

Emotional Dissonance and Its Relationship of the Recipient's Behavior in Interactive Advertising

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Abstract:

The study of the psychological factors that affect the individual such as motives, attitudes, ideas and others to change his behaviour is considered as one of the basic ways that help to create an advertising message that suits him and produce corresponding reactions and satisfies his needs and desires and has the ability to persuade and motivate him to make decisions towards them, so the research studies the term emotional dissonance and its effect on the motives of the individual, his attitudes, behaviours and it shows the ability of advertising to deal with it and benefit from this theory in achieving the objectives of the advertising message, We find that the role of advertising is to present the product, service, or issue and begin by making comparisons with competing products and it shows the selling advantage that is unique to the product, thus creating a state of tension and turmoil in the individual. This is called emotional dissonance. It is internal battle that results when a person believes something but is in conflict with his actions, so the more the advertisement embodies the problem facing the recipient, the greater his motivation to find solutions that reduce this feeling by changing the behaviour, and the ability of the advertisement becomes clear through how to design innovative interactive advertising messages that deal with emotional dissonance.

And because the world is turning to technology and the use of modern techniques, so the research dealt with this term and interactive advertisements take advantage of it to influence the behaviour of the recipient. Interaction is an act that occurs between two or more that results in a mutual effect. Therefore, designers tended to rely on this method to make the recipient becomes part of the advertising message presented and this helps to speed up the delivery of information to the recipient, as it leads to making quick decisions about the message. The main objective of the advertisement message is to reach the stage of persuasion, and this comes by relying on new technologies and methods.

Key Words:

Emotional Dissonance – Behavior of the Recipient – Interactive Advertising.