

Examining Emotional Blunting Phenomenon in Advertising: An Abstract

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Abstract Although previous context effect literature has confirmed the mood congruence effect, this study attempts to examine the *emotional blunting* phenomenon that could possibly occur between same valence emotions when the emotions have a different appraisal. Building on the appraisal tendency framework and emotional blunting hypothesis, this study aims to investigate how an existing discrete emotion (i.e., anger, disgust, or pride) elicited from a media context blunts or augments subsequent emotional experiences (i.e., sadness or empathy) elicited by a commercial that follows. The findings of the study will not only contribute to the theory of advertising context effect but also provide a useful guide to help practitioners implement a proper ad placement.

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