

# Research on the Emotional Appeal of Advertisement Design About Youth Consumer Groups\*

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**Abstract**—The youth group has the characteristics of focusing on emotion, individuality and pursuing fashion. The paper discusses the expression of emotional appeal in advertisement design in the youth consumer groups. By analyzing the unique characteristics of consumer psychology to the youth consumer groups, the paper pointed out that under the influence of youth consumption culture, the expression of emotional appeal in advertisement design should pay more attention to differentiation and Personalization, more attention to the role of personal emotional factors. The purpose of this paper is provided some reference and inspiration for the design and performance of emotional appeal advertising for the youth consumer groups.

**Keywords**—youth consumer groups; advertisement design; emotional appeal

## I. INTRODUCTION

The youth consumer group refers to consumers aged 18-35[1]. The youth group has distinct characteristics: strong potential, relatively new consumer attitudes, and random and volatility in consumer interest. Gao Yang pointed out that the unique growth background of the generation after 90s has created new consumption behaviors and consumption characteristics: the most significant consumption characteristic of the generation after 90s is to pay attention to fashion, to highlight individuality and pay attention to taste; the generation after 90s prefer to consume ahead, consumption is impulsive, the generation after 90s love online shopping [2]. Researchers Chen Yurong and Wang Yanhong studied the students of Yunnan Normal University. The results showed that the teachers of the normal colleges had strong sense of independence, open consumer attitudes, and pursued fashion. There were blindness, congregation and comparison, mainly based on online consumption [3]. Zhang Yibao researchers pointed out that contemporary college students' consumption psychology is unstable, and the emotional characteristics of shopping are obvious [4]. Su Shiting researchers pointed out that contemporary Chinese consumers like to show off and consumption is blind [5].

Regarding the mainstream of university students' consumption, Chen Ling researchers believe that it is rational consumption [6]. Dai Xin researchers and Chen Wen researchers pointed out that under the new consumerism, consumers like to express their own personality and value orientation through brands [7].

## II. NEW CONSUMPTION CHARACTERISTICS OF YOUNG CONSUMER GROUPS

### A. Pursuit of Fashion and Individuality

Youth consumer groups are active, enthusiastic and accept new things easily. They are reflected in consumer psychology. They are pursuing novelty and fashion, pursuing the enjoyment of beauty. In terms of consumer behavior, youth consumer groups pay more attention to the quality of life and hope to express themselves more subjective feelings.

### B. Focus on Feelings and Intuition, Emotional and Strong Self-awareness

The youth consumer groups are rich in emotions and unstable. It is easy to be influenced by the objective environment and social information, and the self-awareness is relatively strong. The obvious emotional colors are obviously in their purchasing activities. They will pay attention to the shape, style, color, brand and trademark of the goods. The intuition will affect their judgment on purchasing products and affect purchasing behavior. When there is a contradiction between rational factors and emotional factors, more attention will be paid to emotional factors.

### C. Pursue Avant-garde Consumption

Young consumer groups are more receptive to emerging things. They like to try new things and like to try new ways of spending: credit card overdraft consumption, using express delivery companies, telephone ordering, and online purchases and so on. These new ways of consumption, as the product of the times, can be suitable for their individual needs.

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Therefore, the youth group has the following new consumption characteristics: focus on fashion, highlight individuality, pay attention to consumer taste, and strong acceptance of new things, rich of emotions, strong in purpose and planning. As a consumer group with huge purchasing power, the youth consumer group has great influence on other consumer groups, and they are the main force in the future of the consumer market.

### III. PSYCHOLOGICAL CHARACTERISTICS OF EMOTIONAL APPEALS OF YOUNG CONSUMERS IN MODERN ADVERTISEMENT DESIGN

Emotional appeal is one of the important appealing methods of advertising design. The perceptual appeal in modern advertisement design refers to the emotional appeal of consumers, so that consumers can stimulate consumers' interest in products or information in advertisements, thus generating positive emotions. The response would ultimately lead to the consumer's emotional consumption of advertising design performance [8]. Emotional appeals are valued in advertising design because it is more user-friendly. This kind of humanized appeal is more suitable for the diversified social needs of young consumers. Emotion is the inspiration of design. Emotional elements can touch people's hearts in design, so the advertisement design products with emotional elements are more attractive.

Consumer psychology refers to the process of psychological characteristics and psychological activities exhibited by consumers when they engage in consumer activities. Consumer psychology is affected by many factors such as the consumption environment, consumer guidance, consumer shopping places and personal factors [9]. Consumers' psychological activities in people's consumption activities are a complex thinking process, including three closely related processes of cognition, emotion and will. As shown in the "Fig.1", these factors restrict each other and influence each other. When consumers buy products, they will compare the similar products. In order to make Advertisement products more attractive in the similar product, the consumer's psychological needs should be designed in advertising creation.

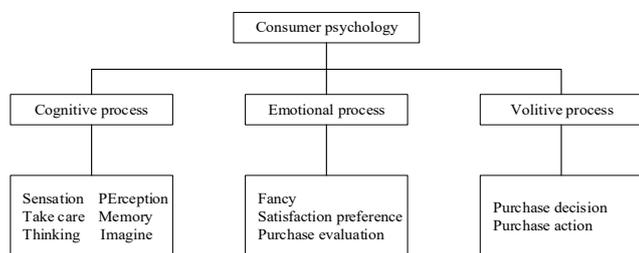


Fig. 1. The chart of consumer psychology structure.

In the youth consumer groups, because the youth consumer groups are self-aware and confident, the young consumer groups want to pay more to buy interesting experiences and good feelings while purchasing products. In the psychological demand for advertising information, because the thinking activities of young consumers continue

to develop in terms of independence, it is easier to accept the psychological needs of advertising information, and it is easier to cause corresponding emotional changes, so they need to pay attention to their emotions in advertising design. Among the youth consumer groups, the emotional elements with "fashionable", "personalized" and "emotional" keywords show their unique advantages in gaining consumers' psychological identity.

### IV. COMMON EXPRESSIONS OF EMOTIONAL APPEALS IN MODERN ADVERTISEMENT DESIGN

Emotional appeal advertising compromises the emotion to the creative of advertising, causing consumers to resonate emotionally and express advertising themes. Emotional appeals in modern advertising design mainly through the following common forms of expression:

#### A. Humorous Appeal

Human beings have a unique emotion, nostalgia. Nostalgia is an instinct of human beings and emotional need. The essence of nostalgic advertising is to create a kind of atmosphere and environment that can match the unforgettable memories deep in the heart of the target consumers in communication, to stimulate the corresponding nostalgic feelings of the target consumers that strike a chord to trigger purchase predisposition or behavior.

Humorous advertisements are advertisements created by advertising designers using humorous techniques and special scenes to attract consumers' attention more quickly, so that consumers can accept the information expressed by the advertisements naturally in this kind of happy and interesting atmosphere, to achieve the persuasive effect of advertising [10]. According to the survey, 38% of TV commercials in the UK, 27% of TV commercials in the US, 32% of radio advertisements and 18% of magazine advertisements have used humorous appeals [11]. The use of humorous emotional appeals in advertising design weakens the utilitarian nature of advertising through dramatic and fun forms, improves the appeal of advertising itself, and makes it easier to communicate emotionally with consumers.

#### B. Nostalgic Appeal

Humorous appeal is a way of expressing consumer appeal in a relaxed and enjoyable situation through dramatic and fun expressions. Humor is a special expression element in life and art.

As a kind of popular culture, the nostalgic complex is usually associated with good quality by the consumer's psychological identity, rendering and creating a nostalgic atmosphere that combines commercial products with good nostalgic emotions to attract consumers. Nostalgic advertising enables target consumers to receive information in a warm and pleasing experience with greater affinity.

C. Appeals for Love

Family, love, and friendship are the most basic emotions in human emotions. Family ties are the feelings that accompany people's lives. Friendship refers to the sincere emotions that exist between people who are intimately connected with each other. Love is a kind of high-level emotion that individuals have matured to a certain extent to individuals of the opposite sex. If emotional information such as family, love, and friendship can be properly and reasonably used to resonate with consumers' inner feelings, consumers will feel cordial and psychologically good about the goods.

D. Fear Appeal

Fear is a common state of mind when people lose their sense of security, and it is also one of the basic emotions of human beings. The use of fear in advertising evokes the consumer's emotional response to a particular thing, the emotional response to a particular thing, the use of emotional reactions to stimulate the individual's uneasiness and fear, and subtly provide solutions. When using fear appeals, consumers will have strong and oppressive emotions. Therefore, when citing fear, we must grasp the principle of appropriateness, which will cause consumers to pay great attention to advertising information, so as to achieve the expected effect of advertising. As shown in the "Fig. 2", "Water Conservation Public Service Advertisement", the advertisement design uses the emotional appeal of fear and makes a sharp contrast with the white tongue and the dry tongue, profoundly expresses the importance of water conservation to the outside world.



Fig. 2. Water conservation public service advertisement.

V. INVESTIGATION AND ANALYSIS OF THE INFLUENCE OF EMOTIONAL APPEALS ABOUT YOUTH CONSUMER GROUPS FROM ADVERTISEMENT DESIGN

According to the characteristics of the youth consumer groups, the research object of this paper is the young consumer group with college students as the main body. The main reason is that college students are the main subjects, and their samples have small differences in age, income, social class which can reduce random errors. This paper tries to explore the influence of emotional appeal expression on the consumer group through the experimental test of the psychological effects of consumers in the two groups of print advertisement.

A. Survey Sample Selection

Using a convenient random sampling method, 120 students from the third grade of the department of art in one of the Chinese university were selected as subjects. They were randomized into experimental group (58 persons) and control group (62 persons).

B. Selection of Print Advertisement

This paper selected two different types of print ads: shampoo and drink ads as subjects of choice, as shown in "Fig. 3" and "Fig. 4".



Fig. 3. Shampoo advertisement.



Fig. 4. Drink advertisement.

C. Specific Test Design

1) Two sets of print ads for shampoos and drinks were shown to the experimental group: Let the experimental group object watch the advertisement in an unattended state, simulate the real viewing situation, and try to reflect the influence of the emotional factors from the advertising design in real life.

2) While presenting the two groups of print ads for shampoo and drinks to the control group, tell the test purpose and give some suggestive information before each test: Understand the optimal degree of knowledge, feelings and intentions of the subjects in the conscious state, and compare with the experimental group to analyze the psychological effects of the subjects receiving emotional appeal advertising.

3) The specific operation process is shown in "Table I":

TABLE I. THE SPECIFIC OPERATION PROCESS

	Test group	Control group
	Shampoo and drink print ads	Shampoo and drink print ads
Tested ads	Premise: Do not inform any information Test: the two elements of the two ads to attract attention and attention	Premise: inform the purpose of the experiment Test: the elements and attention of the two groups of ads
Compare 1	Differences in attention between shampoo ads in two groups of subjects	
Compare 2	Differences in attention between two groups of subjects on beverage advertisements	

4) *Test result discussion:* In order to test which visual elements in the emotional appeal advertisements are highly irritating to the subjects, the factors of attention of the subjects caused by the shampoo advertisements are divided into: the beauty of the young people, the flat scenes presented, and the creative ideas. The statistical results from "Fig. 5" indicate that the experimental and control group members believe that the beauty of young people in shampoo advertising is an important factor that draws their attention. This kind of advertisement creativity makes use of human's attention to emotion, life and nature, so as to gain consumers' approval.

The factors that attract the attention of the subjects caused by the beverage advertisement are divided into: the text packaging design of the drink, the cartoon appearance design of the drink, and the healthy packaging image design of the star. The statistical results of "Fig. 6" show that the cartoon design of the drink and the healthy packaging image design of the star are important conditions for the advertising audience to pay attention to. The above test results show that strong visual stimuli in emotional appeal advertisements are likely to attract the attention of individual audience objects.

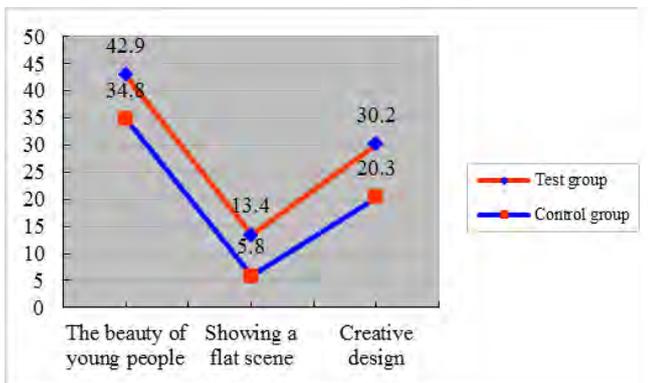


Fig. 5. Analysis of factors in the attention of subjects caused by shampoo ads.

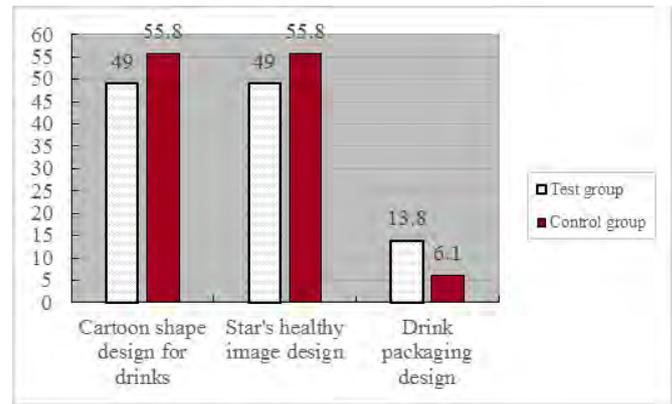


Fig. 6. Analysis of factors in the attention of subjects caused by drink ads.

In the society where the types of goods are homogenized, when consumers have a demand for purchase, they will pay more attention to individual satisfaction and spiritual pleasure, and personalized, emotional, and diverse consumer demands will be more valued. For the youth groups under the influence of youth subculture, they are self-conscious and confident, and those advertising designs with good feelings and characteristics are better able to get their favor. At the same time, they are the seekers of compromise, and deliberate unconventionality will also cause their rejection. When the information expressed by the advertising design is at the same time as their inner needs, they can better get their approval and influence their purchasing decisions. The beautiful image of the young people in "Fig. 3"; the cartoon appearance design of the drink in "Fig. 4" and the healthy packaging image design of the star target the youth group, aiming at the inner needs of consumers, diluting the utilitarianism of advertising, and getting closer to people. The emotions, the elements conveyed by the advertising design reflect the beauty and vitality, and have been affirmed by the consumers. For the contemporary youth, this not only meets their own emotional needs, but also can be closer to the balance between the self and the society.

## VI. PROSPECTS FOR THE DEVELOPMENT OF EMOTIONAL APPEAL IN MODERN ADVERTISEMENT DESIGN ABOUT YOUTH CONSUMER GROUPS

### A. Enhance the Influence of Artistic Expression of Emotional Appeal in Advertisement Design

For the youth consumer groups, it is necessary to express effective information in the design of advertisements, and to adapt to the emotional needs of consumers, and to pay attention to its artistic and entertaining needs in aesthetics. Enhance the artistic appeal of emotional appeals in advertising design, and better achieve the effect of emotional resonance with consumers. Use the artistic expression of advertising design to create a better vitality and beautiful scene to enhance the attractiveness of advertising performance.

### *B. Strengthening the Expression of Individual Elements of Emotional Appeal in Advertisement Design*

The youth self-consciousness of the youth consumer group has a dominant ideological position, and it has a psychological demand that can be relatively easy to accept advertising information. It is more likely to cause corresponding emotional changes and is willing to accept the good feelings brought by advertising information, so it is enhanced in the performance of advertising design and the performance of advertising. Personality elements are expressed to better meet their emotional needs of "personalization".

### *C. Increase the Psychological Added for Value of Advertisement Products*

There are two kinds of value products provide to consumers: one is material value, and the other is spiritual value. The same type of product or service has the physical value to meet people's needs. In essence, there is no value-added function about the heart of people. Only after certain propaganda and packaging, the product or service is attached with the invisible value that can be symbolized as an image. In order to create much more appeal to consumers: not only to obtain material satisfaction, but also to obtain spiritual satisfaction.

### *D. Through the Metaphor of Advertisement Design to Enhance the Expression of Fashion Elements*

Through the metaphor of advertising design, it will affect the consumption concept of young consumer groups, guides consumers to choose to purchase products, and reflects their individuality. Consumers' purchasing motives are diversified. If the products designed by advertisements meet the purchasing needs, they will choose to buy. If the information conveyed by the advertisement is fashionable, the young consumer groups will choose to buy the product.

## VII. CONCLUSION

Finally, the emotional appeal advertisement should be more paid to differences and individual expressions in the design and Advertising performance. The Advertisement design products with emotional elements will be more attractive to youth consumer groups.

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