

## EMOTIONAL FEELINGS AND EVALUATIVE DIMENSIONS OF ADVERTISING: ARE THEY RELATED?

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**ABSTRACT:** This exploratory study examines the relationship between viewers' emotional response and their evaluation of television commercials along several dimensions using the Viewer Response Profile (VRP). Two general research questions are addressed. First, are demographic characteristics (such as age, sex, and brand usage) related to emotional response? Second, are there certain dimensions on the VRP that tend to be reflective of emotional response? Findings show preliminary evidence that emotional response, as measured by verbal protocols, produces no characteristic patterns in the VRP. This implies that emotional response measures may complement the VRP, rather than being redundant with it.

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