



Developing Emotional Appeals in Internet Advertising: A study of contributing factors involved in provoking emotional appeals

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Research Paper from the year 2008 in the subject South Asian Studies, South-Eastern Asian Studies, grade: A, , 9 entries in the bibliography, language: English, abstract: Online media and its increasing usage rate have changed the marketer's world for targeting their consumers. Internet advertising has recaptured the imagination of marketers, who see an enormous potential to raise the profile of their brands through Internet vehicles. Companies are moving online across the spectrum of marketing activities, from building awareness to after-sales service, and they see online tools as an important and effective component of their marketing strategies. In the light of widespread use of Internet, the marketers & advertisers target their consumers by developing emotional bonding/ connection with them. Today, most of the Internet advertisements are created on the basis of emotional integration appeals. Currently, there exists are limited studies related to emotional connection and its formation. Therefore, the objective of this research paper is to provide an insight at the factors responsible for developing emotional appeal, and a means by which internet advertising can contribute to the formation of emotionally-charged consumer connection. The paper first describes the importance of Internet advertising in this digital economy and emotional message appeals used by the advertisers in the internet advertisements The second part explores contribution of each of the factors in the process of developing emotional connection with the audience and also Integration of these factors in developing emotional bonding with the viewers.

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