

EMOTIONAL APPEALS IN ADVERTISING BANKING SERVICES

EMOTIONAL APPEALS IN ADVERTISING BANKING SERVICES

BY

EMMANUEL MOGAJI

University of Greenwich, London, UK



United Kingdom – North America – Japan
India – Malaysia – China

Emerald Publishing Limited
Howard House, Wagon Lane, Bingley BD16 1WA, UK

First edition 2018

Copyright © 2018 Emerald Publishing Limited

Reprints and permissions service

Contact: permissions@emeraldinsight.com

No part of this book may be reproduced, stored in a retrieval system, transmitted in any form or by any means electronic, mechanical, photocopying, recording or otherwise without either the prior written permission of the publisher or a licence permitting restricted copying issued in the UK by The Copyright Licensing Agency and in the USA by The Copyright Clearance Center. Any opinions expressed in the chapters are those of the authors. Whilst Emerald makes every effort to ensure the quality and accuracy of its content, Emerald makes no representation implied or otherwise, as to the chapters' suitability and application and disclaims any warranties, express or implied, to their use.

British Library Cataloguing in Publication Data

A catalogue record for this book is available from the British Library

ISBN: 978-1-78756-302-5 (Print)

ISBN: 978-1-78756-299-8 (Online)

ISBN: 978-1-78756-301-8 (Epub)



Certificate Number 1985
ISO 14001

ISOQAR certified
Management System,
awarded to Emerald
for adherence to
Environmental
standard
ISO 14001:2004.



INVESTOR IN PEOPLE

CONTENTS

1.	Introduction	1
2.	UK Financial Services Advertisements	7
2.1.	Introduction	7
2.2.	Banking in the UK	8
2.2.1.	Bank Classification	9
2.2.2.	Banking Services Classification	11
2.3.	Banking Regulations in the UK	11
2.3.1.	The Financial Conduct Authority	12
2.3.2.	The Financial Services and Markets Act 2000	13
2.3.3.	Advertising Standards Authority	14
2.4.	Banking Challenges in the UK	15
2.4.1.	Corporate Reputation	16
2.4.2.	Competition	17
2.4.3.	Consumer-focused Products	18
2.4.4.	Open Banking	19
2.4.5.	Brexit	21
2.5.	Time to Appeal	22
2.6.	Summary	23
3.	Emotional Appeals in Advertising	25
3.1.	Introduction	25
3.2.	Advertising Appeals	26
3.3.	Rational Appeals in Advertisements	27
3.4.	Emotional Appeals in Advertisements	28
3.5.	Emotional Appeals and Emotional Reactions	29
3.6.	Types of Emotional Appeals	30

3.7.	How They Are Presented: Conduits and Channels of Emotional Appeal	34
3.7.1.	What We See	34
3.7.2.	What We Hear	40
3.7.3.	What We Touch	41
3.8.	Creativity in Advertisement Design	42
3.9.	Limitations of Emotional Appeals	44
3.9.1.	Product Differences	44
3.9.2.	Cultural Differences	45
3.9.3.	Individual Differences	45
3.10.	Summary	46
4.	Emotional Appeals Presented by Financial Services	47
4.1.	Introduction	47
4.2.	Emotional Appeals Presented by Banking Groups	48
4.3.	Emotional Appeals Presented for Banking Group Services	49
4.4.	The Conduits of Emotional Appeals	51
4.4.1.	Images	51
4.4.2.	Colours	53
4.4.3.	Music	54
4.5.	Summary	55
5.	Researching Emotional Responses	57
5.1.	Introduction	57
5.2.	Overview of the Procedure	58
5.3.	Demographic Profiles of Participants	59
5.4.	Ethics	60
5.5.	Analysing the Qualitative Data Analysis	61
5.6.	Trustworthiness of the Research	61
6.	Filters of Emotional Appeal	63
6.1.	Introduction	63
6.2.	The Filtration Process	63
6.3.	Issues with the Banking Industry	65

6.4.	Individual Preferences	67
6.5.	Religious Affiliations	68
6.6.	Cultural Background	70
6.7.	Pre-Exposure to the Brand	71
6.8.	Level of Involvement	74
6.9.	Summary	76
7.	The Way Forward	77
7.1.	Introduction	77
7.2.	Why Advertise?	77
7.3.	Emotional Appeal Often Acknowledged	78
7.4.	The Congruence	79
7.5.	More than Appeal, Highlight Value	80
7.6.	Integrate the Campaign	81
7.7.	Summary	82
8.	Conclusion	85
	<i>References</i>	91
	<i>Index</i>	107