

A Bibliometric Analysis of Emotional Advertisement

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ABSTRACT

Purpose: Emotional appeal has been a fundamental aspect of advertising, influencing consumer behaviour and brand perception. This research paper employs bibliometric analysis to explore the trends, patterns, and key themes surrounding emotional appeal in advertising research. This study aims to provide insights into the evolution, dominant theories, methodologies, and emerging topics within this field by analysing a comprehensive collection of scholarly articles.

Methodology/Design/Approach: Vos Viewer software was used to analyse key-words occurrence, inter-country co-authorship network and citation analysis

Findings: The findings of the analysis indicate that the highest number of publications were found in the year 2020. The highest number of papers on emotional advertisement were published in the journal named European Journal of Marketing. The most productive country with the highest number of citations on Emotional Advertisement was United States of America.

Originality/Value: The findings of this bibliometric analysis offer valuable implications for advertisers, marketers, and researchers in understanding the significance and dynamics of emotional appeal in advertisement.

Paper Type: Review of Literature

KEYWORDS: Emotional Appeal | Advertisement | Scopus Database | Bibliometric Analysis | VosViewer

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Introduction

The roots of bibliometrics can be traced to the work of pioneers like Alan Pritchard and Eugene Garfield. Pritchard's use of citation analysis in the 1950s established the foundation for measuring scientific influence through citations. Garfield established the Institute for Scientific Information (ISI) in 1955, introducing techniques such as the Science Citation Index (SCI) to aid bibliometric investigations. The 1970s and 1980s saw a surge in bibliometric research. Garfield's introduction of the Journal Impact Factor (JIF) in 1972 transformed how journals were rated. During this time, citation databases such as SCI and the Social Sciences Citation Index (SSCI) emerged as significant tools for bibliometric study. In the 1990s and 2000s, bibliometric methodologies were significantly refined. Researchers began to employ more complex statistical approaches to examine citation patterns, co-citation networks, and bibliographic coupling. CiteSpace and VOSviewer arose as software tools that made complicated bibliometric analysis easier to perform. In recent years, bibliometrics has expanded its uses beyond assessing research impact. It is increasingly utilized to make strategic decisions in academia, detect research trends, and map scientific landscapes. Altmetrics, which examine other indications like as social media mentions, have gained popularity alongside standard bibliometric approaches. Bibliometric analysis has grown over time from a simple citation-counting approach to a sophisticated multidisciplinary area that is critical to understanding academic communication, research impact, and knowledge transmission.

Bibliometric analysis evaluates the influence of academic work by analyzing citation patterns, journal impact factors, and author productivity. By examining citation networks and co-citation patterns, bibliometrics makes knowledge mapping easier. It facilitates the identification of major study topics, influential authors, rising trends, and interdisciplinary links within or across fields. Bibliometric analysis helps scholars understand the visibility and effect of their work. It informs judgments on where to publish, how to improve citation impact, and how to work strategically to increase research exposure and influence.

Bibliometric research can assist in identifying major writers and influential works in the field of emotional advertising. This study is useful in understanding the historical evolution of concepts, theories, and approaches linked to emotional advertising. Bibliometric analysis uses quantitative indicators of research influence, such as citation counts and journal impact factors. Researchers may use these measures to evaluate the visibility and influence of studies on emotional advertising, as well as to compare the effectiveness of methodologies or hypotheses of different studies.

Advertising is a dynamic field constantly evolving to capture consumers' attention and drive purchasing decisions.

Among the various strategies employed in advertising, emotional appeal has emerged as a powerful tool to connect with consumers on a deeper level, influencing their perceptions and behaviours. Emotional appeal in advertisement involves invoking emotional responses such as joy, sadness, fear, or nostalgia to create a memorable impression and establish a connection between the brand and the consumers. Keshari and Jain (2014) defined emotional appeal as "an attempt to stir up either negative or positive emotions that can motivate purchase". Emotional advertisements are capable of drawing the attention of prospective customers and making a place in their minds and hearts. These advertisements hit the right chord of the hearts of the customers persuading them to buy the product. Different brands are competing across the world to win a share of the customers' wallets by striking the right note in the hearts of customers. Many brands have competed successfully managed to turn around their sales by implementing the emotional advertising strategies and connecting with the customers. This connection thus created with the customers helps in customer retention for longer durations which in turn increases the loyalty towards the product/brands. Emotional Advertisements are the necessary stimuli adopted by the marketers to stir up the response from their prospective customers. Brands have relied upon this type of advertisement for establishing their roots in cut-throat competitive market and to reach the hearts and minds of their customers. Emotional advertisements are effective as they are capable of tapping the emotions of their viewers/audiences creating a stronger connection and reverberation with the product and brand.

By evoking emotions such as happiness, nostalgia, sadness, anger, disgust, adventure or empathy creates a memorable and lasting impact in the on customers which influences their purchase decision. Today, the industry prioritizes the "Emotional Selling Proposition" over the "Unique Selling Proposition.". The unique selling proposition is about information processing model where the companies have to focus on quality and product features. Today creating an emotional processing model is the demands of the market where the marketers create a differentiation based on emotions. ESP are the emotional triggers that prompt a consumer to buy the product. Without undermining the role of USP, now the marketers have to adopt a blended proposition model.

Shedding some light on the statistical data about emotional advertisement the following information is reported from various sources. According to Unruly Share Rank data, around 70% of viewers who experienced an intense emotional response to an ad were very likely to buy the product, more than double the 30% of viewers who were very likely to buy the product having experienced merely a moderate emotional response, representing an uplift of up to 144% (Source: Unruly ShareRank data (Feb 2013 to March

2015) n=84,000). According to the reports of Neuroscience Marketing, advertisements with purely emotional content performed about twice as well (31% vs. 16%) with only rational content, and those that were purely emotional did a little better (31% vs 26%) those that mixed emotional and rational content. As per Nielsen reports, Advertisements portraying above-average emotional responses have a 23% potential sales increase. One example of emotional advertising campaign is the “Share a Coke” campaign by Coca-Cola. The campaign replaced the traditional Coca-Cola logo on their bottles with popular names and phrases, encouraging people to share a Coke with someone they care about. This campaign tapped into the emotions of connection, friendship, and nostalgia, creating a sense of personalization and fostering a deeper bond between consumers and the brand. As a result, the campaign generated widespread engagement and increased sales for Coca-Cola. Another example of emotional advertising is of Paper Boat where they created a niche for many Indian traditional drinks through its distinct advertising. The company was successful in layering their advertisements with nostalgia of childhood memories. Their tagline which evoked childhood also was phrased intelligently as “Drinks and memories”. The advertisements were simple, evocative and reflective of their brand and the choice of music that evoked nostalgia from *Malgudi Days* by R.K.Narayan. The brand had also marked its social media presence by posting numerous childhood memories each of them relating to their product. As a result, Paperboat had grown massively and establish its place in the beverage market. There are numerous brands both in the national as well as international market that have shifted their focus on emotional advertising to boost up their sales.

This paper aims to conduct a bibliometric analysis of research on emotional appeal in advertisement to elucidate the trends, research themes, methodologies, and emerging areas of focus within this domain. Bibliometric analysis is useful for dealing with enormous amounts of data. It can reveal collaborations and journal performance patterns, investigate research components, and find emerging trends in massive scientific data. (Donthu et al., 2020). Bibliometric analysis helps to summarize large quantity of bibliometric dataset to illustrate the state of structure and the emerging trends of a research topic or field.

Literature Review

- According to Okazaki et al. (2010), An emotional message aims to elicit an emotional response from the consumer. Subtle and indirect signals can transmit an image or atmosphere through a gorgeous landscape, a moving story, or other indirect means.
- Emotions have an important role in marketing, influencing consumer behavior and decision-making (Bagozzi et al., 1999). Understanding how emotions influence marketing strategies is critical to efficient interaction and involvement with target audiences. According to Batra and Ray (1986), affective responses have a mediating function in advertisement acceptability, emphasizing the significance of emotional appeal in grabbing consumers' attention and interest.
- Dahlen, Lange, and Smith (2010) presented a brand narrative approach to marketing communications, emphasizing the importance of storytelling and emotional connections in molding consumer views and brand loyalty. This strategy emphasizes the need of crafting compelling narratives that connect with consumers' emotions and ideals.
- MacInnis and Price (1987) investigated the role of images in information processing, emphasizing how visual stimuli and mental imagery can elicit emotions and impact consumer decisions. This is especially important in advertising, where visual components can improve message memory and brand recognition.
- Lee and Cude (2012) investigated the link between self-concept and attitudes toward emotional appeals in advertising, arguing that people's self-perceptions influence their receptivity to emotional communications. Understanding consumers' self-concept allows marketers to tailor communications that are consistent with their identity and beliefs.
- Lim and O'Connor (2015) studied the impacts of emotional appeal and claim type in nutrition advertising, providing insight into how distinct emotional signals and message tactics influence consumer responses and behavior.
- MacKenzie, Lutz, and Belch (1986) investigated the role of attitude toward the ad as a mediator of advertising effectiveness, highlighting the significance of good ad perceptions in producing favorable consumer outcomes.
- Phelps, D'Souza, and Nowak (2001) investigated consumer privacy concerns, emphasizing the causes and implications of privacy-related difficulties in marketing techniques, which are becoming increasingly important in the digital age.
- Schindler and Holbrook (2003) investigated nostalgia as a driver of consumer preferences, demonstrating how emotional attachments to past experiences influence product evaluations and purchasing decisions.
- Singh and Sonnenburg (2012) examined brand performance on social media, demonstrating the changing landscape of marketing communication and the impact of social platforms in affecting brand-consumer interactions.
- Thorson and Duffy (2006) investigated normative views and message involvement in the advertising age,

giving an understanding of how social norms and message engagement influence consumer intentions and behaviours, particularly in sensitive areas such as alcohol consumption.

Overall these studies highlight the multifaceted role of emotions in marketing, highlighting the significance of emotional appeal, narrative storytelling, visuals, self-concept alignment, privacy concerns, a sense of nostalgia online involvement, and message significance in shaping consumer attitudes, perceptions, and behaviours. Bibliometric analysis helps researchers analyse large set of scientific publications using the various quantitative techniques and tools.

Methods & Material

The bibliometric approach encompasses the application of quantitative procedures which includes bibliometric analysis like citation analysis to bibliometric data for example: units of publication and citation (Broadus, 1987, Pritchard, 1969) The bibliometric analysis can be done in broadly two categories viz Performance Analysis and Science Mapping. Performance Analysis is a quantitative approach with a myriad of techniques to assess the contribution of research constituents like authors, institutions, countries, journals etc in the field of research. Performance Analysis though descriptive in nature identifies the importance of each constituent of research field. The author will be using the following techniques of Performance analysis: Total Publications. Co-authored publications and total citation. Scientific Mapping is relation based where this analysis scrutinizes the relationship between research constituents It helps to understand structural connections among the research constituents. Out of the different techniques of Science mapping the author will be using: Citation Analysis ,Co-citation analysis, Bibliographic Coupling, Keyword Analysis and Co-authorship analysis. The author will also employ Visualization techniques from entirely graphical user interface-based software like VOSviewer.

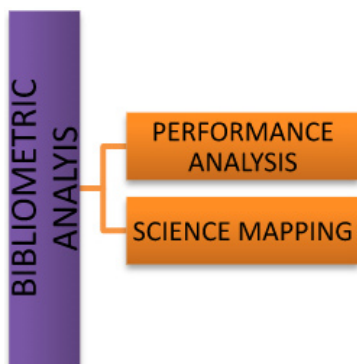


Diagram 1: Bibliometric Analysis Classification

Source: Compiled by Author

Objectives of the study:

This study attempts to provide readers with a more comprehensive review of the most current advances in Emotional Advertisement. This study uses bibliometric methodologies to look at developments in Emotional Advertisements, which can help academics and professionals as well as companies make decisions. The following are the objectives of the study:

1. To explore the year-wise progression of Emotional Advertisements
2. To identify the most productive institutions, counties and journals in the field of Emotional Advertisement.
- 3.To identify the important key-words and their frequencies
3. To ascertain the country-wise co-authorship productivity

Data Analysis

The author has opted to acquire data from Scopus(owned by Elsevier),as it is a curated database which offers wide coverage of peer-reviewed research in marketing as compared to other database like Web of Science, PubMed etc.Nine hundred and eighty five(985) articles on Emotional Advertisement were retrieved from the Scopus database. After the application of filters in the process of data cleaning, the author arrived at a corpus of three hundred and sixteen (316) articles. The filters included time-frame, subject area, article type and language. The time period was set for 1973-2023; subject area: Business Management, Social Sciences and Psychology; article type: Only reviewed journal articles were considered for analysis and the language was set to English. This section covers the results and outcomes of bibliometric analysis using different tools to depict the research constituents.

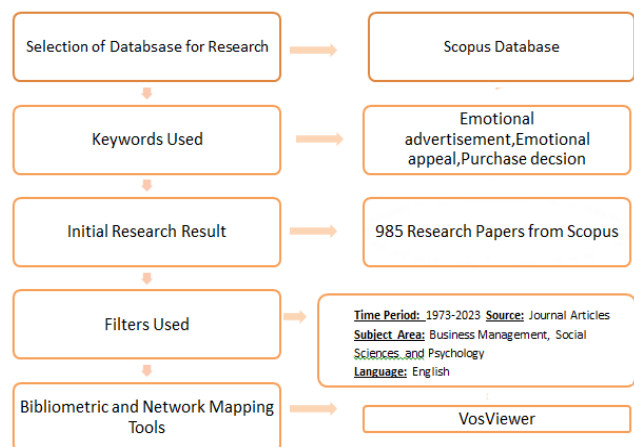


Figure 1: Research Methodology

Source: Compiled by the author

1. Year-Wise Publications From 1973 to 2023

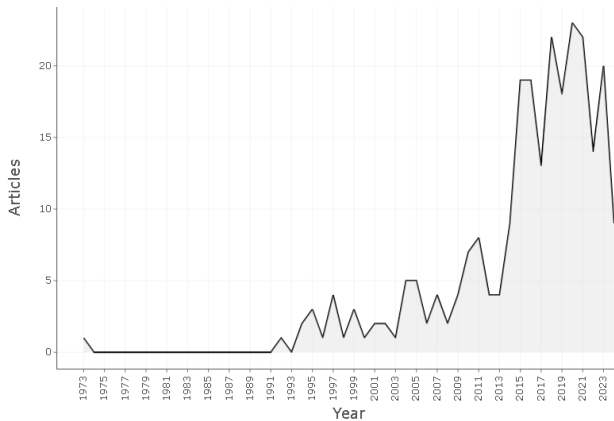


Figure 2: Year-Wise Publications

Source: Scopus Database

The above Figure 2 shows the year-wise frequency of publications of Emotional Advertisement literature from the period 1973 to 2023. This analysis is useful for assessing research productivity, impact of the research field and its visibility. In the period 1975-1990 no or very few articles were found to be published. The number of publications in this field has gradually increased with time. A boom in the number of publications is observed after 2013. The most prominent years of publication is observed after 2013. The most prominent years of publication was 2019-2020 as in this year the highest number of articles got published.

Institution-wise Publications

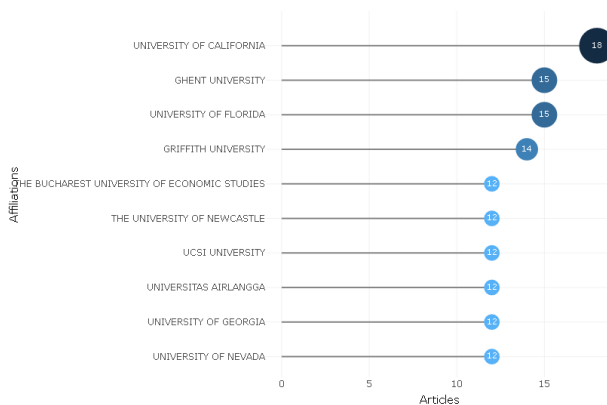


Figure 3: Institution-Wise Publications

Source: Scopus Database

The Figure 3 depicts the institution-wise publications on Emotional Advertisement. This helps to identify the reach of the institutions and the productivity of these institutions in the research area. University of California was found to be most productive with 18 publications followed by Ghent University and University of Florida with 15 publications each. Griffith University also had a good number of articles on Emotional advertisement with the total summing up to

14. The Bucharest University, University of NewCastle, UCSI University, University of Georgia and Nevada had a moderate number of articles being published which were twelve numbers. The absence of universities from India clearly brings out the gap and the scope for further detailed research in the area of Emotional Advertisement.

Most Prolific Journals

Table 1: Most Prolific Journal

	Source	Documents	Citations
1.	European Journal of Marketing	7	158
2.	Journal of Promotion Management	7	119
3.	Journal of Marketing Communications	7	72
4.	International Journal of Advertising	6	178
5.	Journal of Advertising Research	5	294
6.	International Journal of Bank Marketing	4	100
7.	Journal of Consumer Behaviour	4	80
8.	Journal of Advertising	3	256
9.	Journal of Services Marketing	3	138
10.	Psychology and Marketing	3	80

Source: Scopus Database

Analysing the prolific journals helps to identify the core literature of the subject, assessing the research impact, collaborating and also staying updated with the latest research advancements. Table 1 mentions about the top ten most prolific journals in the area of Emotional Advertising. The top most journal with the highest number of articles are European Journal of Marketing, Journal of Promotion Management and Journal of Marketing Communication. However the highest citations were found in the Journal of Advertising Research with a citation of 294 and articles published are only five. The next in list is Journal of Advertising with citation of 256 articles and the number of articles published are 3. The maximum number of articles published in the above top 10 list are seven with citation above seventy.

Keyword Analysis

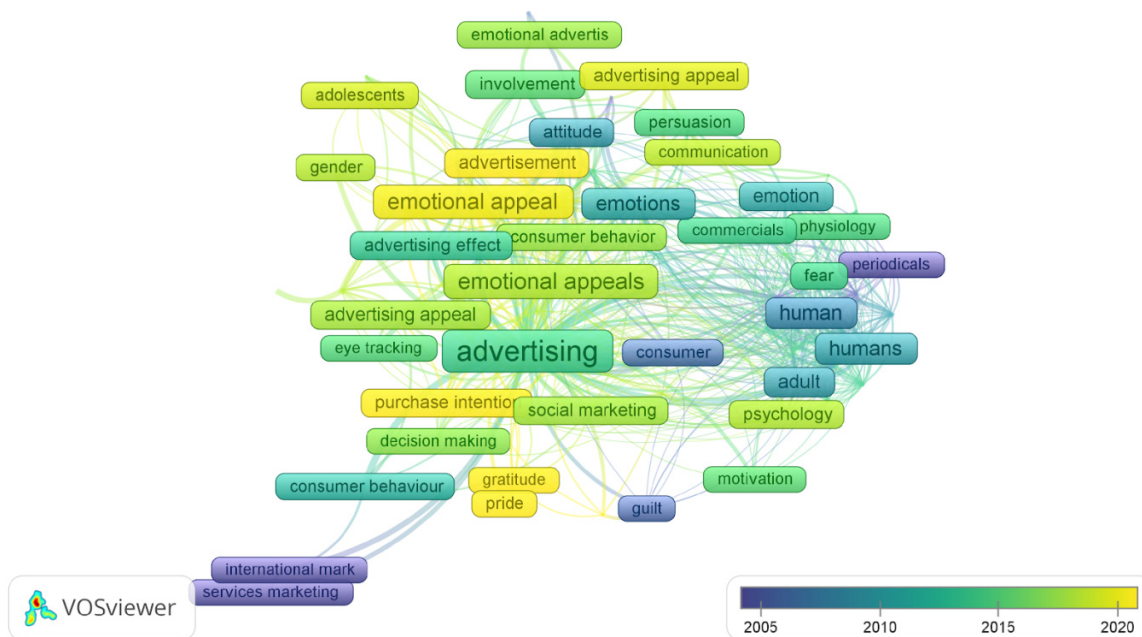


Figure 4: Most Frequent Keywords
Source: Vos Viewer (Scopus Database)

In bibliometrics, keyword analysis involves the collection, semantic mapping, visualization, and analysis of the keywords associated with scientific documents on a specific topic of interest (Aria & Cucurullo, 2017). The above visual map in Figure 4 provides a pictographic view of the most identified keywords in the database where a bigger bubble means higher frequency and most found. The author has

presented the list of keywords which were repeated at least six times in the database in Table 2. The most used keywords found in Emotional Advertising database were advertising with an occurrence in 73 articles. Then next in list was Emotional Appeals which stands at 48. The words emotions, advertising appeals, rational appeal and marketing are next in the list with sizeable occurrences in the database.

Table 2: Most Frequent Keywords

S. No	Keyword	Occurrences	S. No	Keyword	Occurrences
1.	Advertising	73	11.	Psychological Aspect	12
2.	Emotional Appeals	48	12.	Consumption Behavior	11
3.	Human	31	13.	Adult	10
4.	Emotions	24	14.	Social Media	10
5.	Advertising Appeals	21	15.	Adolescent	8
6.	Marketing	15	16.	Advertisement	8
7.	Rational Appeal	15	17.	Advertising Effectiveness	7
8.	Female	12	18.	Attitude	7
9.	Male	12	19.	Purchase Intention	6
10.	Persuasive Communication	12	20.	Consumer	5

Source: Scopus Database

Co-Authorship

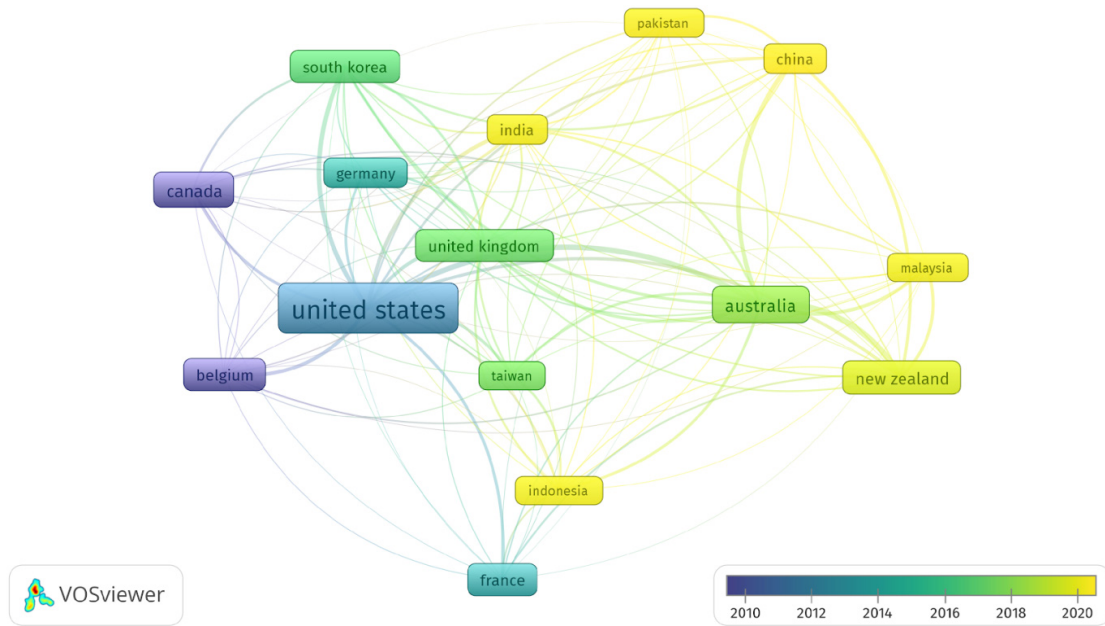


Figure 5: Co-authorship Country-Wise

Source: Vos Viewer (Scopus Database)

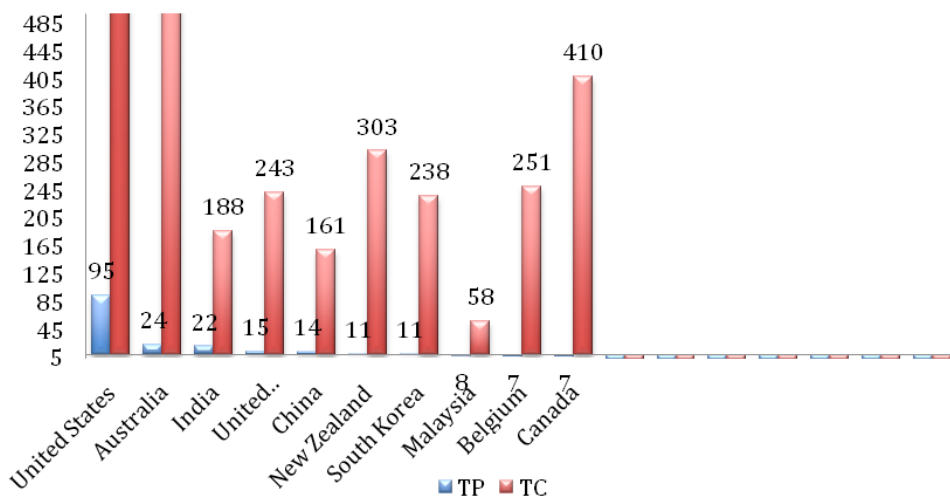


Figure 6: Co-authorship Country-Wise

Source: Compiled by the author

Several countries around the world have published in the field of Emotional Advertisement during the period 2010 to 2020. The above analysis shows the most productive country with the highest number of publication and the citations. The Figure 6 displays that the maximum number of articles were from United States of America viz ninety five (95) and the citations summed up to two thousand seven hundred and ninety two (2792). This shows the interest and inclination of the researchers towards emotional advertising and its significance in USA. Australia ranked second with twenty-

four (24) publications and five hundred and thirty (530) citations. Likewise, India stood third with twenty-two (22) publications and one hundred and eighty eight (188) citations. It is pertinent to note that the position of India stands strong and the significance and need of emotional advertisement is well established among the researchers in the country. It is important to note that, even though countries like New Zealand and Canada have publications eleven and seven respectively, but the citations of the articles stand highest in comparison to the articles of other countries

Country-wise citations

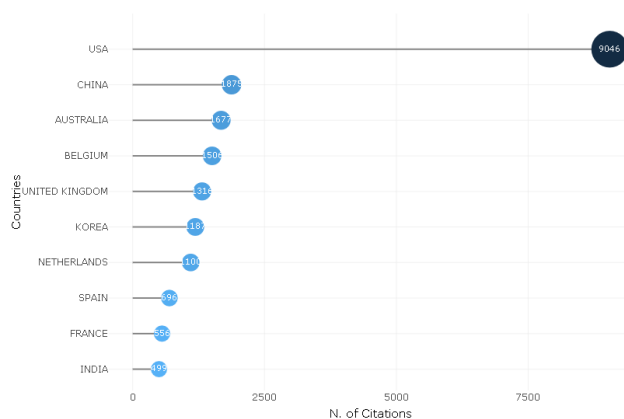


Figure 7: Citation Country-Wise

Source: Scopus Database

The above Figure 7 depicts the country-wise number of citations of articles based on Emotional Advertisement. The most number of articles were cited from United States of America followed by China and Australia. India stands at the 10th rank in the order of citations from year 1973 to 2023. This shows the scope of further quality research in India on Emotional Advertisement with the limited number of citations found in comparison to other countries.

Implications of the Study

The results of this bibliometric analysis have insinuations for advertising experts, marketers, and scholars.

The goal of this study was to shed light on Emotional Advertisement by analysing current literature to identify trends and patterns in scientific research and assessing the influence of prior research on the research community. Before exclusion, the Scopus database produced 985 results. After applying the exclusion criteria, the papers were scaled back to 316. This study provides a bibliometric analysis of 'Emotional Advertisement'-related articles spanning 1973 to 2023.

The overall number of articles published has progressively ascended since 2015, maybe due to academics' growing interest in this topic. Thus, it can be implied that Emotional Advertisement is a viable field for future academics to investigate to gain a clear image of how customers interpret emotional advertisements and measure their propensity to purchase the items. This research also did a country-specific citation analysis, with the United States of America being the most influential of the 83 nations that have worked in this sector. India ranks eighth, with 190 citations. Furthermore, in the institution-specific publishing analysis, the University of California emerged as the most productive, with 18 research articles. In the examination of journals, the top ten most prolific journals with the largest number of publications were the European Journal of Marketing, the Journal of Promotion Management, and the Journal of Marketing Communications. Despite having only five publications, the Journal of Advertising Research has accumulated the most citations of any journal. Keyword analysis was conducted to

help academics understand prior trends, current challenges, and potential future research areas in the field of Emotional Advertisement. More quantitative studies have been done so far in this field as keywords like male, female, structural equational modelling, young adults appear more frequently in the keyword. This study is beneficial in comprehending the present problems and research hotspots in this field. The researchers can further study in this field as there is yet more to be discovered.

Based on the analysis's findings, viable options for creating emotionally compelling advertisements, improving brand perception, and attracting customers are presented. Furthermore, prospective areas for future study are indicated, emphasizing the need for more research and innovation in understanding and harnessing emotional appeal in advertising.

To summarize, emotional appeal remains an important part of advertising, with a substantial impact on consumer behaviour and brand image. This research advances our understanding of the dynamics and significance of emotional appeal in advertising practice and academia by integrating existing information.

Limitations of the Study and Future Research Directions

As the data was analysed using only Scopus database, the research articles, conference papers etc are restricted one source only. The research can further be extended to other database like Web Of Science and the blending of both database can provide a vast coverage to the field of Emotional Advertisement. The researcher(s) have employed only limited keywords to shortlist the articles, further trending keywords can be added to improvise and widen the source. The researcher(s) had downloaded from the database for a specific period and at a specific time; this could restrict the articles only to that period of time. Further research can be done by including more past or present studies. The author(s) have used limited tools of analysis due to time and data constraints, further researcher can be done using the other tools of bibliometric analysis

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GJEIS Prevent Plagiarism in Publication

DELNET-Developing Library Network, New Delhi in collaboration with BIPL has launched “DrillBit : Plagiarism Detection Software for Academic Integrity” for the member institutions of DELNET. It is a sophisticated plagiarism detection software which is currently used by 700+ Institutions in India and outside. DrillBit is a global checker that uses the most advanced technology to catch the most sophisticated forms of plagiarism, plays a critical function for students and instructors and tag on a fully-automatic machine learning text- recognition system made for detecting, preventing and handling plagiarism and trusted by thousands of institutions across worldwide. DrillBit - Plagiarism Detection Software has been preferred for empanelment with AICTE and NEAT 3.0 (National Education Alliance for Technology) and contributing towards enhanced learning outcomes in India. On the other hand software uses a number of methods to detect AI-generated content, including, checking for repetitive phrases or sentences and AI-generated writing. As part of a larger global organization GJEIS (www.gjeis.com) and DrillBit better equipped to anticipate the foster an environment of academic integrity for educators and students around the globe. DrillBit is GDPR compliant with privacy by design and an uptime of 99.9% and have trust to be the partner in academic integrity (<https://www.drillbitplagiarism.com>) tool to check the originality and further affixed the similarity index which is {05%} in this case (See below Annexure-I). Thus, the reviewers and editors are of view to find it suitable to publish in this Volume-16, Issue-1, Jan-Mar 2024.

Annexure 16.1.10

Submission Date	Submission Id	Word Count	Character Count
28-Jan-2024	1698453 (DrillBit)	4097	28271

Analyzed Document	Submitter email	Submitted by	Similarity
5.4 RoL4_Sonakshi_GJEIS Jan to Mar 2024.docx	sonakshijaiswal096@gmail.com	Sonakshi Jaiswal	05%

5

SIMILARITY %

7

MATCHED SOURCES

A

GRADE

A-Satisfactory (0-10%)
 B-Uppgrade (11-40%)
 C-Poor (41-60%)
 D-I unacceptable (61-100%)

LOCATION	MATCHED DOMAIN	%	SOURCE TYPE
1	journal.unair.ac.id	2	Internet Data
2	fastercapital.com	1	Internet Data

3	The effects of subjective norm and knowledge about riba on intention to use e-mo by Aji-2020	<1	Publication
4	buffer.com	1	Internet Data
5	www.frontiersin.org	1	Publication
6	www.acrwebsite.org	<1	Publication
7	www.jatit.org	1	Publication

Reviewers Memorandum



Reviewer's Comment 1: The research's context is well established, and its importance is emphasized, in the introduction. All things considered, the manuscript is well-written, concise, and easy to comprehend. The introduction is grounded in theory and pertinent. Readers can easily understand the current study's procedures and reasoning. Thanks for display of sufficient information on the results of earlier research.

Reviewer's Comment 2: The study offers valuable insights for advertisers, marketers, and researchers, emphasizing the importance of emotional appeal in advertising. While the research methodology is robust, the paper could benefit from a more detailed discussion on the implications of the findings for industry practitioners. The paper could benefit from a more detailed discussion on how the findings can be practically applied by industry professionals to enhance advertising campaigns and brand strategic

Reviewer's Comment 3: The study offers a thorough examination of emotional appeal in advertising through bibliometric analysis. The researcher provides a comprehensive exploration of trends and patterns in this field. The study, utilizing the Vos Viewer software and Scopus database, meticulously filters 985 articles to 316 for analysis. The study clearly defines its limitations and provides the scope for future research.

Citation

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Conflict of Interest: Author of a Paper had no conflict neither financially nor academically.

Editorial Excerpt



The article has 5% of plagiarism which is the accepted percentage as per the norms and standards of the journal for publication. As per the editorial board's observations and blind reviewers' remarks the paper had some minor revisions which were communicated on a timely basis to the author (Sonakshi), and accordingly, all the corrections had been incorporated as and when directed and required to do so. The comments related to this manuscript are noticeably related to the theme "**Bibliometric Analysis on Emotional Advertising**" both subject-wise and research-wise. The article presents a comprehensive examination of the literature using bibliometric analysis. The study significantly advances the comprehension of emotional appeal in advertising through bibliometric analysis. Although the study demonstrates methodological strength and analytical rigor, expanding on practical implications, acknowledging potential limitations, and exploring future research directions would amplify the paper's influence and significance in the realm of emotional advertisement research. Overall, the author's work is commended for its rigorous approach in exploring the role of emotional appeal in advertising through bibliometric analysis. After comprehensive reviews and the editorial board's remarks, the manuscript has been categorized and decided to publish under the "**Review of Literature**" category.

Acknowledgement



The acknowledgement section is an essential component of academic research papers, as it provides due recognition to all those who contributed their hard work and effort towards the writing of the paper. The authors express their sincere gratitude to all those who assisted in the research process and made this paper a possibility. Lastly, the reviewers and editors of GJEIS deserve recognition for their pivotal role in publishing this issue, without whom the dissemination of this valuable research would not have been possible.

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