre-exposed to emotionally negative context (Negative group;  $n = 24$ ) and the third treatment group was not pre-exposed to any emotion inducing context prior to viewing of the TVC (Neutral group;  $n = 21$ ).

**Stimuli and measures.** TVC and Mood induction materials were identical as in Experiment 1.

**Emotion check.** It was assessed by the identical procedure utilized in Experiment 1. Reliability of scales PE and NE was  $\alpha = .89$ , and  $\alpha = .78$ , respectively.

**Ad recall scale.** This scale consisted of 31 items, with 7 items corresponding to the TVC content and 24 items not corresponding to the TVC content. The participants were asked to estimate correctness of every item on a 5-point Likert scale (1 – completely disagree, 5 – completely agree). The score for the scale was calculated as the arithmetic mean of the answers to all questions, following rotation of item scores with incorrect answers. Internal consistency of the scale was calculated as  $\alpha = .67$ .

**Ad recognition.** Ad recognition was assessed by displaying 18 visual frames to the participants. Eight of 18 frames were selected from the TVC that was shown to the participants while 10 frames were unrelated to the TVC, and had never before been displayed to the participants. The frames were presented on a 19-inch monitor (LG 19.5" LED 20M38), at the center of the screen on a white background. Viewing distance was approximately 80cm. Each trial consisted of a fixation cross (500ms) followed by the frame that remained on the screen until the participant gave a response. The inter-trial interval was set to 1000ms. Trials were presented in random order. The participants were instructed to respond by clicking the push button as quickly as possible, following the question whether the frame belongs to the TVC or not, with push buttons counter-balanced across the participants. Dependent variables were reaction time (RT) and a number of errors (Err). The 2-minute procedure was enabled by SuperLab 4.0 software and Cedrus RB-530 response-box.

**Attitude toward the ad (Aad).** Aad was assessed by identical procedure utilized in Experiment 1. Internal consistency of the psychometric scale was calculated as  $\alpha = .88$ .

**Attitude toward the brand (Ab).** Ab was assessed by participants' answers to the question: "Which of the following statements best describes your attitude toward the brand you have just seen in the TVC?". The participants responded on three 5-point Likert scales: 1 – the brand is not of good quality, 5 – the brand is of great quality, 1 – I do not like the brand, 5 – I like the brand, 1 – my attitude about the brand is negative, 5 – my attitude about the brand is positive. The score for Ab is calculated as the arithmetic mean of answers on all scales;  $\alpha = .83$ .

**Purchase intent (PI).** PI was assessed by responses to two 5-point Likert scale items, as follows: 1 – unlikely, 5 – likely; and 1 – definitely not, 5 – definitely. The score for PI was calculated as the arithmetic mean of answers on both items. Internal consistency was calculated as  $\alpha = 0.94$ .

**Procedure.** The experiment was conducted individually in the controlled conditions. Following exposure to the TVC, the participants estimated their current emotional state, and filled in the questionnaires. The research lasted for about 30 minutes. Statistical analysis was identical as in Experiment 1.

## Results

**Emotion check.** Effectiveness of experimental manipulation was evidenced by statistically significant difference among the 3 treatment conditions, on both



the PE,  $F(2, 67) = 28.81$ ,  $p < .01$ , and the NE psychometric scale,  $F(2, 67) = 19.32$ ,  $p < .01$ . Post hoc test (LSD) showed that participants from the Positive group estimated their emotions as significantly more positive in relation to the Neutral group  $p < .01$ , and to the Negative group,  $p < .01$ . The Negative group estimated their emotions to be more negative in relation to both the Neutral and the Positive group, both  $p < .01$ .

**Descriptive statistics.** Descriptive statistics for Ad recall, Ad recognition (RT and Err), Aad, Ab, and PI is summarized in Table 2. Since there were hardly any mistakes in Ad recognition, variable Err was excluded from the ensuing statistical analyses.

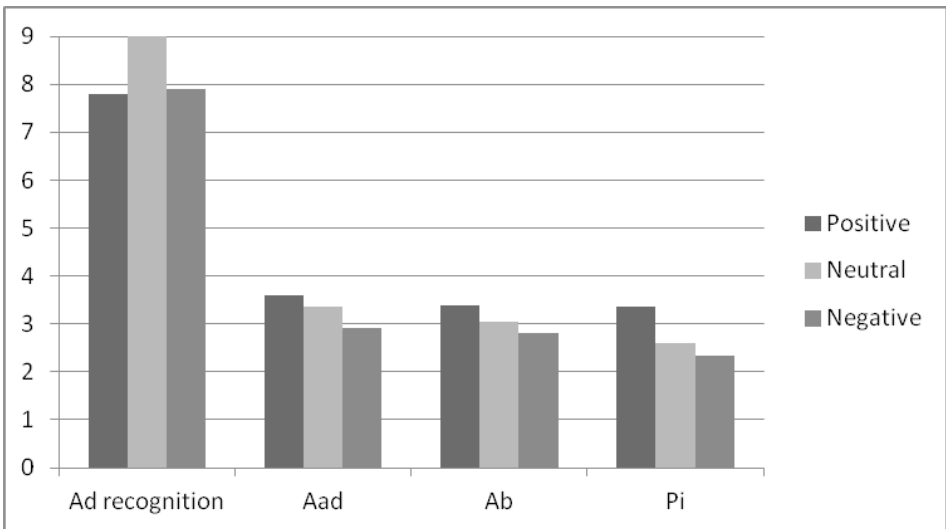
Table 2

*Descriptive statistics for Ad recall, RT, Err, Aad, Ab, and PI*

	Context	<i>n</i>	<i>Min</i>	<i>Max</i>	<i>M</i>	<i>SD</i>	<i>zSk</i>	<i>zKu</i>
Ad recall	Positive	25	30.75	34.55	33.01	1.19	-1.41	-0.98
	Neutral	21	31.03	35.00	33.17	1.22	-0.86	-1.06
	Negative	24	27.87	34.80	32.74	1.73	-2.49	1.39
Ad recognition RT (ms)	Positive	25	647.86	1176.14	780.41	141.51	3.20	2.02
	Neutral	21	555.50	1443.38	900.57	196.17	1.58	1.93
	Negative	24	631.43	1143.75	789.57	124.96	3.36	3.29
Ad recognition Err	Positive	25	0.00	2.00	0.68	0.75	1.33	-0.99
	Neutral	21	0.00	2.00	0.57	0.68	1.57	-0.36
	Negative	24	0.00	2.00	0.54	0.66	1.76	-0.28
Aad	Positive	25	2.60	5.00	3.61	0.51	0.54	1.36
	Neutral	21	1.60	4.80	3.35	1.04	-1.08	-1.21
	Negative	24	1.80	4.00	2.93	0.48	-0.96	0.88
Aab	Positive	25	2.67	4.67	3.39	0.44	2.17	1.80
	Neutral	21	1.33	4.00	3.05	0.74	-1.74	0.29
	Negative	24	1.67	3.33	2.81	0.38	-3.62	3.08
PI	Positive	25	2.00	5.00	3.36	0.74	0.61	-0.38
	Neutral	21	1.00	6.00	2.60	1.45	1.30	-0.32
	Negative	24	1.00	3.50	2.33	0.87	-0.53	-1.62

*Note.* *n* – sample size, *Min* – minimum, *Max* – maximum, *M* – Mean, *SD* – standard deviation, *zSk* – standardized skewness, *zKu* – standardized kurtosis, RT – reaction time, Err – number of errors, Aad – attitude toward the ad, Ab – attitude toward the brand, PI – purchase intent.

**MANOVA results.** Quite in accordance with our starting hypothesis and the results of Experiment 1, statistically significant differences among the 3 treatment conditions were observed on variables Aad,  $F(1, 38) = 5.84, p < .01, \eta^2 = .15$ , Ab,  $F(1, 38) = 7.42, p < .01, \eta^2 = .18$ , and PI,  $F(1, 38) = 6.44, p < .01, \eta^2 = .16$ , respectively. Post hoc Tukey HSD test indicated that the Negative group had more negative Aad and Ab than the Positive at  $p = .01$  level of statistical significance, while differences between the Negative and the Positive group, and between the Positive and the Neutral group were not statistically significant. With respect to PI, post hoc Tukey HSD testing pointed that the Positive group was superior to the Negative group at  $p = .01$  level and superior to the Neutral group at  $p = .05$  level of statistical significance, while differences between Negative and Neutral group were not statistically significant. Significant difference among the 3 treatment conditions was also revealed on recognition of the visual contents (Ad recognition – RT,  $F(2, 66) = 4.11, p < .05, \eta^2 = .11$ ). Post hoc Tukey HSD test indicated that the Neutral group had significantly higher reaction times (slower recognition) in relation to both the Positive ( $p < .01$ ) and the Negative group ( $p < .05$ ). Four dependent variables sensitive to experimental manipulation are depicted in Figure 1.



*Graph 1.* Graphic overview of arithmetic means for Ad recognition (reaction time in hundred milliseconds) – Aad, Ab, and PI.

## Discussion

Experiment 2 replicated and extended findings of Experiment 1. In both experiments, the same experimental manipulation led to induction of projected emotional states. Also, the results of both experiments suggested that emotionally positive context improved TVC effectiveness as measured by Aad, Ab and PI

in relation to emotionally negative context. However, introducing the third experimental condition in Experiment 2 (Neutral group; watching of the TVC without any pre-exposure to an emotion-inducing context) indicated that pre-exposure to emotionally positive context was associated with higher PI in comparison with emotionally neutral context. Besides, in both experiments there was no significant difference between the Positive and the Negative group with respect to Ad recall. However, in Experiment 2 both the Positive and the Negative group had significantly shorter recognition times in relation to the Neutral group indicating that pre-exposure to emotionally shaded context facilitated recognition of TVC contents regardless of the direction of its emotional valence. Experiment 2 additionally specified the way in which emotionally positive and negative contexts affected TVC effectiveness. Even though scores for Aad, Ab and PI were the highest for the Positive group, and the lowest for the Negative group, with Neutral group in between, only some of these differences among the groups were statistically significant. Namely, a positive emotional context caused higher PI (when compared to the negative and the neutral context), which indicated that the observed effect should be attributed to beneficial effects of the positive emotional context. Based on the observed results, we can conclude that the positive emotional context is the most suitable environment for placing of a TVC.

### General discussion

This study has demonstrated relevance of the emotional context on TVC effectiveness measured by the four indicators which are traditionally used in marketing research: Ad recall, Aad, Ab and PI (Poels & Dewitte, 2006). To the best of our knowledge, this is the first experimental study in which Ad recognition has been assessed by the reaction time, in which TVC effectiveness has been assessed by use of a completely novel TVC, and in which the emotional context has been manipulated by standardized stimuli from the IAPS (Lang et al., 2008) and the IADS (Bradley & Lang, 1999) databases. Taken together, these methodological improvements additionally validate the strength of our findings.

Previous studies investigating the influence of emotions on advertising effectiveness have used different research paradigms, different operationalization of the emotional context, and different measures of effectiveness. Therefore, their results are not always directly comparable. For example, in some studies, the emotional context has been defined by the content of the TV program that preceded the TVC (De Pelsmacker et al., 2002; Goldberg & Gorn, 1987; Pavelchak et al., 1988), while other studies have employed experimental induction of emotional states (Gorn et al., 2001; Lee & Sternthal, 1999; Murry et al., 1992). Regardless of the way used to define the emotional context, most studies have shown that the positive emotional context causes more positive Aad (De Pelsmacker et al., 2002; Lee & Sternthal, 1999; Murry et al., 1992), while the influence of the emotional

context on Ab and PI is less clear (Cohen, Pham, & Andrade, 2008). Our findings are generally in accordance with findings that the positive emotional context preceding the TVC leads to more positive Aad, when compared to the emotionally negative context. Besides, our data strongly suggest that the emotionally positive context is also associated with positive Ab and higher PI. Since purchase is the final objective of marketing campaigns, one can conclude that the positive emotional context of a TVC is an important prerequisite for a successful campaign.

In both experiments presented here there has not been any statistically significant influence of the emotional context on Ad recall. Previous studies regarding the influence of the emotional context on Ad recall have given mixed results. Some studies have reported that the pre-exposure to positive emotional states improves recalling of TVC content and brand names (Goldberg & Gorn, 1987; De Pelsmacker et al., 2002; Lee & Sternthal, 1999). On the other hand, there are also studies which have failed to detect the difference in memorizing a TVCs shown in the positive and the negative context (Pavelchak et al., 1988). In our study, the participants' Ad recall has been checked shortly after watching a TVC, which resulted in a high percentage of correct answers in all treatment groups. This may explain the lack of the expected effect of the emotional context on Ad recall. Having in mind that Ad recall is considered to be an important indicator of advertising effectiveness (Mehta & Purvis, 2006), further studies should verify how positive and negative emotional context affect memorizing a TVC after longer time periods (1 day or more). Even though both Experiment 1 and Experiment 2 have failed to demonstrate an influence of the emotional context on Ad recall, Experiment 2 has shown that the emotional context affects Ad recognition, as evidenced by shorter reaction times in both the Positive and the Negative group in relation to the Neutral group. We take it as evidence that the emotional context, regardless of its valence, can influence faster processing of contents which were, and were not, shown in the commercial. Having in mind that this research paradigm has not been used in the previous studies regarding memorizing TVCs, our findings should be additionally checked in further studies.

Our data are in accordance with the idea that emotional states affect subsequent cognitive processes in a way which is congruent with these states. In other words, positive emotional states make the ensuing stimuli more positive, while negative emotional states make them more negative. These findings can be explained by cognitive theories dealing with the influence of emotional processes on evaluation subsequent mental processes: Mood Congruency-Accessible hypothesis (Goldberg & Gorn, 1987), Affect-As Information Model (Schwarz & Clore, 1983), and Affect Infusion Model (Forgas, 1995). On the other hand, our findings are not in line with the assumption that more positive emotions cause less elaborate processing, which leads to more negative attitude toward the TVC (De Pelsmacker et al., 2004).

This study has found striking differences between effect sizes reported in Experiment 1 and Experiment 2. Proportion of variance accounted for by each of the

main effects in Experiment 1 has been substantially higher than in Experiment 2, which is a finding that deserves further elucidation. Both the Positive and the Negative group in Experiment 1 have been exposed to the same stimuli as the Positive and the Negative group in Experiment 2. The main procedural difference between the two experiments relates to the fact that group testing has been utilized in Experiment 1, whereas individual testing has been utilized in Experiment 2. All possible precautions have been taken to prevent participants of Experiment 1 from communicating with each other or observing the actions of others. Nevertheless, it seems that the presence of others has somehow augmented the impact of the emotional context on the effectiveness of TV commercials contradicting the attentional deficit of co-viewing of TVCs that has been reported in the literature (Bellman, Rossiter, Schweda, & Varan, 2012).

The research presented in this paper has examined the influence of the emotional context on the effectiveness of emotionally neutral new and unknown TVC that show a brand unknown to the participants. Further studies should examine the influence of the emotional context on the effectiveness of TVCs that induce positive or negative emotions on their own; TVCs of well-known brands that elicit a rich network of mental associations (Adaval, 2003), and effectiveness of TVCs that are already familiar to the participants. Finally, the durability of the effects of the emotional context on advertising effectiveness should also be examined.

## Conclusion

A lot of media planning effort is directed toward defining adequate target groups, analysis of their media consumption, and definition of a suitable amount of media pressure. Even though there is enough evidence that different contextual factors affect TVC effectiveness, they are rarely taken into consideration in media planning (Malthouse & Calder, 2010). This study suggests that effectiveness of advertising message is dependent on the emotional context. In other words, media planning should be concerned about the emotional context brought along with the program in which a TVC is presented, and also about the emotional context of other TVCs presented during the same commercial break. Future studies should develop a thorough model, which would take into consideration other contextual factors as well. Such a model should be capable to optimize important media planning decisions by synchronizing most relevant elements involved in TVC effectiveness.

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## EMOCIONALNI KONTEKST I EFEKTIVNOST TELEVIZIJSKOG REKLAMIRANJA

Uticaj emocionalnog konteksta na efektivnost TV reklama ispiti-  
van je izlaganjem emocionalno pozitivnih ili emocionalno nega-  
tivnih sadržaja pre gledanja TV reklama. Korišćena su četiri indi-  
katora za merenje efektivnosti TV reklama: sećanje na reklamu,  
dopadljivost reklame (Aad), dopadljivost brenda (Aab) i namera  
kupovine (PI). Rezultati Eksperimenta 1 su otkrili da su učesni-  
ci koji su bili izloženi pozitivnom emocionalnom kontekstu imali  
pozitivniji Aad, Ab i viši PI, kada se uporede sa onima koji su bili  
izloženi negativnom emocionalnom kontekstu. Eksperiment 2 je  
pokazao da je prethodno izlaganje pozitivnom emocionalnom  
kontekstu povezano sa pozitivnijom Aab i višom PI, dok prethodna  
izloženost negativnom emocionalnom kontekstu dovodi  
do negativnije Aad. U oba eksperimenta nije bilo indikacija o uti-  
caju emocionalnog konteksta na pamćenje reklame. Ipak, nalazi  
u okviru Eksperimenta 2 ukazuju na to da i pozitivni i negativni  
emocionalni kontekst pozitivno utiču na prepoznavanje oglasa, u  
poređenju sa emocionalno neutralnom situacijom. Kao zaključak,  
naši rezultati ukazuju na važnost emocionalnog konteksta u ko-  
jem se TV reklama pokazuje širokoj publici, što se u dosadašnjoj  
praksi medijskog planiranja u priličnoj meri zanemaruje.

**Ključne reči:** emocionalni kontekst, Aad, efektivnost, medijsko  
planiranje