

An emotional content. a fear appeal in advertising

[Business](#), [Marketing](#)



An appeal is the reason to which an advertisement is directed and the purpose is to move the audience toward a goal set by the advertiser.

However, the use of fear appeals in advertising is not well accepted and can give bad views, unexpected results or have unintended negative effects on people. Moreover, types of marketing communications such as the marketing of products, services and social causes. Mostly, fear appeals commonly used in these type of marketing communications.

That is, advertisers invoke fear by identifying the negative results of not using the product or the negative results of engaging in unsafe behaviour. However, fear appeals are effective in increasing ad interest, involvement, recall, and persuasiveness. Fear appeals are one of the most frequently used motivators to get people to help themselves. In fact, fear appeals have grown in popularity because advertisers have found them to increase ad interest and persuasiveness.

Evidence also suggests that individuals “ better remember and more frequently recall ads that portray fear than they do warm or upbeat ads or ads with no emotional content. A fear appeal in advertising is a message that is designed to scare the intended audience by describing a serious threat to them. The advertising tactic is to motivate the intended audience to engage or not engage in certain behaviour based upon a fear. Advertising appeal assign to the approach used to attract the attention of audience and to influence their feelings and actions toward the advertisement.

Advertising agency put a lot of efforts into their creative advertising strategies. The objective of an advertisement is to grab attention and

Advertising appeals intent to provide just the right hook. Advertising appeals are designed to create the positive image about those who use the product and additionally demonstrate how buying certain products may help consumers satisfy their needs.

Advertising appeal and use various types of appeal to influence consumers attitude and purchasing decisions. Advertisements with emotional appeals attempt to evoke certain emotions such as safety, love, happiness, trust, fear, humour, loyalty, pride, pleasure, romance, and more. Fear appeals focus on the negative results that can happen because of an action or inaction of individual. Fear appeals are frequently used for products and even for awareness campaign. Advertisers use fear appeals to promote an immediate behaviour change, such as eating healthier, stop and not smoking and drive safely. For example, we see an ad planned by BMW to increase consciousness for the negative possible consequences of driving after alcohol consumption through creating fear, by showing the impact what will happen if you practise that behaviour. Another fear tactic involves isolation. Fear appeals work when the recommended action is compelling and sensible.

For example, ads targeting smokers can be ineffective if the person does not believe quitting is within his or her reach. For instance, advertisements focusing on smokers can be insufficient if the individual does not think stopping is inside his or her compass. Furthermore, fear appeals increase interest and are remembered more and the use of moderate level of fear is usually the most effective tactic. Many explanations have been

proposed related to fear appeal, including the fear as acquired drive model, parallel process model, and protection motivation theory. However, the extended parallel process model (EPPM) theory takes the best of some of the other theories, extends the research, and helps in explaining the effectiveness of an appeal to fear. The extended parallel process model (EPPM) is a structure developed by Kim Witte which is an effort to conclude how individuals will behave when meeting with fear causing stimuli. It is commonly used in health communication campaigns when a message is trying to convince audience members to adopt a healthy behaviour.

In order for fear appeal based campaigns to be effective, advertiser must generate a moderately high level of fear and a higher level of self-efficacy and followed up with response efficacy. The message is useless when the audience feels that there is a higher level of fear than efficacy. EPPM is concerned with how perceived threats and perceived efficacy can cause behaviour change based upon fear. As stated by the theory, a perceived threat consists of perceived likelihood of being harmed or influenced, which is your perception of the chance of the threat actually happening, and perceived severity, which is your perception of the seriousness of the threat. Perceived efficacy consists of response efficacy, which is how you perceived the safety and effectiveness of the recommended response to the threat, and self-efficacy, which is how easy or simply you believe you can engage in the recommended course of action. Basically, the theory disagree that the perceived threat determines the desire to act, and the perceived efficacy determines in what way you will act. As mentioned by the theory, appeal to

fear will only be effective if there is a strong perceived threat and a strong efficacy component.