TỪ NGỮ BIỂU THỊ CẢM XÚC TIÊU DÙNG
TRONG QUẢNG CÁO THỰC PHẨM VÀ ĐỒ UỐNG

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Hiệu quả của nội dung quảng cáo là một trong những yếu tố quan trọng nhất ảnh hưởng tới sự yêu thích và ý định hành vi của người tiêu dùng. Cảm xúc tiêu dùng trải nghiệm trước, trong và sau khi sử dụng sản phẩm cũng một phần bắt nguồn từ việc người sử dụng tiếp xúc với các quảng cáo. Nhiều nhóm cảm xúc tiêu dùng dành cho sản phẩm thực phẩm và các trải nghiệm thực phẩm đã được tìm hiểu và xác nhận. Tuy nhiên, có rất ít nghiên cứu xem xét cụ thể các từ ngữ biểu thị cảm xúc của người tiêu dùng và mức độ ảnh hưởng của các từ ngữ đó lên hành vi của người tiêu dùng. Nghiên cứu thực nghiệm này nhằm mục đích tìm hiểu nhóm từ vựng thể hiện cảm xúc trong quảng cáo thực phẩm bằng cách phân tích nội dung và chủ đề của các quảng cáo. Nghiên cứu cũng tìm hiểu quan điểm của nhà quảng cáo về từ vựng cảm xúc đã được sử dụng trong quảng cáo và mức độ ảnh hưởng của lớp từ vựng này tới nhận thức và hành vi của người tiêu dùng. Kết quả cho thấy có ba chủ đề về từ vựng và cách diễn đạt cảm xúc trong quảng cáo thực phẩm: giác quan, tình cảm, và thúc đẩy hành vi. Về mặt lý thuyết nghiên cứu này góp phần phát triển kiến thức về cảm xúc tiêu dùng và cung cấp cái nhìn sâu sắc có giá trị về phương pháp và quy trình tạo ra từ vựng cảm xúc. Đóng góp thực tiễn của nghiên cứu là đề xuất một danh sách các từ ngữ cảm xúc hữu ích cho quảng cáo thực phẩm.

Từ khóa: *cảm xúc, từ vựng, quảng cáo, giác quan, thúc đẩy hành vi.*

The effectiveness of advertisement content is one of the most significant factors affecting consumers' affective and behavioral intentions. Consumption emotions which consumers experience before, during and after using a product partly derive from their exposure to the advertisement. Various consumption emotions for different food products and experiences have been explored and validated. However, there has been little research that scrutinizes emotional lexicons in advertisements and how these lexicons affect consumer behaviors. This empirical research adopted content and thematic analysis to explore the emotional lexicons used in food and beverage advertisements. The study examined advertisers' perspectives of emotional lexicon and the degree of influence on consumers' perceptions and behaviors. The findings showed that three themes of the emotional words and expressions were used in food and beverage advertisements: sensory, affective, and behavioral evocative. This study made theoretical contributions to the knowledge of consumption emotion and provided valuable insights into the method and process of creating emotional lexicon. It also proposed a working list of emotional lexicons helpful for food and beverage advertising.

Keywords: *emotion, lexicon, advertising, sensory, behavioral triggering.*

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EMOTIONAL LEXICONS IN FOOD AND DRINK ADVERTISEMENTS

Introduction

Human language provides a mechanism for distinguishing objects. Components of this mechanism include forms and meanings. Lexicon refers to those aspects of a language which relate to words. While semantics is also bound up with words and the domain of meanings, lexicon constitutes language's form. Lexicon comes from a Greek word meaning 'dictionary'. Although the focus of a dictionary-maker is obviously on the individual word, issues of understanding and choice arise when words interact with other elements.

Advertisement is an important means of communication that conveys ideas and demonstrates a variety of linguistic features. From the spoken language to the text on advertising, the advertisers show their creativity not only in using non-verbal language but also verbal language. As part of the verbal language, the use of emotion descriptive words is frequently found in advertisements of food and drink to catch the interest of the audience. Effective content of an advertisement including the right use of emotional lexicon is one of the most significant factors affecting consumers' liking and behavioral intentions.

There has been research on emotional lexicons from the perspective of consumer-generated lexicon (Eaton et al., 2019; Mora et al., 2019). Mudgal et al. (2020), for example, compare the advertisement content and study the emotional response of viewers to it. The authors collected viewers' comments on online narrative advertisements and quantified the comments using text analytics. However, to the knowledge of the authors, there has been little research that specifically looks into emotional lexicons used in advertisements from intended use of emotional lexicon. To redress the oversight of academics in how emotion related terminology is used from perspective of advertisers, this study tackles a question: Which emotional words in advertisements have been used?

The authors also investigate how emotional lexicons are culturally and linguistically elaborated. Eating and drinking are cultural activities (Nguyen & Tran, 2010), and are all-over in social events. It is deeply interconnected with not only daily activities but also special occasions in Vietnam. The Vietnamese people eat and drink for a variety of reasons and in a wide range of manners, i.e. not just daily eating but also during weddings, rituals, Tet holidays, anniversaries, celebrations, etc… (Nguyen & Tran, 2010). From linguistic perspective, Puntoni et al. (2009) investigated how language influences the perceived emotionality of marketing communications and found that textual information (e.g., marketing slogans) expressed in bilingual consumers' native language tends to be perceived as more emotional than messages expressed in their second language. Therefore, the Vietnamese advertisements are the appropriate scope of this study.

This study aims to create a lexicon of emotions used in Vietnamese

advertisements of food and drink. The authors emphasize on the lexicon of emotions used as written and spoken language in the advertisement. The research contributes theoretically to the knowledge of consumption emotion and provides valuable insight into the method and process of creating emotional lexicon. The practical contribution of the research includes proposing a working list of emotional lexicons which are helpful for food and drink advertising. The use of emotional words makes the advertisements more attractive and meaning rich.

The study has two phases. Phase 1 focuses on the articulation of how an emotional lexicon of Vietnamese advertisement could come into existence. Phase 2 investigates the influence of the use of such emotional words in advertisements on consumer behavior. Below, the authors first present a theoretical background derived from empirical investigation of emotional words used in food and drink advertisements. Then we focus on the collection and articulation of some advertisements of food and drink containing emotional words which hold for lexicon formation. From the analysis, a lexicon of emotions in advertisements emerge. We conclude the first phase of the study with an evaluation of the practical use of the lexicon for food and drink advertisement.

Theoretical background

Emotions

Emotion has been defined in myriad ways, with specific definitional features depending on the theoretical context in question. Emotions are bound up with how bodies inhabit and move through place (Buda et al. 2014, Kim & Fesenmaier 2015). Gao and Kerstetter (2018, p. 138) assert that there are three perspectives on emotions: naturalistic perspective, social constructionist perspective, and cognitive appraisal perspective. Naturalistic perspective treats emotions as products of natural processes. An example of a naturalistic perspective, emotions are neurobiological reactions to the stimuli when these stimuli are detected and processed by the brain (Damasio, 2004). The constructionist account of emotions is presented as an alternative to the naturalistic approach. This perspective sees that individuals have ongoing emotions in social settings and their response systems change overtime following the development of relationships (Boiger & Mesquita, 2012). According to cognitive appraisal perspective, emotions are individuals' evaluation and interpretation of an event or experience (Hosany, 2012).

Two main approaches in reporting emotional responses in food studies include the dimensional approach and discrete emotion approach. The dimensional approach examines the different dimensions or evaluations of the emotional responses to a consumption experience. This approach simplifies the classification of emotional responses by identifying different dimensions to distinguish one emotion from another.

Russell and Mehrabian's (1977) model comprises three dimensions of pleasure, arousal and dominance. Pleasure describes the feelings of happiness, joy or satisfaction; Arousal indicates the level of

energy, activeness or excitement; and Dominance is the extent to which people feel in control or be controlled. Each dimension is composed of 6 semantic differential items or bipolar emotional words, as in Box 1. Not only was the model proven to have a good internal structure, but the three dimensions were also proven to be able to distinguish a variety of emotions (Russell & Mehrabian, 1977). This model, therefore, was commonly used in studies that aim at examining the correlation between stimuli and emotions, between emotions and consumers' behaviour; or the mediating role of emotions between stimuli and satisfaction and/or behaviour.

Figure 1. The 18 bipolar adjective pairs in Semantic Differential Scale

Pleasure
Unhappy – Happy
Annoyed – Pleased
Unsatisfied – Satisfied
Melancholic – Contended
Despairing – Hopeful
Bored – Relaxed
Arousal
Relaxed – Stimulated
Calm – Excited
Sluggish – Frenzied
Dull – Jittery
Sleepy – Wide awake
Unaroused – Aroused
Dominance
Controlled – Controlling
Influenced – Influential
Cared for – In control
Awed – Important
Submissive – Dominant
Guided – Autonomous

Note: From "Distinguishing anger and anxiety in terms of Emotional response factors", by Mehrabian and Russell, 1974. *Journal of consulting and clinical psychology*, 42(1), 79-83.

Jang and Namkung (2009) claimed to use the Mehrabian and Russell's (1974) extended MR model. In fact, he extended Stimuli-Organism-Response model and completely replaced the MR's emotion reporting scale with the emotional items from the consumption emotion set by Izard (1977). The emotion terms selected are in two categories of positive emotions and negative emotions. They justified their choice with the fact that customers in a restaurant can experience both negative and positive emotions at the same time, and that each emotion term can influence their behaviour in a different way. This choice of emotion measurement was followed by other researchers (Chen et al., 2015; Liu & Jang, 2009) with emotion terms selected also from other consumption emotion sets.

Another dimensional model used to record emotional responses in food studies is the Circumplex model. There are different versions of Circumplex model, but the one most commonly used in food studies is based on Russell's model (1980) with valence on the horizontal axis and arousal/activation on the vertical axis. Circumplex model is a representation of reporting emotion in dimensional approach with which each affective state is understood as a combination of the two dimensions of valence and arousal, and reported by positioning it at a specific point along the two dimensions. Emotions that fall within a space are highly related to each other and are different to those falling into other areas. According to Fox (2008), when emotions are statistically categorized they most likely take on some form of a Circumplex model.
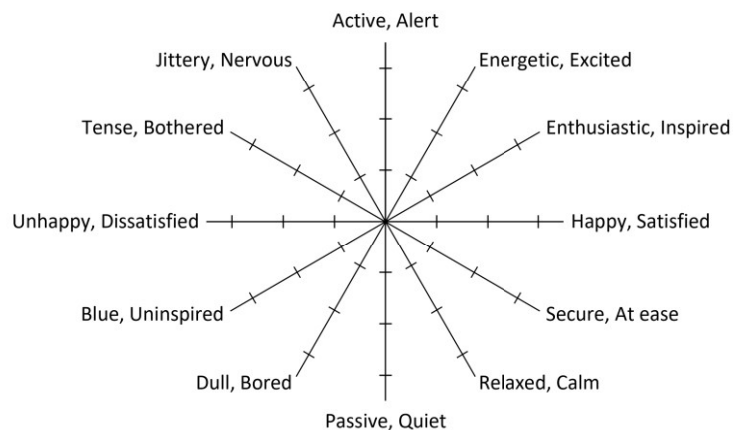
Figure 2. Circumplex model
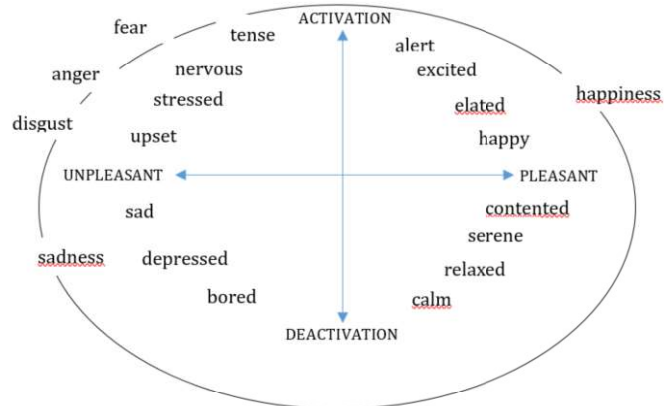
Note: From "*Emotion Science: Cognitive and neuroscientific approaches to understanding human emotions*" by Fox E., 2008, New York: Palgrave Macmillan

Figure 3. Affect Grid
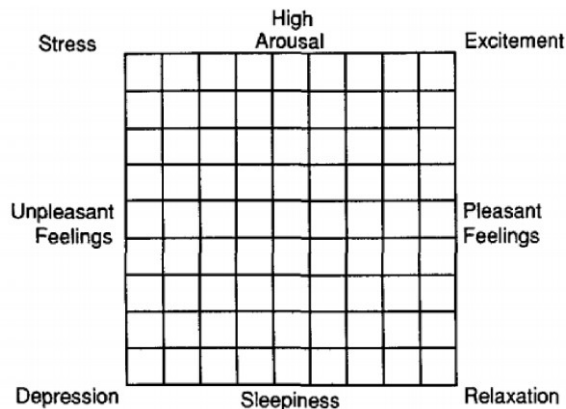
Note: From "Affect Grid: a single-item scale of pleasure and arousal" by JA Russell, A Weiss, GA Mendelsohn, 1989, *Journal of personality and social psychology*, 57(3), 493.

Figure 4. 12-point emotion circumplex tool

Note: From "A 12-point circumplex structure of core affect" by Yik et al., 2011, *Emotion*,11(4), 705-731.

To apply Circumplex model to measure emotional responses, researchers invented several tools including Affect Grid or the 12-point emotion circumplex method. The Affect Grid by Russell et al. (1989) assesses affects along the two dimensions of pleasure-displeasure and arousal-sleepiness with the 9 x 9 boxes, as shown in Figure 2.

The Circumplex model has also been developed as 12-point emotion circumplex method by Yik et al., (2011). The basis of Russell's circumplex model with two dimensions of pleasure and arousal is kept with the addition of specific emotion terms distributed around the model (as can be seen from the figure below). Respondents were asked to choose among the points on the line to indicate from low (closest to the centre) to high (furthest) how they experience that emotion at the moment of testing. In a study to differentiate beers based on different emotional responses by Cardello et al. (2016), this 12 point circumplex model was used and successfully depicted the differences in emotional profile for each beer.

The dimensional approach may not be sufficient to describe the variability in consumption emotion. Dimensional approach restricts the reporting of either positive or negative emotions but not both. Stimuli object or event can be appraised as both negative and positive, e.g. eating chocolate is pleasant but consumers may also feel guilty.

The other approach to reporting emotions is the discrete approach. Discrete emotions can be a small number of emotion terms, often called basic emotions, or a

large set of emotions. A basic emotion set is a small number of emotions that are considered primary, fundamental or basic more than the others. Plutchik (1980) used the term 'primary' to indicate the adaptive function of these emotions in survival struggle. Ekman (1992) explained basic emotions as distinctive to one another in terms of their expressions. Basic emotion sets can range in number, from six emotions (happiness, surprise, fear, sadness, anger, and disgust) (Ekman et al., 1983), to eight (including Ekman's six emotions, plus anticipation and trust) (Plutchik, 1980), to ten (interest, joy, surprise, sadness, anger, disgust, contempt, fear, shame, and guilt) (Izard, 1977). With the small number and highly distinguishable characteristics, in food studies, these basic emotion sets have not been used as emotion measures in food studies but as a basis to understand other emotional response components. Sprugnoli (2020) presents a new linguistic resource for the Italian, called MultiEmotions-It, containing comments to music videos and advertisements posted on YouTube and Facebook. For the annotation of emotions, they adopted the Plutchik's model taking into account both basic and complex emotions. The usual discrete emotion lists, or lexicons, differ in function, number of emotion terms and structure.

In the discrete emotion approach, specific emotions such as joy, or fear could be consciously elicited and reported by research respondents. Therefore, studies that apply this approach need the list of emotion terms or lexicons that can cover the whole range of terms which can fully describe the emotional experience in that

consumption situation, or more importantly, can differentiate the emotional experiences between different situations.

Kleinginna and Kleinginna (1981) offered a working definition, 'Emotion is a complex set of interactions among subjective and objective factors, mediated by neural/hormonal systems, which can (1) give rise to affective experiences such as feelings of arousal, pleasure/displeasure; (2) generate cognitive processes such as emotionally relevant perceptual effects, appraisals, labelling processes; (3) activate widespread physiological adjustments to the arousing conditions; and (4) lead to behaviour that is often, but not always, expressive, goal-directed, and adaptive' (p355).

Emotion is a multi-component phenomenon. The affective component alone, although the most commonly studied and reported, is not enough to explain the complexity of emotions. Emotions also comprise the cognitive component, in many cases, the cognition of the senses, and the tentative behaviours. Emotions are also stimuli- and context-specific, eliciting different emotions, components and dimensions in different ways. This study, therefore, attempts to study emotion with its multiple components and specifically within the beer and food advertisement contexts.

Consumption emotion has been found to play an important role in consumer behaviours before, during, and after consumption (Richins, 1997; Soscia, 2013). For a long period of time, the study of consumer purchasing decisions, and satisfaction focused on the cognitive, utilitarian, and rational aspects or attributes of products or experiences (Laros and Steenkamp, 2005). Consumption emotions have also been proved to influence the choice processes, decision making, and other post-consumption behaviours such as word-of-mouth intentions, behavioural intentions, or dedication to the provider in terms of switching intentions, or revisit intentions (e.g. Nyer, 1997; Ladhari, 2007). Creating a list of emotions in advertising, particularly in food and drink advertisements, will be useful for advertisers and management to select the terms that are food and drink specific, but also understand the potential influence on the consumers' behaviours.

Emotional lexicon in advertisements

Consumption emotions which consumers experience before, during and after their consumption experience of a product partly derive from their exposure to the advertisements. Advertising is a form of communication that attempts to inform, persuade, or remind target customers to purchase a particular brand of product (Keller, 2001). Each advertisement has a main idea or core concept to sell. Advertisements sometimes embed their persuasive message with factual information, i.e. rational appeal. Apart from the core technical functions, products have other features. Advertisers promote such functions and features with words like 'amazingly simple' or 'user-friendly' to resonate with emotions (O'Shaughnessy & O'Shaughnessy, 2002). That is when advertisements use emotional appeal. Advertisers can make a combination of both rational and emotional appeals. Major

mediums to deliver the messages of the advertisement include mass media like television, radio, magazines, newspapers, or digital media like the Internet, YouTube, social media channels.

Advertisers have always been passionate about creating messages that are relevant, timely, and motiving the target audience. Appropriate choice of words is, therefore, essential to advertisement effectiveness. Within linguistics, word meanings have two main categories, denotative and connotative meanings. While denotative meaning refers to the explicit literal meaning which can be looked up in dictionary, connotative meaning refers to the implied, or emotive meaning (Eco, 1987).

Either verbal or non-verbal elements or a combination of them compose an advertisement. Nevertheless, Fussell (2002) stated that non-verbal elements alone are insufficient to express the right emotional experience. To illustrate, tears can make people assume someone is sad. But the tears do not provide information about the particular experience, i.e. whether it is anger, depression, or happiness. Verbal descriptions of emotional states, then, can provide more precise information about the specific form of emotion to be experienced.

Emotional lexicons have been created for various purposes. There exist substantial resources of dictionaries or corpora of emotional lexicons. Researchers have used the National Council for Research (NCR) emotional lexicon (Mohammad & Turney, 2013) or online dictionaries such as WordNet or SentiWordnet for their lexicon-based approach. Researchers also have used the application of Sentiment Analysis techniques to track consumers' opinions and attitudes by analyzing their comments or reviews posted on social media channels (Eaton et al., 2019; Mora et al., 2019). The authors of this study realize that it is impossible to use the same lexicon for different domains. Gitari et al. (2015), for example, when aggregating opinions for hate speech detection, found that positive emotions do not necessarily refer to positive comments and vice versa. This study, therefore, applies and adapts the existing pre-defined emotional lexicons, i.e., NCR, WordNet or SentiWordnet, and also develops specific an emotional lexicon for specific products, i.e. food and drink, in specific settings, i.e. advertising.

Methodology

The authors employed qualitative methods to study verbalized emotional lexicon in advertisements. Qualitative frequently serves as the primary method to address issues in advertising research (Belk, 2017; Chang, 2017). Advertising researchers usually focus on how advertising works and the effects it generates. Within linguistic discipline, the dominant approach for studying how a lexicon is formed is qualitative research (Fadhilah & Ahmadi, 2022; Widanti, 2022). Therefore, the exploration the list of intended emotions of advertisements to understand the marketers' perspective using qualitative research is suitable to the research traditions in these two related fields.

Research design

This research's approach proceeds in two steps. The first step is to identify emotions expressed in the Vietnamese advertisements either in written text or verbal text. The authors browsed 27 YouTube advertisements in food and drink because YouTube is the second most browsed website after Google Search, and the top choice of the Vietnamese for video content. In Vietnam, over 30 million people stream YouTube on their Internet-connected TV, and 96% of viewers in Vietnam believe they can find their favorite content on YouTube (YouTube, 2022). Therefore, advertisers consider YouTube as an important platform. The authors were particularly interested in advertisements of instant noodle and beer on YouTube because these two categories are low involvement products and widely used in everyday consumption. Besides, the targeting strategy is differentiated in terms of gender (beer) or undifferentiated in terms of gender or age (instant noodle). A few noodle advertisements dated back from five to six years ago. Nevertheless, most of the noodle advertisements were made two to three years ago. Most beer advertisements were within one year ago. Particularly, some beer advertisements were made six years or eight years ago, like Huda beer advertisement which was posted on YouTube six years ago but is still frequently rerun on TV.

The researchers of this paper followed protocol for qualitative data analysis (Spiggle, 1994). Content analysis and thematic analysis was conducted. Content analysis often provides summary of different messages, including verbal and visual elements. This method can be descriptive, detailing communication messages or interactions between messages and contexts. Content analysis can be explanatory (Mitchell, 1967), and able to address the communication issues in content where connotative meaning is hidden or implied (Kleinheksel et al., 2020).

Text mining techniques have been employed to analyze the contents of the advertisements on these online resources. This technique is used to recognize patterns, organizing text into terms, then analyze the most and frequently used words and their associations (Mendes da Silva et al., 2019). The first author transcribed the YouTube videos and extracted the content of beer and noodle advertisements by using key words to search from text and scripts of the YouTube videos advertising food and drink. The authors also did manual coding, i.e. crawling through the lines of the texts to code the themes that denote different nuances of emotions.

With several rounds of manual coding, the researchers started to look at the patterns of the emotion-related words and identified some words that have high frequency of use, like "ngon" (delicious) or "vị" (taste). Moreover, the authors noticed that some words refer to common semantic meanings. Then, based on the working definition of emotion by Kleinginna and Kleinginna (1981), the three themes arising from data analysis are as follow:

- A theme about how consumers can perceive the advertised products with their senses. The authors named it as Sensory theme.

- A theme about how consumers' feeling towards the advertised products. The authors named it as Affective theme.

- A theme about how the consumption of the advertised products can enact certain things. The authors named it as Behavior evocative theme.

It was noticed that a word may be listed in more than one theme since it may have different emotion associations when used in different senses.
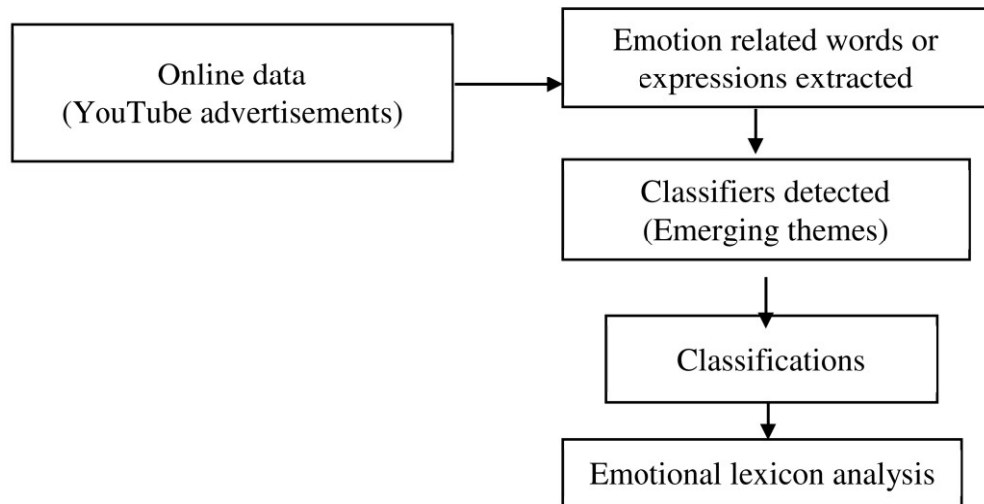
Coding process to identify emergent themes was followed by mapping relationships among the themes and concurrent emotional lexicons (see Table 3).

The authors stopped browsing for more advertisements of beer and instant noodles when theoretical saturation occurred, that is, new emotion-related words did not change emergent themes and interpretations of the themes.

The second step is to classify and validate the unannotated words of emotion using thematic analysis. A shared lexicon is a consensus on a set of distinctions (Hutchins & Hazlehurst, 1995). So we apply a qualitative method to obtain consensus on a set of emotional words extracted from food and drink advertisements. A focus group discussion of the themes emerging from the emotion list was conducted to triangulate our findings in the first step. Four academics in marketing, of whom two were previously industry professionals of big advertising agencies, participated in the discussion. All of them are Vietnamese and proficient in English as their job is higher education teaching and working in English every day. Participants are required to label the data to develop the list of 56 words related to senses, feelings, and triggering an action. Each term was voted by four participants to belong to a theme or more than one theme. For 71% of all the terms, all four participants agreed on whether a term is associated with a category or not. For 28% of the terms, three out of four participants agreed with each other. The categorization of the terms was determined by taking the majority vote. Then the participants discussed why they labelled the data as such because there are explicit and implicit emotional expressions. The first author and the participants also discussed if they identified any further themes. Then we compared similarities in judgement of participants. Empathetic listening in research interviews enables participants to freely express what they think about the extent to which the words or sentences used to refer to various nuanced of emotions and the implications of the words or sentences used in food and drink advertisement settings.

Figure 5. *Data collection and analysis procedure*

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┌──────────────────────────┐        ┌──────────────────────────┐
│      Online data         │───────▶│  Emotion related words or │
│ (YouTube advertisements) │        │   expressions extracted   │
└──────────────────────────┘        └──────────────────────────┘
                                                  │
                                                  ▼
                                     ┌──────────────────────────┐
                                     │    Classifiers detected   │
                                     │     (Emerging themes)     │
                                     └──────────────────────────┘
                                                  │
                                                  ▼
                                     ┌──────────────────────────┐
                                     │      Classifications      │
                                     └──────────────────────────┘
                                                  │
                                                  ▼
                                     ┌──────────────────────────┐
                                     │ Emotional lexicon analysis│
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Findings

In advertisements, due to the limited time and fleeting nature of advertisement, the content must be brief and the use of language should be impressive. Emotions related words are observed to be more salient and spoken out in food and drink product category advertisement. Findings show that verbal descriptions of emotions in Vietnamese advertisement on YouTube food and beer advertisement involve three types of descriptive terminology: sensory terminology (54%), affective terminology (33%), and behavior evocative terminology (13%). The authors sometimes see the advertisers to walk a fine line between these categories when words and expressions used in their advertisements imply both a sensory experience and a feeling. In other words, the language of advertisements sometimes can be interpreted as carrying more than one theme.

Table 1. Breakdown of category emotional terms by themes

Categories	Sensory theme	Affective theme	Behavior evocative theme
Total terms	35	21	8
Noodles	27 (77%)	3 (14%)	5 (62%)
Beer	8 (23%)	18 (86%)	3 (38%)

It can be seen that the sensory theme is the most prominent group with 35 emotional words derived from the selected advertisements. In this theme, the emotional words in noodle advertisements accounts for the largest proportion (77%), more than triple of those used in beer advertisements (23%). Affective theme comes second, with most emotional words identified in beer advertisements (86%) while noodle advertisements contain a few affective terms. Even though the behavior evocative theme seems to be quantitatively insignificant with the least words, this theme offers interesting qualitative insights.

The preliminary set of the emotional words with highest frequency and their descriptors is referred to in Table 2. A note is made that the descriptors are semantically similar. However, these emotional terms are not easily rendered into English as direct translation.

Table 2. List of emotional items

List	Descriptors	Pattern
- Ngon (delicious)	Ngon quá; ngon lắm; ngon dữ; ngon tuyệt; ngon thiệt là ngon; ngon khó từ; ngon độc đáo; ngon nức mũi; ngon bá đạo; ngon nhất đời; ngon rực lửa	Phrase class: adverbial phrases
- Hương vị (taste)	Đậm đà; đột phá; bứt phá, thơm ngon; thơm giòn; dai giòn; cay mà ngon; vị ngon đủ đầy; trọn vẹn; sảng khoái; bùng nổ.	Word class: adjectives Phrase class: adverbial phrases
- Other words about masculinity	Tự tin, lịch lãm, nam tính, bản lĩnh, thành công, đỉnh cao uy lực mãnh hổ, làm chủ tình huống, bứt phá, đột phá	Word class: adjectives and verbs

Sensory theme

In the advertisements of instant noodle and beer categories, quality parameters concerning taste, texture, odor, and aroma were identified to develop the sensory theme. There is a fact that positive valence of text and nice visuals of food or drink come together to speak to the good quality of food. Even though some emotions are ambiguous, in food advertisement, they illustrate good appetite. For example, "ngon bá đạo" means the best of delicacy, with "bá đạo" refers to distinctiveness and the best. Another example is "ngon nức mũi" which refers to both taste and scent of the noodle. These advertisements feature sensory experiences of instant noodle consumption. Such words emerge as the existing emotional lexicon's capacity fails to convey the appropriate meaning of the best in a trendy casual way. The words are not for specialists or used by a limited group of people in the Vietnamese community. They have quite popular meanings in Vietnamese society about the best or very good quality of an object. More importantly, excitement, happiness and satisfaction are the emotions denoted in the meaning of these words, as agreed among the focus group participants.

Most Omachi instant noodle advertisements feature the unique selling point "Rất ngon mà không sợ nóng" (translation: Very delicious without causing internal body heat". The expression is not just about the good quality of the food but also relates body senses, i.e. hot. The related emotion is fear and relief as this expression means consumers need not to have the fear of being hot inside.

In most noodle advertisements, "ngon" is verbally spoken out and illustrated by visual images. The various expressions of "ngon" and "vị" are semantically similar despite different descriptors (see Table 2). Food quality encoded by the term "ngon" and "vị" are independent of their sources and are applied to different types of food and drink.

In beer advertisements, the word "vị" (taste) has many descriptors, like in the below extract (with the translation next to the extract) of Larue beer's YouTube commercial:

"Êm mượt chưa từng có (never been so smooth)

Êm mượt dài lâu (long-lasting smoothness)

Êm mượt đỉnh cao" (the strongest smoothness)

These varieties of smoothness give a persuasive example of the saliently pleasant property of beer - the beer's tastes, at the same time refers to the excitement of the consumers when drinking the beer. Another brand – Viet beer - also features the sensory experience of drinking its beer as follow:

"Thơm bùng nổ (exploding good smell)

Vị đậm đà, sảng khoái (Rich, exciting flavor)

Xuống cổ như thác đổ (down the neck like a waterfall)

The words "good smell" or "rich flavor" are obviously about body senses (i.e. smell and taste) while the expression "like a waterfall" has deeper connotative meaning (Eco, 1987) which subtly refers to how strongly and effectively the beer can drive away the thirst. All the phrases and expressions in these advertisements can be seen as related to excitement and satisfaction of the consumers when drinking beer.

Affective theme

Affective meaning refers to the use of personal feelings or attitudes in communication. The words in this theme have explicit affective meanings. The richness of natural language makes it possible to express emotions in different modalities. Omachi instant noodle, for example, has various product line extensions. There is a variation in the claims of "delicious" in the Omachi advertisement. "Vị ngon đủ đầy" (translation: Full and good taste) in the advertisement of Omachi featuring the addition of "thịt thật" (real meat). Given that the instant noodle to be perceived as low in nutrition (Sikander et al., 2017), such claim implies the contentment of consuming not only delicious but also nutritious (i.e., more protein) food, hence attracting the attention of consumers.

Another instant noodle's advertisement claims "chờ 10 năm cũng đáng" (translation: 10 year waiting worth) is from Chinsu. Chinsu is a well-established brand

in fish sauce in Vietnam market. The brand has extended to other household product categories with cooking broth mix and types of instant noodles. When it launched a new noodle product with salmon flavor, the words used in its advertisement, as agreed by the majority of focus group participants, expressed an implicit appreciation for the quality of the noodle, at the same time elicited the feelings of reward and satisfaction.

Regarding the beer category, HUDA beer, for nearly a decade, has used an advertisement that employs emotional appeal, evidenced by claiming the quality of its beer "đậm tình miền Trung", interpreted as passion for the Central region. The claim is consistent with the place of origin of HUDA beer, at the same time it refers to the pride in regional identity and possibly can cultivate stronger consumer-brand bonds. Tiger beer and Sai Gon beer, meanwhile, have a variety of advertisements over the years. Some other emotional words used to advertise Tiger beer include "bản lĩnh" (translated as confident), and for Sai Gon Special beer - "Chất men của thành công" (the yeast of success). These expressions all mean the advertised beers are for the young, dynamic and successful consumers, which relate to the confidence when one consumes those kinds of beer.

Behavior evocative theme

Although this theme represents a small percentage of the emotional words of beer

and noodles advertisement, the theme is meaningful in how the words used in the advertisements could trigger consumer behavior. Advertisers occasionally employ metaphors in their language. The metaphorical use of the claim "người lạ đều như người nhà" (translation: strangers are like family members) tunes into the notion that HUDA beer drinkers are very open and while socializing, they accept strangers and consider unknown people as their friends or relatives. Given this brand always positions itself as the beer for Central region consumers who highly appreciate the friendship and family values makes the meaning of the claim fit in the behavior evocative theme.

Another metaphor used in the Tiger beer advertisement is "uy lực mãnh hổ" (translation: strength of a tiger). The words point to high level of arousal of excitement and by featuring how strong and energetic drinkers are.

The influence of culture is evident in the lexical items used in Vietnamese advertisements. Men are stigmatized beer drinkers. Most social occasions for beer drinking are typically for men. Therefore, the visual images in beer advertisements are all men, and language used is the emotional lexicon for men. Evidences include "nam tính" (masculine), "uy lực mãnh hổ" (strength of a tiger).

Within food category, Omachi advertisement features a rainy day with a message:

"Ngày mưa khỏi nấu cơm

Có Omachi – đổi bữa thay cơm tuyệt vời"

(translation: no cooking on rainy days, Omachi noodle replacing rice-that is wonderful)

It is rice that is central in daily meals of the Vietnamese cuisine. The advertisement suggests Omachi noodles as a good alternative for rice on rainy days, which brings about excitement and triggers an action of making noodles instead of cooking rice.

Although noodle and beer advertisements do not have as many words referring to a triggered action, these advertisements carry with them implications for emotions in Circumplex model (See Figure 4 above). To illustrate, innovation-inspiring expressions can be seen across advertisements for Tiger beer and Saigon beer. The words "đột phá" and "bứt phá" trigger the action of change, implying an urge to innovate. The expression that "Omachi noodle replacing rice- that is wonderful" refer to the excitement and happiness.

Table 3. Emerging themes and associated emotions

Themes	Interpretation	Referencing emotional lexicon
- Sensory theme includes words that refer to body senses	- Referencing object: beer or instant noodle - Referencing sense: smell, texture, taste	Related or implied emotions include happiness, excitement, relaxation, pride
- Affective theme includes words that refer to feelings	- Referencing object: affectionate relationships	Referencing emotions: happiness, excitement, pride, love, loyalty
- Behavioral evocative theme includes words that trigger an action	- Triggering object: rice, beer as a gift, successful image - Triggered action: eating noodle instead of rice, trial, innovation, gifting	Happiness, Excitement, Curiosity, Respect, Ego-pride

Discussion

Findings show that emotional lexicon is a coherent lexical field. The authors have used qualitative methods to browse YouTube videos of food and drink advertisements in order to filter and contextualize data into meaningful patterns that inform three themes. The use of consistent and well-formed emotional lexicon enhances the effectiveness of advertisements. Theoretically, this study contributes to existing emotional corpora with the identification and validation of a coherent lexicon of emotions in advertising.

It can be seen from data analysis that most emotional words and expressions in

Vietnamese food and drink advertisements have positive valence. The most popular discrete emotions that the words carry implications to include happiness, c and satisfaction. Given the communicative nature of advertising, the positive valence of emotions communicated in advertisements is expected. (Kay et al., 2023) also showed emotional responses in marketing communications are predominately positive and directed towards influencers, and potentially be transferred to the brand through emotional contagion.

Practically, understanding what is written and spoken out in advertisements are essential. Words have to be employed to precisely and powerfully communicate the intended meaning to the audience. The use of language, hand in hand with visual images, creates effective copywriting of an advertisement (Wyer & Robert, 2002). Even though the strong claim about the product quality in advertisement is often associated with the use of puffery in advertisements (Punjani et al., 2019), it allows advertisers to generate attention of audience and increase sales. This study contributes a working emotional lexicon to the practitioners in advertising industry in Vietnam with analysis of the implications of popular emotional words or descriptions of food and drink.

One of the major problems of inventing or discovering a lexicon can be a description of the outcome. Emotional related words or expressions in the advertisements have distinctive features and hidden layers. Advertisers encode perceptual quality of food and drink in a way that provokes emotions stemming from the pre-consumption, during-consumption, or post-consumption of the food or drink. The meanings of emotional terms are complex, and we found that they critically capture the food and drink qualities. It is difficult to translate these meanings into English because there is no exact or relevant terminology. Moreover, the emotional terms are not single words. Rather, they are words with descriptors, or noun phrases or stative verbs. Reference and interpretation, hence, need to be made where the words contain descriptors that can cannot stand alone as words in their own right. This study supports Singleton's (2016) assertion that the interplay between lexis and other aspects of language under the influence of culture suggests that any conception of a lexicon has to be broad enough to include elements other than just individual words.

The cultural embeddedness of the meanings is manifested by emotional words in advertisements. The lexical field of emotions has been explored in various contexts, but the emotional lexicons in advertisements have their own hook in cultural understanding. The findings of this research points to the fact that complex cultural process generates many new communicative features of language which only becomes clearer by putting the language in the appropriate settings. This study resonates with Strapparava et al. (2006) that we need to explore the use of

emotional lexicon in textual production. We do not only look into words that directly refer to emotional states like fear, happiness, but also the words having indirect reference to emotional states depending on the context. The center of our study is not the nature of emotions themselves but how emotional meanings are expressed in natural language in a particular setting, i.e. advertising. The understanding of such emotional meanings enriches existing lexical resources about emotions within Vietnamese culture, providing advertisers and practitioners in the advertising industry with a working list of meaningful emotional expressions to choose from for their advertisement.

Limitations and future research

The authors are aware that the content analysis can be done with more advertisements of other varieties of food and drink categories in order to provide more insightful interpretation of the emotional lexicon in advertising. The authors also translate the terms in advertisements into English, mainly for the purpose of data interpretation and analysis. Even though we are proficient English users, the use of a professional translation service with back translation would ensure data analysis better validity.

The second phase of the study allows the researchers to compare intended and evoked emotions. In the second phase, the study will explore consumers' responses to different adverts of food which contain the emotional lexicons from Study 1 with

in-depth interviews with consumers. The range of verbal representations of emotions used in the advertisements will be tested to see if the advertisement viewers interpret similarly. The study will explore the ability of the emotional lexicons to reflect the different experiential dimensions of consumers' food and drink experiences, including the pre-purchase, purchasing and consumption stages, and influencing their perception and behavior.

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