

# RESEARCH PAPER

Nr. 8, 2004

## **Emotional Responses to Brands and Product Categories**

by

Professor Larry Percy,  
Professor, ekon.dr.,  
Flemming Hansen  
and  
Research Director  
Rolf Randrup

**Center for Marketing Communication**

**INSTITUT FOR AFSÆTNING  
COPENHAGEN BUSINESS SCHOOL**

**SOLBJERG PLADS 3, DK-2000 FREDERIKSBERG  
TEL: +45 38 15 21 00 FAX NO: +45 38 15 21 01**

# **Emotional Responses to Brands and Product Categories**

By

Larry Percy, Visiting Professor,  
Flemming Hansen, Professor, ekon.dr.,  
Center for Marketing Communication  
Copenhagen Business School  
and Rolf Randrup, Research Director,  
TNS/Gallup

## **Introduction**

Studies of consumer behaviour have mainly been concerned with cognitive theories of choice and information processing. However emotional processes in the unconscious brain play a role, which is neglected in our understanding of consumer behaviour. Recent neurological and physiological research has pointed at the importance of emotions in understanding human behaviour (Coleman 1995, Damasio 1994, 2000 and 2003, Le Doux 1998, McGough 2003). In this context it is important to distinguish between emotions and feelings and their different ways of influencing consumer choices.

Studies of emotional processes are predominantly concentrated in observable bodily changes such as freezing behaviour, rising blood pressure, increasing stress hormones and startling reflexes. Apart from these observations emotions may play a particular role in consumer behaviour. Such behaviour occurs often at a low level of involvement or at the unconscious level that makes it difficult to measure by means of traditional market research techniques that operate at the cognitive level. Nevertheless it seems to be possible to measure a relatively simple positive/negative response potential in line with positive/negative emotions to be associated with items of consumer choice, brands, product categories, public services, etc.

In daily life the words emotions and feelings are used at random. In this context however it is important to realise that the words represent different concepts. Emotions are unconscious underlying elementary processes and feelings are conscious or unconscious counterparts of emotions. This paper demonstrates that a systematic study of feelings may allow us to infer about the underlying emotions.

Emotions and memories of emotions are associated with everything we experience, including brands. If we are able to measure these emotions we have at hand a tool for understanding brands, to help reinforce brand attitudes and purchase intentions.

## **Emotions and Feelings, - Two Separate Phenomena**

The study of consumer choice behaviour departs in cognitive approaches. Early studies mainly look at human choice behaviour as an information processing procedure much in line with problem solving and seldom allow for unconscious cognitive processes to occur (Fishbein 1965, Bettman 1979, Engel et. al. 1991, Hansen 1972, and McGuire 1976).

Occasionally, a few counter views were put forward on the importance of low involvement and unconscious memories (Krugman 1965, Hansen 1981, Zajonc 1968, Petty and Cacioppo 1983). In recent years social psychologists and students of consumer behaviour have made several contributions that deal with emotions, feelings or affective behaviour. Most studies within marketing research are based on recall of memory. Our experiences of products and brands are stored in our brains and traditional research tools are designed to produce a recall of these experiences. Together with cognitive processing of our experiences other processing of emotions and feelings associated to the brands are stored in the memory. However, this storage often takes place on an unconscious level that are impossible, - or difficult, - to measure by means of traditional interviewing that operates on the cognitive level. Furthermore, it is important that we make a distinction between emotions and feelings and – as far as possible – handle the two phenomena separately.

One of the things we now know about memory is that when we are experiencing something, if it is fully processed, all of its component parts will be stored in various parts of our memory (Shaver et. al 1987, Jacoby 1991, and Goode 2001). One of the components of that experience that will be stored is any emotion that is associated with it, in our non-declarative emotional memory. When a memory is recalled, all of the component parts are reunited from the various areas of the brain, and that includes the emotional memory associated with the experience.

What this means is that our experiences with brands, as retained in memory, will include our emotional associations with the brand. In a very

real practical sense, if we can measure the emotions associated with a brand, it will enable managers to better understand it, better position it, and importantly work toward optimising positive emotional associations in memory. Before we introduce a new method for measuring the emotional associations with brands, we would like to discuss briefly just exactly what we mean by 'emotion.'

We certainly all experience 'feelings' which we think of as emotions, and they certainly relate in most cases. But the concept of emotions goes beyond this and is perhaps best understood within the context of something called affect program theory. This deals with a specific range of emotions that generally correspond to Damasio's (2000, 2003) idea of the six primary emotions: surprise, anger, fear, disgust, sadness, and joy. These primary emotions are a basic part of our being human, and appear to be unrelated to culture. There is great similarity in the way in which they function.

This is very important because it means that primary emotions are the same for everyone. While the basic emotions comprising the affect program are fundamental to all humans, Damasio believes that secondary emotions (emotions like embarrassment or guilt) are to some extent *acquired*, and triggered by things people have come to associate with that emotion through experience. Because of this, it makes sense to think about 'emotions' as the base neurological process, and emotional response as 'feelings,' or how we experience and articulate our emotions.

Emotions go beyond feelings, as basic part of our being human. Emotions are described as neurological processes occurring in the central and oldest part of the brain. They occur before any cognitive activity, are activated in responses to stimuli and control elementary defensive or aggressive responses of importance to the survival of the individual.

If, for example, you drive a car in the middle of the night and suddenly observe a car heading against you at high speed, you react and avoid a collision before any cognitive activity takes place in the cortex part of the brain. The basic reaction is perceived through the Thalamus part of the

brain and might generate increased heart rate or sweating in the hands. Only later the information is transmitted to the cortex part, the nature of the danger is identified and the feeling of what happened is aroused, - I could have been killed.

The term "the feeling of what happens" refers to one of the most important contributions to understanding emotions and feelings, Damasio's work (2000) labelled "The Feeling of What Happens" where following is stated:

*"...emotions are things that happen to us rather than things we will to occur... And while consciousness' control over emotions is weak, emotions can flood consciousness".*

And:

*"The term feeling should be reserved for the private mental experience of an emotion, while the term emotion should be used to designate the collection of responses, many of which are publicly observable."*

Feelings are aroused by emotions and become a part of the cognitive process that leads to logical thinking. Damasio suggests that our reasoning is influenced by conscious as well as unconscious signals from the neural networks of emotions. When it comes to consumer behaviour we suggest that behaviour is influenced not only by the memory of purchasing, consumption and advertising but also by the emotions associated with this cognitive memory.

Even though our emotions, through the feelings they give rise to, especially primary emotions, have limited involvement in the actual cognitive processing controlling long-term action, they nonetheless will be strongly integrated into the cognitive processes leading to long-term planned action. In a very real sense, emotional responses 'frame' conscious cognitive processing. This is why if we understand the emotional associations with a brand in memory, category advertising (or other marketing communication) elicits emotional responses consistent

with the brand which should help reinforce positive brand attitudes as well as purchase intentions formed as a result of that advertising.

This works because feelings aroused by emotions are part of a cognitive process that actually leads to logical thinking, even though emotional memories are stored out-of-consciousness. Damasio has argued our reasoning is significantly influenced by both conscious and unconscious signals from the neural networks associated with emotion. We all acquire emotional memories related to experiences with different things (for example brands), and these emotions are unconscious and independent of any conscious memories or understandings we might have of those same things. So when we think about something, while we are conscious of what we 'know' about it, our thinking will also through feelings be informed by our conscious emotional memory.

Although emotions contain several aspects like surprise, anger, joy etc. it seems plausible to concentrate emotions to two basic components, a negative/positive or an avoidance/approach response. These components are a part of being a human and maybe appear in all living creatures, - a mouse avoids a cat and is attracted by a cheese, - unconsciously. To the human consumer the choice between coffee brands on the shelf in the supermarket may be governed solely by the emotional avoidance/approach tendencies activated in the situation. When faced with a new car strong emotions may be aroused and these in turn give rise to consciously perceived feelings and cognitive evaluations. It makes sense to suggest that feelings aroused by emotions during purchasing or consumption can be concentrated in a more or less strong positive or negative response tendency. Something in the consumption situation or something about the alternatives considered may give rise to approaching, positive tendencies (attraction, pleasure,) or negative tendencies of avoidance (anger, fear).

### **Measuring Emotion-Brand Associations**

As we have just seen, there are emotional memories associated with everything we experience, and this includes brands. If we can come up

with a reliable and usable battery of scales to measure the emotions by quantifying the related feelings associated with a brand, we will have a powerful tool for understanding brands, and how to position them to capitalize upon positive emotional association in the brand's marketing communication.

Toward that end, an ambitious study was undertaken where we looked at 16 product categories covering 64 brands. Each of the four quadrants of the Rossiter-Percy (1987) grid was represented (see Table 1). The structure of the Rossiter-Percy grid is based on a split between products driven by a negative oriented demand (informational) and by a positive oriented demand (transformational) and one of the purposes of the study was to evaluate whether the observed emotions tie in with the negative/positive structure of the grid.

**Table 1: Categories Within The Rossiter-Percy Grid Included in Study**

	<b>Informational</b>	<b>Transformational</b>
<b>Low Involvement</b>	Shampoo Pain Killers Detergents Gasoline	Coffee Cereal Bread Cosmetics
<b>High Involvement</b>	Cell Phone Coupons Computers TV Sets Banks	Perfume Cars Airlines Amusement Parks

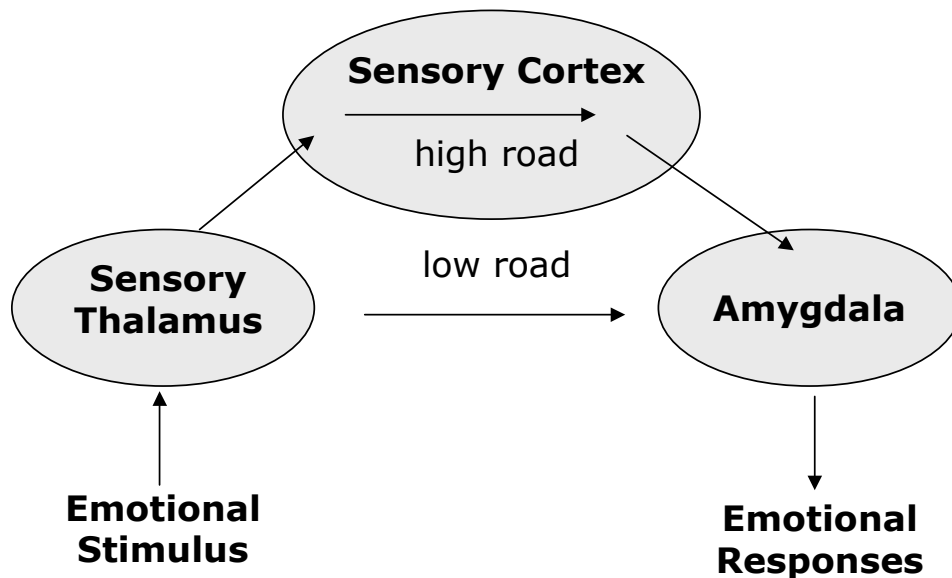
In choosing the categories and brands, the leading brands in the category were included, along with one or two others (where available) with unique images. A random sample of consumers was pre-recruited by telephone and asked to participate in a study of feelings for brands and product categories. Subjects were randomly assigned to four groups, each representing four of the 16 categories, and mailed a self-administered



questionnaire. Fieldwork was carried out by TNS/Gallup in Denmark 2003. The response rate was 67%.

In Fig. 1 the thinking underlying this approach is illustrated.

**Figure 1: The Low and the High Roads to the Amygdala**



Here on the left side it is illustrated how the perception of the brand or the product category gives rise to emotional responses which in turn may arouse feelings influencing choices and cognitions related to the choice of the brand (or category). On the right side it is shown how, by forcing people to verbalize the feelings they may experience in connection with the brand or category, we may learn something about the emotions associated with these feelings.

### **Emotion Scales**

In the psychology and consumer behaviour literature (Ekman 1980, Plutchik 1980, Holbrook and Batra 1987, McInnis and Kamp 1995, and Strongman 1996), and even in the marketing literature (Richins, 1997), there are numerous batteries of scales for 'measuring' feelings (sometimes labelled emotions). We initially considered simply using an established set of scales, but we were concerned that when people talk

about their feelings for things like adverts or brands they may not mean exactly that same thing that one might infer from a particular scale. If you are talking about your feelings toward, say, an advert, are you really 'happy' or 'sad' or 'angry'? Perhaps, but more than likely, people probably pick the feeling word that comes closest to describing their feelings.

To develop a set of scales to measure the emotions associated with brands and categories, to be certain that we really understand what people mean when they check a feeling scale, we conducted a pre-test using adverts as stimuli. Four different adverts representing the four quadrants of the Rossiter-Percy brand attitude strategy grid were exposed to a sample of graduate students at the Copenhagen Business School. Among other questions, we asked what feelings they were experiencing as they read the advert. We later asked them to use a battery of feeling word scales collected from the literature (Holbrook 1987, Putchik 1980, and Richins 1997). An analysis was conducted relating the expressions of emotion or feeling experienced with the responses checked from the battery of scales. This resulted in a set of 24 items (see Table 2).

**Table 2: 24 Item Emotion Scales**

---

desire	pretty	doubt
sexy	expectant	boring
arousal	pride	sad
stimulate	success	pain
happy	aggressive	loneliness
fine	smart	worry
calm	relief	annoying
fresh	critical	fear

---

## Analysis

One of the goals of the analysis was to come up with a reduced set of scales that would be reliable and easily used in advertising and brand research. Toward that end, a factor analysis of the profiles for each brand and each category was conducted. After reviewing the various rotations, a decision was made to concentrate on 2-factor solutions that reflected in each case a strong positive-negative distinction. As an example, the original principal component analysis for Dove shampoo yielded a 7-factor solution, using the traditional cut-off of an eigenvalue of one. This 2-factor solution accounted for 41% of the total variance and clearly identified a positive vs. negative set of emotional responses. By eliminating those items not used by very many respondents and that did not load highly on either factor, a set of 14 scale items was selected and re-factored. By then looking at only the items with high loadings, a battery of 10 items (6 positive and 4 negative) resulted (see Table 3).

**Table 3: Rotated Component Matrix for Dove  
(Explained Variance 56%)**

	<b>Factor 1</b>	<b>Factor 2</b>
Desire	.585	4.121E-03
Stimulating	.737	1.887E-02
Happy	.900	3.645E-03
Fine	.680	-3.320E-02
Fresh, healthy	.752	-4.413E-02
Pretty	.822	1.088E-02
Critical	-4.879E-03	.753
Doubt	-2.094E-02	.719
Worry	7.242E-03	.539
Annoying	-1.407E-02	.898

A similar procedure was conducted for each of the 16 categories. Here it was found that to a very large extent positive-negative emotional responses to brands in the same category relied on the same feeling words. Thus it was decided to use the same feeling statements for all brands in a particular category, whereas the statements used for different categories vary widely.

Scores were then calculated for each subject based upon the intensity of felt emotion (for each 'checked' feeling statement subjects ranked how strongly they felt it applied on a 6 point scale) and the factor loadings to produce a positive and negative score for each brand, category, and quadrant from the Rossiter-Percy grid. These scores make it possible to compute a Net Emotional Response Strength Score (NERS) for all brands by deducting the respondent's negative scores for the brand from his positive scores. From these raw scores per brand (category) per individual the NERS-scores for all brands and categories can be computed. Table 4 illustrates the scores for the brands in the Shampoo category.

**Insights from measuring Emotion-Brand Associations**

Looking at the emotional associations people have with brands, as we have suggested, can provide important insights into how people perceive brands.

**Table 4: Emotional Intensity Scores for Shampoo Brands**

<b>Brand</b>	<b>Positive Emotion</b>	<b>Negative Emotion</b>	<b>Net Emotion</b>
Dove	1.0947	0.0353	0.74213
Head & Shoulders	0.3786	0.4774	-0.0988
Sanex	1.5769	0.2956	1.2813

Looking again at the scores in Table 4, we see that people have strong positive emotional associations with both Dove and Sanex. But in the case of Head and Shoulders, we find that both positive *and* negative emotions are associated with the brand in memory. Clearly, people’s emotional experiences of Dove and Sanex are quite different from their experience of Head and Shoulders. (We, of course, are using the term ‘experience’ in its broadest sense, not to mean actual usage.) Looking at the emotional intensity scores for the shampoo category, we find that Sanex, and to a somewhat lesser degree Dove, reflect the feelings associated generally with the category.

Part of the reason for the negative emotional response potential, escalated with Head and Shoulders, lies in the very different responses elicited from users and nonusers of the brand. The response by the nonusers is very negative, probably dominated by the association of the brand with the problem it is meant to solve: dandruff. This is shown in Table 5.

**Table 5: Emotional Intensity Scores for Shampoo Brands: Users vs. Non-Users**

<b>Brand</b>	<b>Positive Emotion</b>	<b>Negative Emotion</b>	<b>Net Emotion</b>
<b>Dove user</b>	0.979	0.069	0.910
<b>Dove non-user</b>	1.111	0.279	0.832
<b>Head &amp; Shoulders user</b>	2.970	0.320	2.650
<b>Head &amp; Shoulders non-user</b>	0.256	0.731	-0.525
<b>Sanex user</b>	1.968	0.294	1.694
<b>Sanex non-user</b>	1.416	0.283	1.133

One final example will further illustrate this. Table 6 presents the emotional intensity scores for the television set category. Those familiar with these brands will know that B&O has positioned the brand in recent years to a more transformational brand attitude strategy, specifically encouraging a more emotional than reasoned reason for buying the brand. Their success is clearly illustrated in the significantly higher positive emotional associations with the brand.

**Table 6: Emotional Intensity Scores for Television Set Brands**

<b>Brand</b>	<b>Positive Emotion</b>	<b>Negative Emotion</b>	<b>Net Emotion</b>
<b>B&amp;O</b>	15.64	1.93	13.71
<b>Phillips</b>	8.96	1.89	7.07
<b>Panasonic</b>	7.39	2.02	5.37
<b>Grundig</b>	6.96	2.19	4.76

So far we have looked almost only at two categories. The same procedure with similar results is used with the remaining categories. That is, the same procedure is applied to all the brands in all categories.

**Table 7: Average NERS-score for R&P Grid**

	<b>Informational</b>	<b>Transformational</b>	<b>Average</b>
<b>Low Involvement</b>	3,360	6,142	4,751
<b>High Involvement</b>	4,893	6,214	5,553
<b>Average</b>	4,127	6,178	

In the same manner, the four Rossiter/Percy groups are analyzed. We can compute Net Emotional Response Strength (NERS) scores for the brands in each quadrant and we find in Table 7 that:

- *high involvement* gives rise to higher NERS scores, than does low involvement.
- Similarly, *transformational* products give rise to higher NERS scores than do informational categories.

For 6 categories in the fast moving consumer goods area, data are available on frequency of purchase of the various brands. If users are classified as those, who use 'almost always', 'most of the time', and 'sometimes', against those using 'rarely' or 'never', scores like those in Table 8 emerge.

**Table 8: NERS Scores among Users of Brands included in Study in 6 Fast Moving Consumer Goods Areas**

	<b>Average NERS Among users of the brand</b>	<b>Average NERS among non users</b>
<b>Bread</b>	6,73 (n=165)	3,23 *) (n=34)
<b>Coffee</b>	5,58 (n=89)	4,35 *) (n=66)
<b>Shampoo</b>	6,16 (n=37)	2,67 *) (n=85)
<b>Cereals</b>	6,20 (n=75)	2,98 *) (n=75)
<b>Detergents</b>	3,68 (n=65)	2,03 *) (n=47)
<b>Head Ache Remedies</b>	0,66 (n=48)	0,25 *) (n=49)

Here it is seen that users generate higher emotional response tendencies than non-users. When similar tabulations are made with regard to durable products, a classification of 'owners', those 'considering to purchase' and 'others', can be applied. Again here, the first two categories score significantly higher than the last group. In subsequent research, we shall look into prices charged for products in different categories, relative to the NERS scores. Tentative findings here suggest, that for example with regard to amusement parks, prices for beer and ice cream in the parks

are higher, the higher the NERS score is for the park. This again would suggest, that the net emotional response strength (NERS) score reflects important aspects of brand equity value.

In addition to the examples discussed, the findings give rise to some interesting observations (Appendix 1). It has high face validity in the Danish society, that brand names like B&O, LEGOLand, and Tivoli, are among those giving rise to the highest NERS. Similarly, it has high face validity that among those with the lowest NERS scores are the car brands Fiat and Skoda, the bank BG Bank, which have recently become an affiliate and acquired by another major, Danish bank (Danske Bank), Telia, a quite unsuccessful contestant on the mobile telephone market in Denmark.

Another interesting observation relates to the category scores relative to the brand scores. In the majority of categories, the category score (the score where people chose feeling words, associating with the category per se) is higher than most brand scores in the same category (the scores where the respondents chose feeling words relating to the brand names). This clearly suggests problems to major brands in many product areas. If you cannot have your brand generating NERS at least of the same magnitude as the product category, it indicates that basically you are communicating something which is less positive than the category as such. You are certainly not adding value to your specific brand, relative to that stemming from the basic product.

### **Selection of Outstanding Brands**

Thus, NERS, net emotional response strength, may be seen as a measure of that unique part of brand equity, which is inherent in the brand name itself, and not ascribable to generic product factors: distribution, price, quality, and similar market factors.

With this in mind, it is possible to return to the data in Exhibit 1 and to look at the different categories to identify brands that actually do score better than the product category, and thus provide some added benefit to



those of the product itself. Such brands exist in the detergent category (Ariel), in the airline company category (Maersk Air), among the amusement parks (Tivoli and LEGOLand), among the television sets (B&O and Phillips), in the bank category (Alm. Brand Bank) and in the painkillers category (Panodil and Magnyl). One may speculate, that such 'outstanding' brands may exist in other categories as well, only they have not been included among the cases in the present study. This is likely to be the case for the car category, where the four brands chosen are not among the most popular ones. Rather Fiat and Skoda are big brands because of low prices. However, it is remarkable that of the 64 brands included in the study, only 9 appear to be 'outstanding' in this sense. A strong, outstanding brand is not easily created, and not that frequently observed.

Still another observation relates to the high involvement informational categories, banks and mobile phones, where we find high negative emotional response scores, and consequently low NERS scores. A reason for this may be, that when respondents react to individual banks and mobile phone companies to many comes to mind not only the brand itself, but also those many confusing experiences customers in the two areas have had with prices, fees and extra charges, that has dominated the marketing activities of these companies in recent years.

Finally, as suggested with the cases of the bank and mobile phone companies, it may be useful also to look at the numerical value of the response strength. In a sense the amount of emotions (positive as well as negative) convey important information in addition to the NERS score.

### **Future Applications**

The NERS scores as they stand tell an interesting story in their own right. Even more meaningful they will become when used dynamically and in tracking campaigns testing to which they lend themselves easily, sensitive as they are. Added to the traditional recall and recognition scores this may throw important new light upon the emotional response to many companies.

Also in more detail to look into the relative importance of different feeling words in determining the NERS scores for brands, we may get further insight into what underlies emotions and what to emphasize when communicating about the brand.

## **References**

ANDERSEN, A. R. (1965) Attitudes and Customer Behavior - A Decision Model, in: PRESTON, L. (Ed) New Research in Marketing (University of California at Berkeley, Institute of Business and Economic Research).

BERLYNE, D. E. (1960) Conflict, Arousal and Curiosity (McGraw-Hill, New York).

BETTMAN, J. R. (1979) An Information Processing Theory of Consumer Choice (Addison-Wesley Publishing Company).

DAMASIO, A. (1994) Descartes's Error: Emotion, reason, and the human brain (Grosset/Putnam, New York).

DAMASIO, A. (2000) The feeling of what happens (Vintage)

DAMASIO, A. (2003) Looking for Spinoza: Joy, Sorrow, and the Feeling Brain (Harcourt)

DARWIN, C. (1872, 1965) The expression of emotions in man and animals (University of Chicago Press, Chicago).

EKMAN, P. (1980) Biological and cultural contributions to body and facial movement in the expression of emotions, in: RORTY, A. O.(Ed) Explaining Emotions (University of California Press, Berkeley).

ENGEL, J. F., BLACKWELL, R. D. & KOLLAT, J. (1991) Consumer Behavior (The Dryden Press Series in Marketing).

FISHBEIN, M. (1965) A Consideration of Beliefs, Attitudes and Their Relationships, in: STEINER, J. & FISHBEIN, M.(Eds) Current Studies in Social Psychology (Holt, Reinhart and Winston, New York).

- FREUD, S. (1925) The unconscious, in: Collected Papers (Hogarth, London).
- GOLEMAN, D. (1995) Emotional Intelligence, Bantam, New York, 1995.
- GOODE, A. (2001) The Value of Implicit Memory, Admap, December 2001, Iss. 423.
- HANSEN, F. (1981) Hemispherical Laterilization: Implications for Understanding Consumer Behavior, Journal of Consumer Research, 8, pp. 23-27.
- HANSEN, F. (1972) Consumer Choice Behavior: A Cognitive Theory (The Free Press, New York).
- HANSEN, F., HALLING, J. & NIELSEN, J. C. (2002) Danish Children's Upbringing - as consumers, in: HANSEN, F., RASMUSSEN, J.,
- MARTENSEN, A. & TUFTE, B. (Eds) Children - Consumption, Advertising and Media (Samfundslitteratur, Copenhagen).
- HALEY, R. J. & BALDINGER, A. L. (1991) The ARF Copy of Research Validity Project, Journal of Advertising Research, 31(2), pp. 11-32.
- HAZLETT, R. L. & HAZLETT, A. Y. (1999) Emotional Response to Television Commercials: facial EMG vs. Self-Report, Journal of Advertising Research, 35, pp. 7-23, March/April 1999.
- HEATH, R. (2001) The Hidden Power of Advertising (Admap Publications, Henley-on-Thames).
- HOLBROOK, M. B. & BATRA, R. (1987) Assessing the Role of Emotions as Mediators of Consumer Responses to Advertising, The Journal of Consumer Research, 14(3), pp. 402.
- HOWARD, J. A. & SHETH, J. N. (1969) A Theory of Buyer Behavior (John Wiley and Sons, New York).

IZARD, C. E. (1977) *Human Emotions* (Plenum, New York).

JACOBY, L. L. (1991) A Process Dissociation Framework: Separating Automatic from Intentional Uses of Memory, *Journal of Memory and Language*, 30, pp. 513-541.

JAMES, W. (1890) *Principles of Psychology* (Holt, New York).

JOHN, D. R. (1999) Consumer socialization of children: A retrospective look at twenty-five years of research, *Journal of Consumer Research*, 26, pp. 183-216.

KAMP, E. & MACINNIS. D. J. (1995) Characteristics of portrayed emotions in commercials: When does what is shown in ads affect viewers?, *Journal of Advertising Research*, 35(6), pp. 19-28.

KRUGMAN, H. E. (1965) The Impact of Television Advertising: Learning without Involvement, *Public Opinion Quarterly*, 29, pp. 349-356.

LE DOUX, J. (1998) *The Emotional Brain* (Phoenix).

MACINNIS, D. J. & KAMP, E. (1995) Portrayed Emotions in Commercials: When does what is shown in ads affect viewers? *Journal of Advertising Research*, 35(6), pp. 19-28.

MCGAUGH, J. L. (2003) *Memory and Emotions – The Making of Lasting Memories*, Columbia University Press, June 2003.

MCGUIRE, W. J. (1976) Psychological Factors Influencing Consumer Choice, in: FERBER, B. (Ed) *Selected Aspects of Consumer Behavior*

NICOSIA, F. M. (1966) *Consumer Decision Process* (Englewood-Cliffs, Nj. J. Prentice-Hall Inc.

ORTONY, A. & TURNER, T. J. (1990) What's basic about basic emotions? *Psychological Review*, 97, pp. 313.

PETTY, R. E., CACIOPPO, J. T. & DCHUMANN, D. (1983) Central and Peripheral Routes to Advertising Effectiveness: The Moderating Role of Involvement, *Journal of Consumer Research*, 10, pp. 135-146.

PLUTCHIK, R. (1980) *Emotion: A psychoevolutionary synthesis* (Harper & Row, New York).

RICHINS, M. L. (1997) Measuring Emotions in the Consumption Experience, *Journal of Consumer Research*, 24, pp. 127-142.

ROSSITER, J. R. & LARRY PERCY (1987) *Advertising Communications and Promotion Management*, McGraw Hill, N.Y.

SHAVER, P., SCHWARTZ, J., KIRSON, D. and O'CONNOR, C. (1987) Emotion Knowledge: Further Exploration of a Prototype Approach, *Journal of Personality and Social Psychology*, 52(6), pp. 1061-1086.

STRONGMAN, K. T. (1996) *The Psychology of Emotions*, Wiley, N.Y.

WILLIAMSON, M. (2002) *New lamps for old?*, Admap, January 2002, World Advertising Research Center, Henley-on-Thames, Oxfordshire, 2002.

ZAICHKOWSKY, J. L. (1985) Measuring the Involvement Construct, *Journal of Consumer Research*, 12, pp. 341-351.

*ZAJONC, R. B. (1968) Attitudinal Effects of Mere Exposure, Journal of Personality and Social Psychology, 9.*

**Exhibit 1: Emotional Response Strength Scores and NERS for categories and brands.**

<b>Low Involvement/Informational</b>	<b>Valid N</b>	<b>Positive Strength</b>	<b>Negative Strength</b>	<b>NERS</b>	<b>Brand Average</b>	<b>Grid Average</b>
<i>Shampoo Category</i>	63	7,294	1,597	5,697		
Dove	40	4,981	1,604	3,377		
Head & Shoulder	29	2,376	2,996	-0,620		
Sanex	42	6,833	1,281	5,552	2,770	
<i>Gasoline Category</i>	65	4,334	0,283	4,051		
Shell	20	2,842	-0,090	2,933		
Hydro Texaco	35	6,851	0,704	6,148		
OK Benzin	42	3,509	0,682	2,827		
Q8	24	4,484	0,202	4,282	4,047	
<i>Detergent Category</i>	47	4,249	0,653	3,596		
Ariel	25	4,575	0,526	4,049		
Bio Tex	39	4,158	0,945	3,213		
Neutral	30	3,300	0,624	2,677		
Persil	13	2,794	0,560	2,234	3,043	
<i>Pain Killers Category</i>	49	4,562	1,177	3,384		
Panodil	35	4,542	0,784	3,758		
Magnyl	22	4,333	0,836	3,497		
Aspirin	14	3,875	0,757	3,118	3,457	3,360
<b>Low Involvement/Transformational</b>						
<i>Coffe Category</i>	52	8,952	1,199	7,754		
Merrild	52	8,269	1,896	6,374		
Gevalia	44	6,157	0,956	5,201		
BKI	32	4,880	0,805	4,075		
Karat	29	4,534	0,602	3,932	4,895	
<i>Cereal Category</i>	80	8,622	1,146	7,476		
Kelloggs	48	8,452	1,411	7,041		
Guldkorn	32	7,695	1,154	6,541		
Ota	38	7,037	1,057	5,980	6,521	
<i>Bread Category</i>	79	8,398	0,996	7,402		
Wasa	45	6,783	0,843	5,939		
Schulstad	52	6,763	0,835	5,928		
Kohberg	50	7,240	1,081	6,158		
Hatting	43	8,441	1,182	7,259	6,321	
<i>Cosmetic Category</i>	69	11,264	2,215	9,050		
Nivea	39	8,150	1,376	6,774		
Max Factor	28	8,833	1,818	7,014		
Maybelline	18	7,599	1,476	6,123		
Pierre Robert	21	9,282	1,491	7,791	6,926	6,142

<b>High Involvement/Transformational</b>	<b>Valid N</b>	<b>Positive Strength</b>	<b>Negative Strength</b>	<b>NERS</b>	<b>Brand Average</b>	<b>Grid Average</b>
<i>Perfume Category</i>	78	9,67	1,02	8,65		
Hugo Boss	45	7,10	1,72	5,38		
Laura Biagiotti	17	9,16	2,50	6,66		
Van Gils	16	7,26	2,10	5,16		
Ninna Ricci	4	8,81	2,17	6,64	5,96	
<i>Cars Category</i>	83	9,19	0,82	8,37		
Fiat	58	3,24	3,17	0,07		
Skoda	51	2,84	2,81	0,03		
Toyota	59	7,02	1,45	5,57		
Citroen	52	6,91	1,54	5,37	2,76	
<i>TV-Sets Category</i>	71	7,62	2,74	4,88		
B&O	70	15,64	1,93	13,71		
Philips	46	8,96	1,89	7,07		
Panasonic	29	7,39	2,02	5,37		
Grundig	21	6,96	2,19	4,76	7,73	
<i>Amusement Parks Category</i>	90	9,70	1,19	8,51		
Tivoli	90	12,49	1,25	11,24		
LEGOLand	72	11,04	1,18	9,86		
Bon Bon Land	30	8,01	1,76	6,25		
Bakken	62	7,90	1,63	6,27	8,40	6,21

<b>High Involvement/Informational</b>	<b>Valid N</b>	<b>Positive Strength</b>	<b>Negative Strength</b>	<b>NERS</b>	<b>Brand Average</b>	<b>Grid Average</b>
<i>Cell Phone Companies Category</i>	68	9,65	3,75	5,90		
Sonofon	48	6,97	3,76	3,22		
TDC	46	7,28	5,79	1,50		
Orange	27	7,05	5,76	1,30		
Telia	28	5,65	6,24	-0,59	3,74	
<i>Computeres Category</i>	70	9,42	2,74	6,68		
Dell	16	7,21	1,23	5,98		
Apple Macintosh	15	7,44	1,77	5,67		
Fujitsu Siemens	12	8,08	2,08	6,00		
Hewlett Packard	20	9,44	2,88	6,57		
IBM	25	9,34	2,86	6,49	6,14	
<i>Airlines Category</i>	62	6,55	2,21	4,34		
Maersk Air	56	6,72	1,71	5,02		
SAS	55	6,07	3,00	3,07		
Sterling Airways	30	4,87	1,40	3,47		
Krone	3	7,00	5,21	1,78	3,34	
<i>Banks Category</i>	62	7,40	3,63	3,77		
Danske Bank	48	7,10	4,64	2,45		
Nordea	37	7,89	4,36	3,54		
BG Bank	34	3,76	3,76	0,00		
Alm. Brand Bank	15	8,30	4,53	3,76	2,44	
<i>News Papers Category</i>	35					
Berlingske Tidende	14	7,29	2,36	4,92		
Politiken	23	6,98	2,02	4,96		
Jyllands Posten	28	5,38	1,88	3,50		
BT	23	6,19	2,17	4,03		
Ekstra Bladet	24	6,01	3,85	2,16	3,91	4,89