

## **A Study on Influence of Emotional Appeal used in TV Ads of Maggi on Youth in Aluva Thaluk**

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### ***Abstract***

*This study explores the impact of emotional appeal in Maggi noodles' TV advertisements on the youth of Aluva Taluk. Maggi is deeply ingrained in Indian culinary culture and is particularly appealing to younger generations through emotions such as comfort, convenience, happiness, and nostalgia. This research aims to uncover how these emotional triggers influence brand perception, purchasing decisions, and consumer loyalty. As marketing strategies evolve to meet the demands of a discerning audience, understanding the role of emotional appeal is crucial. This study bridges a gap by offering insights into a geographically and culturally specific youth demographic. A mixed-method approach combines qualitative interviews and quantitative surveys to thoroughly examine how emotions like happiness, ease, and nostalgia shape consumer behaviour. The anticipated findings suggest a strong link between emotional appeal and purchasing decisions among Aluva's youth. Emotions like delight, tied to the product's ease of use, and nostalgia, connected to feelings of comfort, are expected to significantly influence consumer behaviour. The research highlights the importance of culturally tailored marketing strategies that tap into these emotional bonds, fostering stronger consumer relationships and brand loyalty. Additionally, it underscores the ethical balance between emotional appeal and responsible marketing communication. This study contributes valuable insights into the broader field of consumer psychology and advertising, offering practical implications for marketers aiming to create deeper connections with their audience.*

**Keywords:** *Emotional Appeal, TV Ads, Maggi commercials, Consumer behaviour*

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## **1. Introduction**

Television commercials are an engaging and powerful medium that use branding, music, images, and storytelling to market goods and services. They are designed to arouse feelings, raise awareness of the brand, and affect customer behaviour. A memorable experience is produced by emotionally charged stories, likeable characters, and stirring music that connects with the audience on a personal level. The best influenced TV ads for people in almost all age demographics is Nestle's Maggi, the popular food brand in India, associated with instant noodles, providing millions of people with a quick and easy meal option. It is a favourite among families and busy individuals due to its distinct flavour combination and ease of use. The brand's popularity may be credited to both its flavour and its ability to accommodate Indian gastronomic tastes. In order to satisfy the varied tastes of the Indian populace, Maggi has produced a variety of inventive and regional flavours.

In India, Maggi TV commercials have created out a unique space and gained fame for a number of reasons. First of all, they highlight how the brand's quick and easy cooking concept fits well with Indian consumers' fast-paced lifestyles. Maggi's catchy tagline, "2- Minute Noodles," has come to represent the brand's time-saving qualities. Indian audiences have found great resonance in Maggi TV advertisements. These cleverly evoke feelings of warmth, nostalgia, and familial ties by appealing to the emotional fabric of Indian homes. In familiar narrative settings, Maggi advertisements frequently depict moments of comfort, shared delight during family get-togethers, or the satisfaction of enjoying a fast and delectable dinner together. In addition to introducing a game-changing convenience food product, Maggi's "2-Minute Noodles" campaign became deeply ingrained in the national consciousness.

## **2. Significance of Study**

As a popular instant noodle brand, Maggi has been a household name for decades, and understanding how its emotional appeals resonate with the youth in a region like Aluva Taluk can provide invaluable insights for both marketers and researchers. To start with, customers' views, attitudes, and ultimately their purchase decisions are greatly influenced by the emotional appeal of advertising. Maggi, a food that goes beyond simple nutrition and explores comfort and nostalgia, frequently uses emotional appeals in its television advertisements. The purpose of this study is to analyse the many emotional appeals—such as feelings of joy, convenience, and nostalgia—and how they affect young people. The research acknowledges the distinct cultural, social, and economic elements that contribute to the development of emotional reactions in young people by concentrating on Aluva Taluk specifically. The analysis of how Maggi's TV commercials' emotional appeal affects young people in Aluva Taluk is a comprehensive study that integrates consumer psychology and cultural sensitivity to understand the complex interplay between emotions, advertising, and consumer behaviour.

## **3. Review of Literature**

The research by Neha Bhagat, 'Emerging Trend of Emotional Appeal in Indian Television Advertising' is aimed at analysing the message that top companies are trying to convey through their increased use of emotional appeal in advertising. The study was carried out using the qualitative technique by the researcher. This research examines the complex, subjective facets of customer behaviour and attitude. Typically, this strategy makes use of techniques that yield rich, in-depth insights, such as focus groups, ethnographic studies, and in-depth interviews.

The study by Dr. Saumendra Das, 'Emotional Appeal Enhances Effectiveness of Advertising in Television Media', explains that television is a visually appealing medium that constantly reminds, persuades, and informs its audience. Advertisers craft their material such that it will immediately place their message in the minds of viewers. They create a targeted appeal to keep people interested in every show. Emotional or intellectual arguments may be made. The findings of this study indicate that demographic factors significantly impact the effectiveness of advertising. Individuals with diverse personalities are influenced by advertisements in different ways. It is contingent upon their perspective and incentive. Therefore, an advertisement's ability to evoke strong emotions in viewers through its message and substance is a key component of its emotional appeal. An individual's desire is directly influenced by emotional requests for information, which encourage the creation of buy intentions.

The study by Vrtana et al., maps the affective level in relation to emotions in the context of evaluating the John Lewis company marketing advertisement "Man on the Moon." It assesses how an emotional appeal affects adolescents in various areas of the Slovak Republic, taking into account several important demographic features of respondents. The Pearson chi-square test was employed. The research says that advertisements have the power to arouse in the client both negative and pleasant feelings.

The goal of this study by Kumar et al. is to determine how young people see TV commercials and what kinds of marketing appeal to them. The researchers also examined how children's buying intentions were impacted by their like pattern for advertisements.

The majority of the most recent advertisements that people remembered and found to be their favourites did not have

celebrity endorsements, according to the survey's findings, which show that many respondents liked the campaign because of its creative concept or distinctive presentation rather than because of the celebrity endorsement. Clowning and yelling advertisements will make people remember them for a short while, but they won't influence young consumers' decisions to buy. Therefore, marketers should place the product in the minds of consumers and draw in customers with a unique and intriguing notion rather than shelling out a large sum of money for brand ambassadors.

#### **4. Objectives**

- To identify the specific emotions evoked by Maggi TV ads among the youth audience
- To find the effectiveness of emotional appeal in Maggi's TV ads on influencing the youth
- To measure the response of youth towards emotional appeal on Maggi TV advertisement

#### **5. Hypothesis of the Study**

H0: There is influence of emotional appeal used in TV ads of Maggi on youth in Aluva Thaluk.

H1: There is influence of emotional appeal used in TV ads of Maggi on youth in Aluva Thaluk.

#### **6. Research Methodology**

Random sampling is the technique of data collection that is used in this research. This will help to gain the personal data from the respondents. The survey data were collected through online questionnaire surveys. The online survey approach of simple random sampling made the sampling technique easier to reach into the expected respondents.

## **7. Results and Discussions**

The respondents' familiarity with Maggi's TV advertisement yielded a strong indication that the majority are well-acquainted with the ad. This demonstrates a high level of exposure and recognition for Maggi's advertising efforts on television.

### **7.1 Evoked Emotion Watching Maggi's TV Advertisement**

The study reveals a significant emotional impact on the viewers. The predominant response was 'Hunger/Craving,' highlighting the ad's effectiveness in stimulating appetite and desire for the product. 'Nostalgia' was the next most frequent emotion, indicating that the ads effectively evoke sentimental feelings or memories. 'Happiness' was also experienced by some of the viewers. 'Annoyance', 'Indifference,' and 'Others' were experienced only by few.

### **7.2 Response on Maggi's Target Stowards Youth through Emotional Appeal**

The survey examining the perception of Maggi's TV ads targeting towards youth through emotional appeal reveals that a majority of respondents feel positively about the brand's approach.

### **7.3 Proving Hypothesis**

The research firmly rejects the null hypothesis (H<sub>0</sub>), which states that there is no influence of emotional appeal used in Maggi TV ads on youth in Aluva Thaluk, and accepts the alternative hypothesis (H<sub>1</sub>), which states that there is, in fact, a significant influence. This is based on a thorough analysis and insights gained from the survey conducted among the youth in Aluva Thaluk.

## 8. Conclusion

The study highlights the creative placement of Maggi's ads, which manage to have an impact even with the target audience's low television viewing habits (they report watching TV for one to three hours a day and rarely interacting with advertisements). This pattern implies that Maggi's marketing campaigns are effective enough to influence young people's perceptions and go beyond typical watching habits. The advertisements' emotional resonance is a crucial component that adds to their penetrating impact. According to the questionnaire, viewers' sensations of "Hunger/Craving" are awakened, creating a strong link between the advertisement's content and the viewers' personal life experiences.

The study also confirms the impact of emotional appeal in Maggi's television commercials on the youth population in Aluva Thaluk. It draws attention to the slight but important function that the emotional connection plays in drawing in customers and building a stronger brand relationship that has the power to influence their behaviour. In order to build brand loyalty and preference among the youth generation, it is essential for companies to recognise and capitalise on the power of emotional appeal in advertising as they negotiate the complex environment of consumer interaction.

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