

Annotation

The bachelor thesis called „The effect of fear in marketing communication“ deals with the role of emotion in advertising, particularly with the emotion of fear and its effect of persuasion when it's used in marketing communication.

The thesis consists of two parts – theoretical and practical. theoretical part includes the theory of the role of emotions in advertising and the advantages and disadvantages that go with that. It also describes the fear and how it can be used in marketing communication. The theoretical part is also focused on the Regulatory focus theory and the term Regulatory fit.

The practical part involves the experiment which examines the effect of fear emotion in marketing communication and the persuasion of messages. One part of the experiment is measuring the regulatory focus of the participants and the links between their focus and framed messages. In this experiment the results do not confirm higher persuasion of marketing communication containing emotion of fear and there were no significant statistical relationships between regulatory focus of participants and the evaluation of persuasion of marketing messages in the same frame.